

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	4364	1929	2435	2220	1365	779	1354	1548	1386	1888	2222	1535	1519	1310	2205	2158	3014	1350	560	3804	801	3563
	35%	31%	39%	41%	33%	27%	35%	34%	36%	34%	35%	36%	35%	34%	33%	37%	36%	33%	37%	35%	36%	35%
Give up your mobile phone			A	DE	E										N	Q		S				
	8136	4297	3839	3243	2748	2146	2479	3058	2503	3726	4165	2781	2830	2525	4505	3631	5455	2681	934	7203	1451	6685
	65%	69%	61%	59%	67%	73%	65%	66%	64%	66%	65%	64%	65%	66%	67%	63%	64%	67%	63%	65%	64%	65%
		B			C	CD									O		P		R			

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. Which would you rather do?

		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 your computer	4364	145	171	169	114	101	183	128	112	144	186	212	226	202	137	175	181	167	254	239	226	184	186	143	169	210
	35%	29%	34%	34%	23%	20%	37%	26%	22%	29%	37%	42%	45%	40%	27%	35%	36%	33%	51%	48%	45%	37%	37%	29%	34%	42%
		EH	DEGHIN	DEGHIN			DEGHIN	E		EH	ADEGHINW	BCDEGHINQV	EFGHIJUNOPQ	BCDEGHINQV	EH	DEGHIN	ADEGHIN	DEGHIN	GHIJKMNOPE	FGHIJUNOPE	FGHIJUNOPE	ADEGHINW	ADEGHIN	E	DEGHIN	BCDEGHINQV
Give up your mobile phone	8136	355	329	331	386	399	317	372	388	356	314	288	274	298	363	325	319	333	246	261	274	316	314	357	331	290
	65%	71%	66%	66%	77%	80%	63%	74%	78%	71%	63%	58%	55%	60%	73%	65%	64%	67%	49%	52%	55%	63%	63%	71%	66%	58%
		JKLMRSTUV	KLMRSTY	KLMRSTY	KLMPQQRST	KLMPQQRST	LRST	KLMPQQRST	KLMPQQRST	JKLMRSTUV	LRST	R		R	KLMPQQRST	LRST	LRST	KLMRSTY				LRST	LRST	JKLMRSTUY	KLMRSTY	R

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

DY21_1. 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 your computer	4364	270	434	1492	1321	1160	676	636
	35%	27%	29%	33%	38%	29%	34%	42%
				ABE	ABCEF		ABE	ABCDEF
Give up your mobile phone	8136	730	1066	3008	2179	2840	1324	864
	65%	73%	71%	67%	62%	71%	66%	58%
		CDFG	CDFG	DG	G	CDFG	DG	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	145	65	80	82	49	14	21	23	100	33	112	97	33	15	73	72	91	54	11	134	18	127
	29%	26%	31%	33%	30%	16%	47%	26%	27%	22%	32%	30%	28%	27%	29%	29%	28%	32%	28%	29%	28%	29%
Give up your mobile phone				E	E																	
	355	180	175	166	114	75	23	67	265	117	238	230	86	40	182	173	238	117	29	326	47	309
	71%	74%	69%	67%	70%	84%	53%	74%	73%	78%	68%	70%	72%	73%	71%	71%	72%	68%	72%	71%	72%	71%
						CD																

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	212	116	96	138	58	16	51	101	59	113	98	0	23	189	124	88	178	33	47	165	113	99	
	42%	45%	40%	50%	33%	32%	39%	48%	37%	38%	48%	-	51%	41%	43%	42%	41%	50%	37%	44%	40%	45%	
Give up your mobile phone				D						I													
	288	142	146	138	117	33	80	109	99	184	104	0	22	267	167	122	255	34	81	208	169	120	
	58%	55%	60%	50%	67%	68%	61%	52%	63%	62%	52%	-	49%	59%	57%	58%	59%	50%	63%	56%	60%	55%	
				C						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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	175	62	113	101	62	12	148	24	3	74	101	117	31	27	63	112	98	77	10	165	17	158	
	35%	26%	43%	38%	39%	17%	36%	28%	37%	34%	35%	36%	30%	35%	26%	43%	31%	41%	30%	35%	23%	37%	
Give up your mobile phone			A	E	E											N							
	325	176	149	169	97	60	258	61	6	141	184	204	72	49	179	146	216	110	22	303	56	269	
	65%	74%	57%	62%	61%	83%	64%	72%	63%	66%	65%	64%	70%	65%	74%	57%	69%	59%	70%	65%	77%	63%	
		B				CD									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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	184	81	103	88	61	35	118	55	12	78	106	108	35	41	97	86	122	62	15	169	23	161	
	37%	32%	41%	43%	34%	31%	40%	31%	38%	37%	37%	43%	31%	30%	35%	39%	38%	35%	32%	37%	40%	36%	
Give up your mobile phone			A	DE			G					LM											
	316	171	145	117	120	79	178	119	19	134	182	141	79	95	178	138	199	117	31	285	35	281	
	63%	68%	59%	57%	66%	69%	60%	69%	62%	63%	63%	57%	69%	70%	65%	61%	62%	65%	68%	63%	60%	64%	
		B			C	C		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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	239	109	130	156	60	24	16	48	175	97	142	106	77	56	110	129	202	37	65	173	88	151	
	48%	45%	50%	54%	46%	28%	57%	43%	48%	43%	51%	55%	52%	36%	42%	53%	49%	43%	49%	47%	49%	47%	
Give up your mobile phone	261	131	130	131	71	60	12	63	186	126	135	88	73	101	149	113	212	49	69	192	93	168	
	52%	55%	50%	46%	54%	72%	43%	57%	52%	57%	49%	45%	48%	64%	58%	47%	51%	57%	51%	53%	51%	53%	
						CD								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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	144	53	91	65	48	32	31	92	21	54	90	51	54	40	80	65	91	53	18	126	22	122	
	29%	22%	36%	35%	29%	21%	28%	30%	26%	26%	31%	33%	32%	23%	26%	33%	29%	29%	40%	28%	37%	28%	
Give up your mobile phone			A	E	E							M	M			N			S		U		
	356	193	163	120	119	116	81	216	59	156	200	103	116	137	227	129	225	131	28	328	38	318	
	71%	78%	64%	65%	71%	79%	72%	70%	74%	74%	69%	67%	68%	77%	74%	67%	71%	71%	60%	72%	63%	72%	
		B				CD								KL	O				R		T		

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	169	73	96	74	47	47	30	30	109	91	78	79	47	43	78	91	107	62	25	144	24	145	
	34%	29%	38%	41%	32%	28%	40%	27%	35%	32%	36%	34%	37%	31%	32%	36%	35%	33%	36%	33%	31%	34%	
Give up your mobile phone		A	DE				G		G														
	331	175	157	108	101	122	46	79	206	193	138	154	80	97	166	165	202	129	44	287	53	278	
	66%	71%	62%	59%	68%	72%	60%	73%	65%	68%	64%	66%	63%	69%	68%	64%	65%	67%	64%	67%	69%	66%	
		B		C	C	C		FH															

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	254	143	112	144	79	32	75	50	80	0	0	79	80	95	134	120	155	99	78	177	79	176
	51%	50%	51%	49%	50%	69%	51%	48%	50%	-	-	54%	57%	45%	52%	50%	51%	51%	58%	48%	52%	50%
Give up your mobile phone	246	140	105	152	79	15	72	54	78	0	0	67	62	117	124	122	151	94	57	188	72	174
	49%	50%	49%	51%	50%	31%	49%	52%	50%	-	-	46%	43%	55%	48%	50%	49%	49%	42%	52%	48%	50%

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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)	500	247	253	177	155	167	116	197	187	205	295	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	..a	196	117
Give up your computer	101	44	57	48	29	25	29	33	40	37	65	44	42	15	55	46	70	32	10	91	13	89	7	9	14	16	0	36	19
	20%	18%	23%	27%	18%	15%	25%	17%	22%	18%	22%	24%	19%	16%	21%	19%	21%	19%	22%	20%	25%	20%	21%	21%	30%	25%	-	19%	16%
Give up your mobile phone	399	203	196	129	127	143	87	165	147	169	230	142	181	76	207	192	262	136	36	363	39	360	27	34	32	48	0	159	98
	80%	82%	77%	73%	82%	85%	75%	83%	78%	82%	78%	76%	81%	84%	79%	81%	79%	81%	78%	80%	75%	80%	79%	79%	70%	75%	-	81%	84%
					C	C		F																			X	XY	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	128	59	69	69	29	30	33	72	23	41	87	46	52	31	64	64	79	49	4	124	5	124
	26%	24%	27%	36%	21%	18%	27%	27%	22%	24%	27%	27%	25%	25%	22%	31%	27%	24%	26%	26%	17%	26%
Give up your mobile phone				DE												N						
	372	188	184	122	112	138	90	199	83	132	240	122	157	93	228	144	219	153	12	360	23	349
	74%	76%	73%	64%	79%	82%	73%	73%	78%	76%	73%	73%	75%	75%	78%	69%	73%	76%	74%	74%	83%	74%
				C	C	C									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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	112	50	61	53	39	19	42	36	34	43	69	27	73	12	64	48	63	48	6	106	14	98	
	22%	20%	25%	31%	21%	14%	22%	23%	22%	21%	23%	24%	25%	12%	21%	25%	22%	23%	18%	23%	22%	22%	
Give up your mobile phone				DE	E							M	M										
	388	202	186	119	149	120	145	123	121	157	231	86	213	90	243	145	223	166	28	360	51	337	
	78%	80%	75%	69%	79%	86%	78%	77%	78%	79%	77%	76%	75%	88%	79%	75%	78%	77%	82%	77%	78%	78%	
				C		CD								KL									

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

SECTION D1: SOCIAL MEDIA SURVEY

DY21_1. Which would you rather do?

		Australia																											
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION						
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76
Base: All Respondents (wtd)	500	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*
Give up your computer	171	68	103	92	47	32	37	89	45	72	99	50	96	25	85	85	120	51	18	153	24	147	116	54	56	52	30	20	12
	34%	27%	41%	47%	30%	21%	35%	32%	38%	31%	37%	38%	32%	34%	30%	39%	37%	30%	29%	35%	31%	35%	35%	32%	39%	33%	33%	30%	29%
		A	DE												N														
Give up your mobile phone	329	180	149	104	109	116	67	188	74	161	169	82	199	49	199	130	208	121	44	286	52	277	216	113	85	107	61	47	29
	66%	73%	59%	53%	70%	79%	65%	68%	62%	69%	63%	62%	68%	66%	70%	61%	63%	70%	71%	65%	69%	65%	65%	68%	61%	67%	67%	70%	71%
		B		C		C									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 - V/W - X/Y/Z/a/b * small base

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	137	45	91	70	39	27	88	38	10	80	56	46	36	54	53	84	84	53	10	126	12	125	
	27%	18%	37%	38%	26%	17%	30%	22%	33%	28%	27%	29%	31%	24%	23%	31%	26%	29%	18%	29%	17%	29%	
Give up your mobile phone			A	DE	E		G									N				R		T	
	363	206	158	116	110	137	211	133	20	207	156	114	81	169	175	189	236	127	48	315	56	307	
	73%	82%	63%	62%	74%	83%	70%	78%	67%	72%	73%	71%	69%	76%	77%	69%	74%	71%	82%	71%	83%	71%	
		B			C	CD		F							O				S		U		

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	226	101	125	102	73	50	38	84	104	130	95	12	78	136	108	117	155	71	25	200	44	182	
	45%	40%	50%	49%	38%	52%	38%	45%	48%	47%	43%	56%	51%	42%	45%	45%	45%	45%	40%	46%	43%	46%	
Give up your mobile phone		A	D		D																		
	274	151	123	108	119	47	61	103	111	146	128	9	75	190	133	142	186	88	38	236	58	216	
	55%	60%	50%	51%	62%	48%	62%	55%	52%	53%	57%	44%	49%	58%	55%	55%	55%	55%	60%	54%	57%	54%	
	B				CE																		

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	167	66	101	81	53	33	4	17	146	76	91	49	91	27	89	78	146	21	6	161	12	155	
	33%	28%	39%	38%	29%	32%	23%	31%	34%	32%	35%	34%	34%	30%	32%	35%	33%	40%	19%	34%	17%	36%	
Give up your mobile phone		A																				T	
	333	174	159	130	132	71	14	37	282	161	173	97	174	62	191	143	303	30	26	307	61	272	
	67%	72%	61%	62%	71%	68%	77%	69%	66%	68%	65%	66%	66%	70%	68%	65%	67%	60%	81%	66%	83%	64%	
		B																			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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	186	75	110	94	47	45	72	101	13	56	129	39	100	47	113	72	133	53	22	164	22	164
	37%	30%	45%	51%	30%	29%	37%	39%	26%	36%	38%	37%	38%	35%	33%	45%	37%	38%	35%	37%	26%	39%
Give up your mobile phone		A	DE																			
	314	178	136	92	111	112	120	157	37	99	215	66	163	85	227	87	227	87	41	273	61	253
	63%	70%	55%	49%	70%	71%	63%	61%	74%	64%	62%	63%	62%	65%	67%	55%	63%	62%	65%	63%	74%	61%
		B			C	C																

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	226	108	118	129	77	20	26	120	80	134	92	88	19	120	92	134	195	32	23	203	42	184	
	45%	43%	47%	46%	48%	36%	33%	47%	49%	47%	43%	42%	46%	48%	43%	47%	48%	34%	39%	46%	44%	46%	
Give up your mobile phone								F	F								Q						
	274	142	132	152	85	36	53	138	83	154	120	121	22	131	123	150	213	61	37	237	54	220	
	55%	57%	53%	54%	52%	64%	67%	53%	51%	53%	57%	58%	54%	52%	57%	53%	52%	66%	61%	54%	56%	54%	
							GH										P						

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	143	61	82	86	35	22	13	69	62	57	86	24	29	90	81	62	96	48	25	119	42	101	
	29%	24%	33%	33%	24%	24%	31%	32%	25%	23%	34%	17%	34%	33%	30%	28%	30%	26%	38%	27%	31%	28%	
Give up your mobile phone	357	191	166	177	110	70	27	145	185	192	165	117	56	184	194	163	220	137	40	317	93	264	
	71%	76%	67%	67%	76%	76%	69%	68%	75%	77%	66%	83%	66%	67%	70%	72%	70%	74%	62%	73%	69%	72%	
												M											

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	186	85	101	85	52	49	99	61	1	77	109	55	102	29	92	94	124	63	11	175	12	174	
	37%	35%	39%	42%	37%	31%	39%	38%	20%	35%	39%	42%	35%	39%	37%	38%	42%	31%	36%	37%	38%	37%	
Give up your mobile phone				E													Q						
	314	159	155	117	90	107	156	98	4	141	173	75	192	47	157	157	172	142	20	294	20	294	
	63%	65%	61%	58%	63%	69%	61%	62%	80%	65%	61%	58%	65%	61%	63%	62%	58%	69%	64%	63%	62%	63%	
						C											P						

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	181	70	111	94	50	37	144	34	3	84	96	43	118	20	96	85	93	88	15	166	22	159	
	36%	28%	44%	44%	32%	29%	37%	36%	17%	34%	38%	41%	36%	28%	33%	40%	34%	38%	36%	36%	33%	37%	
Give up your mobile phone			A	DE																			
	319	178	141	121	106	92	247	60	12	161	158	61	208	50	192	127	179	140	26	294	45	274	
	64%	72%	56%	56%	68%	71%	63%	64%	83%	66%	62%	59%	64%	72%	67%	60%	66%	62%	64%	64%	67%	63%	
		B			C	C																	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	183	84	100	73	81	29	32	64	87	122	61	106	62	15	104	79	145	39	23	160	46	137	
	37%	34%	40%	36%	40%	30%	35%	35%	39%	36%	38%	36%	40%	30%	35%	38%	37%	37%	40%	36%	40%	36%	
Give up your mobile phone	317	165	151	128	119	70	58	122	137	218	99	189	93	35	190	127	250	67	34	283	68	249	
	63%	66%	60%	64%	60%	70%	65%	65%	61%	64%	62%	64%	60%	70%	65%	62%	63%	63%	60%	64%	60%	64%	
														L									

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	114	44	70	71	27	16	59	55	1	31	84	80	28	6	47	68	74	41	10	104	14	100	
	23%	18%	27%	26%	18%	20%	26%	20%	13%	18%	25%	22%	26%	21%	22%	23%	23%	24%	25%	23%	21%	23%	
Give up your mobile phone	386	200	185	199	121	66	166	215	5	139	247	283	80	23	161	225	254	132	30	355	53	333	
	77%	82%	73%	74%	82%	80%	74%	80%	87%	82%	75%	78%	74%	79%	78%	77%	77%	76%	75%	77%	79%	77%	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	202	95	108	76	76	50	44	86	72	122	81	118	70	14	95	107	122	80	24	178	29	174	
	40%	38%	43%	42%	41%	37%	45%	38%	41%	42%	38%	49%	35%	25%	38%	42%	40%	41%	41%	40%	37%	41%	
Give up your mobile phone	298	155	142	105	109	84	54	142	102	165	132	125	129	44	152	146	184	114	35	263	49	248	
	60%	62%	57%	58%	59%	63%	55%	62%	59%	58%	62%	51%	65%	75%	62%	58%	60%	59%	59%	60%	63%	59%	
													K	KL									

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. Which would you rather do?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
Base: All Respondents (unwid)	508	266	242	152	195	161	184	201	123	202	306	121	235	152	306	202	300	208	16	492	45	463	180	148	180	358	150
Base: All Respondents (wid)	500	251	249	184	174	142	192	194	114	183	317	172	186	142	278	222	280	220	15**	485	41*	459	171	136	193	353	147
Give up your computer	169	77	93	73	59	37	75	62	32	64	105	69	63	36	87	82	95	74	6	163	11	159	56	39	74	122	47
	34%	30%	37%	40%	34%	26%	39%	32%	28%	35%	33%	40%	34%	26%	31%	37%	34%	34%	40%	34%	25%	35%	33%	28%	39%	35%	32%
Give up your mobile phone	331	175	156	111	115	105	117	132	82	120	211	103	122	106	192	139	185	146	9	322	31	300	115	97	119	230	100
	66%	70%	63%	60%	66%	74%	61%	68%	72%	65%	67%	60%	66%	74%	69%	63%	66%	66%	60%	66%	75%	65%	67%	72%	61%	65%	68%
				E			C					M		K													

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

SECTION DY: SOCIAL MEDIA SURVEY

DY21_1. 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 your computer	210	96	114	78	88	45	30	105	75	121	89	3	80	127	121	88	177	33	52	158	54	156
	42%	41%	43%	41%	45%	38%	36%	44%	43%	44%	39%	38%	45%	40%	42%	42%	43%	37%	42%	42%	42%	42%
Give up your mobile phone	290	140	150	110	107	73	55	134	101	153	137	5	96	189	170	121	234	56	70	220	75	215
	58%	59%	57%	59%	55%	62%	64%	56%	57%	56%	61%	62%	55%	60%	58%	58%	57%	63%	58%	58%	58%	58%

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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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%
		BCFGHIJKNPQRS	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

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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	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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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)	500	247	253	177	155	167	116	197	187	205	295	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	--	196	117
Give up 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											VYg

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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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									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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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%	19%	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

SECTION DY: SOCIAL MEDIA SURVEY

DY23_1. 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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		All Countries																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	19271	10059	9212	7801	6591	4879	5571	7705	5785	9258	9507	5445	6859	6967	10958	8313	13427	5844	2363	16908	3720	15551	
Base: All Respondents (wtd)	12500	6227	6273	5462	4113	2924	3833	4607	3889	5614	6386	4316	4349	3834	6711	5789	8469	4031	1494	11006	2252	10248	
Give up social networking	7273	3716	3557	2719	2568	1986	2159	2683	2347	3532	3518	2509	2609	2156	4037	3236	4998	2275	814	6459	1216	6057	
	58%	60%	57%	50%	62%	68%	56%	58%	60%	63%	55%	58%	60%	56%	60%	56%	59%	56%	55%	59%	54%	59%	
		B			C	CD			F	J			M		O		Q		R		T		
Give up TV	5227	2510	2716	2743	1545	939	1674	1924	1542	2082	2869	1808	1740	1679	2673	2553	3471	1756	679	4547	1036	4191	
	42%	40%	43%	50%	38%	32%	44%	42%	40%	37%	45%	42%	40%	44%	40%	44%	41%	44%	45%	41%	46%	41%	
			A		DE	E		H			I				L		N		P	S		U	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. 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 social networking	7273	279	373	332	193	361	176	381	349	383	275	220	224	353	324	269	338	249	224	276	337	320	228	194	371	246
	58%	56%	75%	66%	39%	72%	35%	76%	70%	77%	55%	44%	45%	71%	65%	54%	68%	50%	45%	55%	67%	64%	46%	39%	74%	49%
	DFKLRVW	JKLNOPQRS	FJKLOQRSVWY	ACDFJKLNOQRSUVWYACDEFHJKLMNOPQR	JKLNOQRSU	JKLMNOPQR	DFKLRVWY	F	F	JKLNOQRSU	FJKLOQRSV	DFKLW	FJKLOQRSV	DFW	F	DFKLW	FJKLOQRSV	FJKLOQRSV	F	ACDFHJKLNOPQRS	DFW					
Give up TV	5227	221	127	168	307	139	324	119	151	117	225	280	276	147	176	231	162	251	276	224	163	180	272	306	129	254
	42%	44%	25%	34%	61%	28%	65%	24%	30%	23%	45%	56%	55%	29%	35%	46%	32%	50%	55%	45%	33%	36%	54%	61%	26%	51%
	BCEGHIMNPTUX	BEGIX	GHUMNOPQS	GI	IJKLMNOPQRSTUVXY	BGIX	BCEGHIMNPT	EGHUMNOP	EGHUMNOPS	GI	BEGHIMX	CEGHIMNPTL	BGIX	CEGHIMNPTL	EGHUMNPS	CEGHIMNPTL	BGIX	BEGHIMX	CEGHIMNPT	GHUMNOPQSTUXY	BCEGHIMNPT					

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

DY210_1. Which would you rather do?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	19271	2019	2067	7585	5555	7614	3572	1542
Base: All Respondents (wtd)	12500	1000	1500	4500	3500	4000	2000	1500
Give up social networking	7273	732	741	2958	1903	2771	837	693
	58%	73%	49%	66%	54%	69%	42%	46%
		BCDEFG	F	BDFG	BFG	BCDFG		
Give up TV	5227	268	759	1542	1597	1229	1163	807
	42%	27%	51%	34%	46%	31%	58%	54%
			ACDE	AE	ACE	A	ABCDE	ACDE

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Argentina																				
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	270	236	225	180	101	33	66	407	160	346	174	182	150	286	220	376	130	48	458	84	422
Base: All Respondents (wtd)	500	245	255	248	163	89*	44**	90*	366	150	350	327	119	55	255	245	329	171	40*	460	65*	435
Give up social networking	279	147	132	125	95	59	20	44	215	90	190	185	59	35	150	129	185	95	23	257	34	246
	56%	60%	52%	50%	58%	67%	46%	49%	59%	60%	54%	57%	50%	64%	59%	53%	56%	55%	56%	56%	52%	56%
Give up TV						C								L								
	221	98	123	123	68	29	24	46	151	61	160	142	59	20	105	116	144	77	18	203	31	189
	44%	40%	48%	50%	42%	33%	54%	51%	41%	40%	46%	43%	50%	36%	41%	47%	44%	45%	44%	44%	48%	44%
				E									M									

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		India																					
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1003	813	190	715	249	39	261	454	288	634	369	0	74	929	746	257	933	70	293	710	630	373	
Base: All Respondents (wtd)	500	258	242	276	175	48**	132	210	158	297	203	.-**	44*	456	290	210	433	67*	128	372	281	219	
Give up social networking	220	115	104	114	80	25	55	98	66	143	77	0	13	206	127	93	193	27	54	166	138	82	
	44%	45%	43%	41%	46%	51%	42%	47%	42%	48%	38%	-	30%	45%	44%	44%	45%	40%	42%	45%	49%	37%	
Give up TV	280	143	138	162	95	24	77	112	91	154	126	0	31	249	163	117	240	40	74	206	144	137	
	56%	55%	57%	59%	54%	49%	58%	53%	58%	52%	62%	-	70%	55%	56%	56%	55%	60%	58%	55%	51%	63%	
											I											T	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Mexico																					
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	333	169	206	199	97	333	142	27	233	269	111	161	230	312	190	373	129	65	437	126	376	
Base: All Respondents (wtd)	500	238	262*	270*	158*	72*	406	85*	9**	215*	285	321*	103	76	243	257*	314	186*	32*	468	73*	427	
Give up social networking	269	135	134	132	84	53	215	48	6	116	153	174	51	44	149	120	173	96	19	250	41	228	
	54%	57%	51%	49%	53%	73%	53%	57%	64%	54%	54%	54%	50%	57%	61%	47%	55%	51%	60%	53%	56%	53%	
Give up TV						CD									O								
	231	104	127	138	74	19	191	37	3	99	132	147	52	32	93	138	140	91	13	218	32	199	
	46%	43%	49%	51%	47%	27%	47%	43%	36%	46%	46%	46%	50%	43%	39%	53%	45%	49%	40%	47%	44%	47%	
				E	E											N							

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Spain																					
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1005	464	541	389	381	235	611	334	60	453	552	657	76	272	544	461	654	351	92	913	116	889	
Base: All Respondents (wtd)	500	252	248	205	181	114	296	174	31*	212	288	249	115*	137	276	224	321	179	46*	454	59*	441	
Give up social networking	320	168	152	99	134	87	187	114	19	163	157	174	55	91	194	126	221	99	28	291	41	279	
	64%	67%	61%	48%	74%	76%	63%	66%	61%	77%	54%	70%	48%	67%	70%	56%	69%	55%	63%	64%	69%	63%	
Give up TV					C	C				J		L		L	O		Q						
	180	84	96	106	47	27	109	59	12	49	131	75	59	45	82	99	100	81	17	163	18	162	
	36%	33%	39%	52%	26%	24%	37%	34%	39%	23%	46%	30%	52%	33%	30%	44%	31%	45%	37%	36%	31%	37%	
				DE						I			KM		N		P						

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		South Africa																					
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	520	240	280	133	224	163	17	98	405	314	206	191	168	161	317	203	463	57	152	368	205	315	
Base: All Respondents (wtd)	500	240	260	286*	130	83	29**	111*	361	224	276*	194*	150*	156*	258	242*	414	86**	135*	365	181*	319	
Give up social networking	276	137	139	134	83	59	16	55	205	147	129	109	79	87	147	128	234	42	74	202	105	170	
	55%	57%	53%	47%	64%	71%	55%	50%	57%	66%	47%	56%	53%	56%	57%	53%	56%	49%	55%	55%	58%	53%	
Give up TV	224	103	121	153	47	25	13	55	156	77	147	84	71	69	111	113	181	44	61	163	75	149	
	45%	43%	47%	53%	36%	29%	45%	50%	43%	34%	53%	44%	47%	44%	43%	47%	44%	51%	45%	45%	42%	47%	
				DE							I												

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Great Britain																					
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1017	488	529	328	368	321	226	626	165	446	571	315	341	361	637	380	653	364	96	921	126	891	
Base: All Respondents (wtd)	500	246	254	185	167	148	112	308	80	210	290	154	170	177	306	194	317	183	46*	454	60	440	
Give up social networking	383	194	189	124	132	127	77	244	62	170	213	111	134	138	249	134	253	130	36	346	49	334	
	77%	79%	74%	67%	79%	86%	69%	79%	77%	81%	73%	72%	79%	78%	81%	69%	80%	71%	79%	76%	81%	76%	
Give up TV				C		CD		F		J			K		O		Q						
	117	52	65	61	35	21	35	63	19	40	78	43	36	39	58	59	64	53	10	107	12	106	
	23%	21%	26%	33%	21%	14%	31%	21%	23%	19%	27%	28%	21%	22%	19%	31%	20%	29%	21%	24%	19%	24%	
				DE	E		G			I		L			N		P						

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		US																					
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1005	442	563	320	317	368	158	266	581	584	421	467	301	237	479	526	611	394	133	872	144	861	
Base: All Respondents (wtd)	500	247	253	182	148	169	76	110	315	284	216	232	127	141	244	256	309	191	69	431	77	423	
Give up social networking	371	190	181	117	108	145	49	80	241	221	150	187	89	95	182	189	232	139	49	322	51	320	
	74%	77%	72%	64%	73%	86%	65%	73%	77%	78%	70%	81%	70%	68%	75%	74%	75%	73%	71%	75%	66%	76%	
Give up TV					C	CD			F	J		LM										T	
	129	57	72	65	40	24	27	29	73	63	66	45	38	45	62	67	77	52	20	109	26	103	
	26%	23%	28%	36%	27%	14%	35%	27%	23%	22%	30%	19%	30%	32%	25%	26%	25%	27%	29%	25%	34%	24%	
				DE	E		H			I			K	K							U		

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	506	322	184	403	93	10	150	119	160	0	0	153	135	218	278	228	350	156	152	354	167	339
Base: All Respondents (wtd)	500	283	217	295	158*	47**	148*	104*	158*	-**	-**	147*	142*	211	258	242	307	193*	135	365	151*	349
Give up social networking	224	132	92	124	76	24	73	38	70	0	0	64	73	87	116	108	141	83	62	162	65	159
	45%	47%	42%	42%	48%	51%	50%	36%	44%	-	-	43%	52%	41%	45%	45%	46%	43%	46%	44%	43%	46%
Give up TV	276	151	125	171	82	23	74	66	89	0	0	83	69	124	142	134	165	111	73	203	86	190
	55%	53%	58%	58%	52%	49%	50%	64%	56%	-	-	57%	48%	59%	55%	55%	54%	57%	54%	56%	57%	54%

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

SECTION D-Y: SOCIAL MEDIA SURVEY

DY210_1. 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)	500	247	253	177	155	167	116	197	187	205	295	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	-**	196	117	
Give up social networking	361	185	176	115	114	132	79	139	143	157	204	145	156	60	190	171	243	118	32	329	38	323	24	27	31	49	0	137	92	
	72%	75%	69%	65%	73%	79%	68%	71%	76%	76%	69%	78%	70%	66%	72%	72%	73%	70%	69%	73%	74%	72%	73%	65%	68%	75%	-	70%	78%	
Give up TV	139	62	77	62	41	36	37	58	44	49	90	41	68	31	72	67	89	50	14	125	14	125	9	15	15	16	0	58	25	
	28%	25%	31%	35%	27%	21%	32%	29%	24%	24%	31%	22%	30%	34%	28%	28%	27%	30%	31%	27%	26%	28%	27%	35%	32%	25%	-	30%	22%	
				DE			H			I		K	K	K									b	b			b			

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		France																					
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1023	485	538	369	292	362	248	550	225	358	665	365	330	328	612	411	616	407	34	989	63	960	
Base: All Respondents (wtd)	500	247	253	191	141	168	123	271	106	173	327	168	209	124	293	207	299	201	16*	484	28*	472	
Give up social networking	381	189	192	134	113	134	84	209	88	144	237	131	163	87	225	156	234	147	12	369	19	361	
	76%	76%	76%	70%	80%	79%	68%	77%	83%	83%	72%	78%	78%	70%	77%	75%	78%	73%	73%	76%	70%	77%	
Give up TV					C	C		F	F	J		M	M										
	119	58	61	57	28	35	39	62	18	29	90	37	46	37	67	52	65	55	4	115	8	111	
	24%	24%	24%	30%	20%	21%	32%	23%	17%	17%	28%	22%	22%	30%	23%	25%	22%	27%	27%	24%	30%	23%	
				DE			GH			I				KL									

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Germany																					
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1023	502	521	269	428	326	375	332	316	444	579	238	643	142	640	383	590	433	71	952	137	886	
Base: All Respondents (wtd)	500	253	247	172	188	140	186	159	154	199	301	113	285	101	307	193	286	214	34*	466	65	435	
Give up social networking	349	182	167	101	136	112	122	114	113	150	199	80	194	75	215	134	203	146	24	325	47	302	
	70%	72%	68%	59%	72%	80%	65%	72%	73%	75%	66%	71%	68%	73%	70%	70%	71%	68%	69%	70%	72%	69%	
Give up TV	151	71	80	71	52	28	64	45	41	49	102	33	91	27	92	59	83	68	11	140	18	133	
	30%	28%	32%	41%	28%	20%	35%	28%	27%	25%	34%	29%	32%	27%	30%	30%	29%	32%	31%	30%	28%	31%	
				DE	E		H				I												

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Australia																													
	Australia	Gender		Age			Household Income				Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA		
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76		
Base: All Respondents (wtd)	900	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*		
Give up social networking	373	200	173	124	122	126	68	209	96	181	191	91	232	50	226	147	261	112	48	324	62	311	246	126	108	115	67	51	32		
	75%	81%	69%	63%	78%	86%	65%	75%	81%	78%	72%	69%	79%	67%	79%	68%	79%	65%	79%	74%	82%	73%	74%	75%	77%	72%	74%	76%	76%		
Give up TV	127	48	79	72	34	21	36	69	23	51	76	40	62	24	59	69	68	60	13	115	14	114	86	41	33	45	24	16	10		
	25%	19%	31%	37%	22%	14%	35%	25%	19%	22%	28%	31%	21%	33%	21%	32%	21%	35%	21%	26%	18%	27%	26%	25%	23%	28%	26%	24%	24%		
		A			DE		GH					L		L		N		P													

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Japan																					
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1028	525	503	370	332	326	617	351	60	583	445	330	239	459	470	558	656	372	120	908	139	889	
Base: All Respondents (wtd)	500	251	249	186	150	165	299	171	30*	288	212	159	117	224	228	272	320	180	59	441	68	432	
Give up social networking	324	161	163	106	103	116	186	120	19	199	125	106	75	143	152	173	215	110	38	286	45	279	
	65%	64%	65%	57%	69%	70%	62%	70%	65%	69%	59%	67%	64%	64%	67%	63%	67%	61%	65%	65%	67%	65%	
Give up TV	176	90	86	80	47	49	113	52	10	88	88	53	42	81	76	100	106	70	21	155	23	153	
	35%	36%	35%	43%	31%	30%	38%	30%	35%	31%	41%	33%	36%	36%	33%	37%	33%	39%	35%	35%	33%	35%	
				DE			G				I												

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		South Korea																				
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	261	239	201	188	111	95	184	221	286	214	19	148	333	252	248	351	149	67	433	107	393
Base: All Respondents (wtd)	500	253	247	210	193	97	99*	187	214	276	224	21**	153	326	241	259	341	159	63*	437	102	398
Give up social networking	337	167	170	131	134	72	65	131	140	191	146	9	102	226	163	174	235	102	39	298	70	267
	67%	66%	69%	62%	69%	75%	66%	70%	65%	69%	65%	42%	67%	69%	68%	67%	69%	64%	62%	68%	69%	67%
Give up TV						C																
	163	86	77	79	59	25	33	55	74	85	78	12	51	99	78	85	106	57	24	139	32	131
	33%	34%	31%	38%	31%	25%	34%	30%	35%	31%	35%	58%	33%	31%	32%	33%	31%	36%	38%	32%	31%	33%
				E																		

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Russia																					
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	504	258	246	194	199	111	18	50	436	246	258	100	279	125	290	214	457	47	36	468	76	428	
Base: All Respondents (wtd)	500	240	260	211	184	105	18**	54*	428	236	264	146*	266	88	279	221	449	51*	33*	467	73*	427	
Give up social networking	249	132	117	90	98	61	7	25	217	117	132	74	136	39	148	101	225	24	11	238	25	224	
	50%	55%	45%	43%	53%	59%	40%	45%	51%	50%	50%	51%	51%	44%	53%	46%	50%	46%	33%	51%	34%	53%	
Give up TV		B				C																T	
	251	108	143	121	87	43	11	30	210	119	132	72	130	49	131	120	224	27	22	229	49	202	
	50%	45%	55%	57%	47%	41%	60%	55%	49%	50%	50%	49%	49%	56%	47%	54%	50%	54%	67%	49%	66%	47%	
		A		E																		U	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Sweden																				
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	273	229	159	154	189	208	252	42	139	363	331	78	93	341	161	316	186	47	455	64	438
Base: All Respondents (wtd)	500	253	247*	186*	158*	157*	192*	258	51**	155*	345	105	263*	133*	340	160*	360	140*	63**	437	83*	417
Give up social networking	228	125	103	73	86	69	78	129	21	71	157	52	123	53	162	66	175	53	25	203	39	189
	46%	49%	42%	39%	55%	44%	41%	50%	42%	46%	46%	50%	47%	40%	48%	41%	49%	38%	40%	47%	47%	45%
Give up TV	272	129	143	112	71	88	114	129	29	84	187	53	140	79	178	93	184	87	38	234	44	228
	54%	51%	58%	61%	45%	56%	59%	50%	58%	54%	54%	50%	53%	60%	52%	59%	51%	62%	60%	53%	53%	55%

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Indonesia																				
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404
Give up social networking	224	103	121	112	85	28	27	110	87	140	84	94	16	114	108	117	189	35	22	202	39	185
	45%	41%	48%	40%	52%	49%	34%	43%	54%	49%	40%	45%	39%	45%	50%	41%	46%	38%	37%	46%	41%	46%
Give up TV				C					FG						O							
	276	147	129	170	77	29	52	148	76	148	128	114	25	136	108	168	219	57	38	238	57	218
	55%	59%	52%	60%	48%	51%	66%	57%	46%	51%	60%	55%	61%	55%	50%	59%	54%	62%	63%	54%	59%	54%
				D			H	H							N							

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Turkey																				
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	516	358	158	395	107	14	49	231	236	235	281	137	82	297	275	241	379	137	68	448	162	354
Base: All Respondents (wtd)	500	252	248*	263	145*	93**	40*	213*	247*	249*	251	141*	85*	274	275*	225	316	184*	64*	436	136*	364
Give up social networking	194	97	96	96	71	27	10	73	111	110	83	62	20	111	99	94	114	79	19	175	42	152
	39%	39%	39%	37%	49%	29%	24%	34%	45%	44%	33%	44%	24%	41%	36%	42%	36%	43%	30%	40%	31%	42%
Give up TV	306	155	152	166	74	66	30	140	136	139	168	79	65	163	176	130	201	105	45	261	94	212
	61%	61%	61%	63%	51%	71%	76%	66%	55%	56%	67%	56%	76%	59%	64%	58%	64%	57%	70%	60%	69%	58%
							H															

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1001	507	494	229	313	459	488	372	8	511	490	172	645	184	556	445	601	400	79	922	79	922	
Base: All Respondents (wtd)	500	244	256	202	142	156	255	159	5**	218	282	129	294	76	249	251	296	204	31*	469	32*	468	
Give up social networking	275	144	130	105	88	81	137	92	3	124	150	78	160	37	138	136	171	104	16	259	17	258	
	55%	59%	51%	52%	62%	52%	54%	58%	65%	57%	53%	60%	54%	48%	56%	54%	58%	51%	52%	55%	54%	55%	
		B			CE							M											
Give up TV	225	100	126	96	54	75	118	66	2	93	132	52	134	40	110	115	125	101	15	211	15	211	
	45%	41%	49%	48%	38%	48%	46%	42%	35%	43%	47%	40%	46%	52%	44%	46%	42%	49%	48%	45%	46%	45%	
			A		D		D								K								

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Poland																					
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	506	255	251	194	173	139	385	105	16	253	253	70	337	99	301	205	292	214	46	460	77	429	
Base: All Respondents (wtd)	500	248	252	215	156	129	391	94*	15**	246	254	104*	326	70*	288	212	272	228	40*	460	67*	433	
Give up social networking	338	180	158	129	120	90	257	71	10	175	163	63	230	46	208	131	197	142	28	310	48	290	
	68%	73%	63%	60%	77%	69%	66%	76%	69%	71%	64%	60%	70%	66%	72%	62%	72%	62%	70%	67%	72%	67%	
		B			C										O		Q						
Give up TV	162	68	94	86	36	39	134	23	5	71	91	41	97	24	81	81	76	86	12	150	19	143	
	32%	27%	37%	40%	23%	31%	34%	24%	31%	29%	36%	40%	30%	34%	28%	38%	28%	38%	30%	33%	28%	33%	
			A	D												N		P					

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		China																				
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1006	534	472	481	410	115	87	301	618	695	311	98	278	630	696	310	889	117	124	882	317	689
Base: All Respondents (wtd)	500	249	251	200	200*	99*	90*	186*	224	340	160*	295*	155	50	294	206*	394	106*	57**	443	114*	386
Give up social networking	176	77	98	56	66	53	22	61	92	133	43	97	60	18	103	73	134	42	23	152	36	139
	35%	31%	39%	28%	33%	53%	24%	33%	41%	39%	27%	33%	39%	36%	35%	35%	34%	39%	41%	34%	32%	36%
Give up TV	324	172	153	144	134	46	68	125	132	207	117	198	95	32	191	133	260	64	33	291	77	247
	65%	69%	61%	72%	67%	47%	76%	67%	59%	61%	73%	67%	61%	64%	65%	65%	66%	61%	59%	66%	68%	64%
				E	E																	

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Brazil																					
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1059	509	550	440	388	231	245	777	37	449	610	151	571	337	524	535	756	303	119	940	208	851	
Base: All Respondents (wtd)	500	244	256	271*	148	82*	225*	270	5**	170*	330	363	107	29	207	293	327	173*	41**	459	67*	433	
Give up social networking	193	88	105	99	58	35	89	100	4	75	118	129	50	14	78	115	135	58	15	178	21	172	
	39%	36%	41%	37%	40%	43%	40%	37%	66%	44%	36%	35%	47%	47%	37%	39%	41%	33%	36%	39%	31%	40%	
Give up TV	307	156	151	172	89	46	135	170	2	94	213	234	57	16	130	177	192	115	26	281	46	261	
	61%	64%	59%	63%	60%	57%	60%	63%	34%	56%	64%	65%	53%	53%	63%	61%	59%	67%	64%	61%	69%	60%	
												LM											

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1000	471	529	391	357	252	183	453	364	555	445	353	516	131	472	528	621	379	116	884	162	838	
Base: All Respondents (wtd)	500	250	250	181	185	134	98	228	174	287	213	243	198	58	247	253	306	194	58	442	78	422	
Give up social networking	353	179	173	108	145	99	70	154	128	222	130	181	132	39	180	172	228	125	46	307	59	294	
	71%	72%	69%	60%	78%	74%	72%	67%	74%	78%	61%	74%	67%	68%	73%	68%	74%	64%	79%	69%	75%	70%	
Give up TV				C	C					J		L					Q		S				
	147	71	77	73	40	34	27	74	46	65	83	63	66	19	67	81	79	69	12	135	19	128	
	29%	28%	31%	40%	22%	26%	28%	33%	26%	22%	39%	26%	33%	32%	27%	32%	26%	36%	21%	31%	25%	30%	
				DE						I		K					P		R				

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Belgium																											
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language			
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	Yes	No	North	Center	South	French	Flemish
		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 social networking	332	172	161	103	123	107	123	116	93	138	194	109	121	102	185	148	201	131	10	322	27	305	114	103	115	236	96		
	66%	68%	65%	56%	71%	75%	64%	60%	82%	75%	61%	63%	65%	72%	66%	67%	72%	60%	64%	67%	66%	66%	67%	70%	59%	67%	65%		
Give up TV	168	80	88	82	51	35	70	77	21	45	123	63	65	40	94	74	79	88	6	162	14	154	57	33	78	116	52		
	34%	32%	35%	44%	29%	25%	36%	40%	18%	25%	39%	37%	35%	28%	34%	33%	28%	40%	36%	33%	34%	34%	33%	24%	41%	33%	35%		
				DE			H	H		I				28%			28%	P			34%				W				

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

SECTION DY: SOCIAL MEDIA SURVEY

DY210_1. Which would you rather do?

		Hong Kong																					
	Hong Kong	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	503	236	267	164	213	126	83	238	182	291	212	8	183	312	297	206	418	85	126	377	134	369	
Base: All Respondents (wtd)	500	236	264	188	195	117	85*	239	176	274	226	7**	176	316	291	209	411	89*	122	378	129	371	
Give up social networking	246	115	130	67	113	65	42	107	96	153	93	4	84	158	144	102	206	40	61	184	59	187	
	49%	49%	49%	36%	58%	56%	50%	45%	55%	56%	41%	50%	47%	50%	49%	49%	50%	45%	50%	49%	45%	50%	
Give up TV					C	C			G	J													
	254	120	134	121	81	52	42	132	80	121	133	4	93	158	147	107	206	49	61	194	70	184	
	51%	51%	51%	64%	42%	44%	50%	55%	45%	44%	59%	50%	53%	50%	51%	51%	50%	55%	50%	51%	55%	50%	
				DE				H			I												

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