

SOCIALOGUE

Which would you rather do?

		All Countries																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	19271	10059	9212	7801	6591	4879	5571	7705	5785	9258	9507	5445	6859	6967	10958	8313	13427	5844	2363	16908	3720	15551	
Base: All Respondents (wtd)	12500	6227	6273	5462	4113	2924	3833	4607	3889	5614	6386	4316	4349	3834	6711	5789	8469	4031	1494	11006	2252	10248	
Be tech savvy	4376	2540	1836	1935	1503	939	1366	1603	1352	2044	2159	1607	1418	1351	2487	1889	3045	1331	543	3833	849	3527	
	35%	41%	29%	35%	37%	32%	36%	35%	35%	36%	34%	37%	33%	35%	37%	33%	36%	33%	36%	35%	38%	34%	
		B		E	E					J		L		L	O		Q				U		
Be people savvy	8124	3687	4437	3528	2610	1986	2467	3003	2538	3570	4228	2710	2931	2483	4223	3901	5424	2700	950	7174	1403	6721	
	65%	59%	71%	65%	63%	68%	64%	65%	65%	64%	66%	63%	67%	65%	63%	67%	64%	67%	64%	65%	62%	66%	
			A			CD					I		KM			N		P				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

SOCIALOGUE

Which would you rather do?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States	Hong Kong
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	
Be tech savvy	4376	177	160	141	220	124	269	132	122	164	153	269	195	211	207	237	153	163	173	165	171	160	135	179	157	140
	35%	35%	32%	28%	44%	25%	54%	26%	24%	33%	31%	54%	39%	42%	41%	47%	31%	33%	35%	33%	34%	32%	27%	36%	31%	28%
	CEGHVY	EGH		ABCEGHJ	PQRSTUWX	ABCDEFGHIJ	LMNPQRSTU	VWXY		EGH	EGH	HIJLMNPQR	SEGHJ	PQVSEGHJ	PQRSTI	GHJ	PQRSTU	EH	EGH	EGH	EH	CEGHY	EGH		CEGHVY	EGH
Be people savvy	8124	323	340	359	280	376	231	368	378	336	347	231	305	289	293	263	347	337	327	335	329	340	365	321	343	360
	65%	65%	68%	72%	56%	75%	46%	74%	76%	67%	69%	46%	61%	58%	59%	53%	69%	67%	65%	67%	66%	68%	73%	64%	69%	72%
	DFKMO	DFKLMNO	DFKLMNOTV	FK	JKLMN	OPQRSTUWX	ABDFJ	KLINOQR	IKLMNOPQRS	DFKLMNO	DFKLMNO		FKQ	FK	FK		DFKLMNO	DFKLMNO	DFKMNO	DFKMNO	DFKMNO	DFKLMNO	ADFKLMNOW	FKQ	DFKLMNO	IDFKLMNOTV

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

Which would you rather do?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	19271	2019	2067	7585	5555	7614	3572	1542
Base: All Respondents (wtd)	12500	1000	1500	4500	3500	4000	2000	1500
Be tech savvy	4376	281	634	1370	1433	1280	921	518
	35%	28%	42%	30%	41%	32%	46%	35%
			ACEG		ACEG	A	ACDEG	AC
Be people savvy	8124	719	866	3130	2067	2720	1079	982
	65%	72%	58%	70%	59%	68%	54%	65%
		BDEFG		BDFG	F	BDF		BDF

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

SOCIALOGUE

Which would you rather do?

		Argentina																					
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	506	270	236	225	180	101	33	66	407	160	346	174	182	150	286	220	376	130	48	458	84	422	
Base: All Respondents (wtd)	500	245	255	248	163	89*	44**	90*	366	150	350	327	119	55	255	245	329	171	40*	460	65*	435	
Be tech savvy	177	100	77	112	46	18	19	27	132	43	134	121	43	14	84	94	104	73	14	163	16	161	
	35%	41%	30%	45%	29%	21%	43%	30%	36%	29%	38%	37%	36%	25%	33%	38%	32%	43%	36%	35%	25%	37%	
		B		DE								M	M										
Be people savvy	323	145	178	136	117	70	25	63	234	107	216	205	76	41	172	151	224	98	26	297	49	274	
	65%	59%	70%	55%	71%	79%	57%	70%	64%	71%	62%	63%	64%	75%	67%	62%	68%	57%	64%	65%	75%	63%	
			A		C	C									KL								

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

SOCIALOGUE

Which would you rather do?

		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	
Be tech savvy	269	150	119	143	95	31	67	113	90	167	102	0	17	252	166	103	232	37	67	202	152	117	
	54%	58%	49%	52%	54%	63%	51%	54%	57%	56%	50%	-	39%	55%	57%	49%	54%	55%	53%	54%	54%	54%	
Be people savvy	231	108	123	133	80	18	65	98	68	130	101	0	27	204	124	107	201	30	60	171	130	102	
	46%	42%	51%	48%	46%	37%	49%	46%	43%	44%	50%	-	61%	45%	43%	51%	46%	45%	47%	46%	46%	46%	

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

SOCIALOGUE

Which would you rather do?

		Mexico																					
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	333	169	206	199	97	333	142	27	233	269	111	161	230	312	190	373	129	65	437	126	376	
Base: All Respondents (wtd)	500	238	262*	270*	158*	72*	406	85*	9**	215*	285	321*	103	76	243	257*	314	186*	32*	468	73*	427	
Be tech savvy	237	106	131	125	78	34	197	39	1	107	130	163	47	27	116	120	151	86	16	221	35	202	
	47%	44%	50%	46%	49%	48%	48%	46%	14%	50%	46%	51%	46%	35%	48%	47%	48%	46%	50%	47%	48%	47%	
Be people savvy	263	133	131	145	81	38	210	46	8	109	155	158	56	49	126	137	163	100	16	247	38	226	
	53%	56%	50%	54%	51%	52%	52%	54%	86%	50%	54%	49%	54%	65%	52%	53%	52%	54%	50%	53%	52%	53%	
														K									

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

SOCIALOGUE

Which would you rather do?

		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	
Be tech savvy	160	101	59	80	56	24	98	52	9	68	92	78	37	45	89	71	98	62	12	148	18	142	
	32%	40%	24%	39%	31%	21%	33%	30%	30%	32%	32%	31%	32%	33%	32%	32%	30%	35%	26%	33%	31%	32%	
		B		DE	E																		
Be people savvy	340	151	189	125	125	90	197	121	22	144	196	171	78	92	187	153	223	117	34	307	41	300	
	68%	60%	76%	61%	69%	79%	67%	70%	70%	68%	68%	69%	68%	67%	68%	68%	70%	65%	74%	67%	69%	68%	
			A		C	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

SOCIALOGUE

Which would you rather do?

		South Africa																					
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	520	240	280	133	224	163	17	98	405	314	206	191	168	161	317	203	463	57	152	368	205	315	
Base: All Respondents (wtd)	500	240	260	286*	130	83	29**	111*	361	224	276*	194*	150*	156*	258	242*	414	86**	135*	365	181*	319	
Be tech savvy	165	96	69	80	51	34	8	38	119	82	83	44	59	63	117	48	150	15	43	122	59	106	
	33%	40%	26%	28%	39%	41%	26%	35%	33%	36%	30%	23%	39%	40%	45%	20%	36%	17%	32%	33%	33%	33%	
Be people savvy		B											K	K	O								
	335	144	191	206	79	50	21	72	242	142	193	150	91	94	141	194	264	71	91	244	122	213	
	67%	60%	74%	72%	61%	59%	74%	65%	67%	64%	70%	77%	61%	60%	55%	80%	64%	83%	68%	67%	67%	67%	
		A										LM				N							

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

SOCIALOGUE

Which would you rather do?

		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	
Be tech savvy	164	113	51	73	54	37	30	112	22	65	99	52	58	55	107	58	109	56	14	150	22	142	
	33%	46%	20%	40%	32%	25%	27%	36%	27%	31%	34%	34%	34%	31%	35%	30%	34%	30%	30%	33%	37%	32%	
		B		E	E			FH															
Be people savvy	336	133	203	112	113	111	82	195	58	144	192	102	112	122	200	136	208	128	32	304	38	298	
	67%	54%	80%	60%	68%	75%	73%	64%	73%	69%	66%	66%	66%	69%	65%	70%	66%	70%	70%	67%	63%	68%	
			A			CD	G		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

SOCIALOGUE

Which would you rather do?

		US																					
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1005	442	563	320	317	368	158	266	581	584	421	467	301	237	479	526	611	394	133	872	144	861	
Base: All Respondents (wtd)	500	247	253	182	148	169	76	110	315	284	216	232	127	141	244	256	309	191	69	431	77	423	
Be tech savvy	157	90	67	58	50	49	27	36	94	86	71	72	40	45	85	72	100	57	19	138	22	136	
	31%	36%	27%	32%	34%	29%	35%	33%	30%	30%	33%	31%	32%	32%	35%	28%	32%	30%	28%	32%	28%	32%	
Be people savvy		B													O								
	343	158	185	124	98	121	49	74	220	198	145	160	87	96	159	184	209	134	50	293	55	287	
	69%	64%	73%	68%	66%	71%	65%	67%	70%	70%	67%	69%	68%	68%	65%	72%	68%	70%	72%	68%	72%	68%	
		A													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

SOCIALOGUE

Which would you rather do?

		Saudi Arabia																					
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	506	322	184	403	93	10	150	119	160	0	0	153	135	218	278	228	350	156	152	354	167	339	
Base: All Respondents (wtd)	500	283	217	295	158*	47**	148*	104*	158*	-.*	-.*	147*	142*	211	258	242	307	193*	135	365	151*	349	
Be tech savvy	173	97	76	107	47	19	41	34	72	0	0	63	40	70	94	79	115	58	54	119	58	115	
	35%	34%	35%	36%	30%	40%	28%	32%	45%	-	-	43%	28%	33%	37%	33%	37%	30%	40%	33%	38%	33%	
Be people savvy	327	186	141	188	111	28	107	71	86	0	0	84	102	141	164	163	192	135	81	246	93	234	
	65%	66%	65%	64%	70%	60%	72%	68%	55%	-	-	57%	72%	67%	63%	67%	63%	70%	60%	67%	62%	67%	
							H						K										

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

SOCIALOGUE

Which would you rather do?

		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
Be tech savvy	124	68	56	45	40	39	30	48	46	50	74	48	50	25	71	53	85	38	8	116	11	113	8	10	10	15	0	51	30
	25%	28%	22%	25%	26%	23%	26%	24%	24%	24%	25%	26%	22%	28%	27%	22%	26%	23%	17%	26%	21%	25%	24%	23%	21%	23%	-	26%	26%
		B																											
Be people savvy	376	179	197	132	115	129	86	149	141	156	221	138	173	65	191	185	247	130	38	338	41	335	26	33	36	50	0	145	87
	75%	72%	78%	75%	74%	77%	74%	76%	76%	76%	75%	74%	78%	72%	73%	78%	74%	77%	83%	74%	79%	75%	76%	77%	79%	77%	-	74%	74%
		A																											

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

SOCIALOGUE

Which would you rather do?

		France																				
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1023	485	538	369	292	362	248	550	225	358	665	365	330	328	612	411	616	407	34	989	63	960
Base: All Respondents (wtd)	500	247	253	191	141	168	123	271	106	173	327	168	209	124	293	207	299	201	16*	484	28*	472
Be tech savvy	132	76	56	48	40	44	34	72	26	49	83	44	62	26	70	61	79	53	6	126	8	124
	26%	31%	22%	25%	28%	26%	27%	27%	24%	28%	25%	26%	30%	21%	24%	30%	27%	26%	35%	26%	30%	26%
		B											M									
Be people savvy	368	171	197	142	102	125	89	199	80	125	243	124	146	98	222	146	219	149	11	358	19	349
	74%	69%	78%	75%	72%	74%	73%	73%	76%	72%	75%	74%	70%	79%	76%	70%	73%	74%	65%	74%	70%	74%
		A												L								

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

SOCIALOGUE

Which would you rather do?

		Germany																					
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
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	
Be tech savvy	122	77	45	30	49	44	48	36	39	49	74	28	70	24	79	43	68	55	7	116	17	105	
	24%	31%	18%	17%	26%	31%	26%	23%	25%	24%	25%	25%	25%	24%	26%	23%	24%	25%	20%	25%	27%	24%	
Be people savvy		B			C	C																	
	378	175	202	142	140	96	139	123	115	151	227	85	215	77	228	150	218	159	28	350	48	330	
	76%	69%	82%	83%	74%	69%	74%	77%	75%	76%	75%	75%	75%	76%	74%	77%	76%	75%	80%	75%	73%	76%	
			A	DE																			

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

SOCIALOGUE

Which would you rather do?

		Australia																												
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76	
Base: All Respondents (wtd)	900	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*	
Be tech savvy	160	101	59	59	59	42	37	93	31	76	84	48	91	21	110	50	57	104	56	23	137	30	130	110	51	40	58	26	19	17
	32%	41%	23%	30%	38%	29%	35%	33%	26%	33%	32%	36%	31%	28%	36%	27%	32%	32%	38%	31%	39%	31%	33%	30%	28%	37%	29%	28%	40%	
Be people savvy	340	147	193	138	97	105	67	184	88	157	183	84	203	53	182	158	224	116	38	302	46	294	223	116	101	101	65	48	25	
	68%	59%	77%	70%	62%	71%	65%	67%	74%	67%	68%	64%	69%	72%	64%	73%	68%	68%	62%	69%	61%	69%	67%	70%	72%	63%	71%	72%	60%	
			A											K			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 - V/W - X/Y/Z/a/b * small base

SOCIALOGUE

Which would you rather do?

		Japan																					
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1028	525	503	370	332	326	617	351	60	583	445	330	239	459	470	558	656	372	120	908	139	889	
Base: All Respondents (wtd)	500	251	249	186	150	165	299	171	30*	288	212	159	117	224	228	272	320	180	59	441	68	432	
Be tech savvy	207	121	86	83	67	57	127	69	11	106	101	72	46	89	101	106	133	74	19	189	23	184	
	41%	48%	35%	45%	45%	35%	42%	41%	36%	37%	48%	45%	40%	40%	44%	39%	42%	41%	32%	43%	34%	43%	
		B		E	E						I									R		T	
Be people savvy	293	130	163	103	83	108	172	102	19	182	111	88	70	135	127	166	187	106	40	253	45	248	
	59%	52%	65%	55%	55%	65%	58%	59%	64%	63%	52%	55%	60%	60%	56%	61%	58%	59%	68%	57%	66%	57%	
			A			CD					J								S		U		

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

SOCIALOGUE

Which would you rather do?

		South Korea																					
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	261	239	201	188	111	95	184	221	286	214	19	148	333	252	248	351	149	67	433	107	393	
Base: All Respondents (wtd)	500	253	247	210	193	97	99*	187	214	276	224	21**	153	326	241	259	341	159	63*	437	102	398	
Be tech savvy	171	102	69	68	74	29	35	67	69	93	78	9	50	112	92	79	121	50	21	150	36	135	
	34%	40%	28%	32%	38%	30%	35%	36%	32%	34%	35%	42%	33%	34%	38%	30%	36%	31%	33%	34%	35%	34%	
Be people savvy		B																					
	329	150	179	142	119	68	64	120	145	184	146	12	103	214	149	180	220	109	43	287	66	263	
	66%	60%	72%	68%	62%	70%	65%	64%	68%	66%	65%	58%	67%	66%	62%	70%	64%	69%	67%	66%	65%	66%	
		A																					

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

SOCIALOGUE

Which would you rather do?

		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	
Be tech savvy	163	92	71	69	60	33	7	20	136	88	75	53	89	21	86	77	140	23	9	154	20	143	
	33%	38%	28%	33%	33%	32%	37%	37%	32%	37%	29%	36%	33%	24%	31%	35%	31%	45%	29%	33%	27%	34%	
Be people savvy		B								J													
	337	149	188	142	124	71	12	34	292	148	188	93	177	67	193	143	309	28	23	314	54	283	
	67%	62%	72%	67%	67%	68%	63%	63%	68%	63%	71%	64%	67%	76%	69%	65%	69%	55%	71%	67%	73%	66%	
			A								I												

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

SOCIALOGUE

Which would you rather do?

		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	
Be tech savvy	135	97	37	32	57	46	39	77	19	48	86	33	68	34	102	32	104	30	10	125	14	120	
	27%	38%	15%	17%	36%	29%	21%	30%	37%	31%	25%	31%	26%	25%	30%	20%	29%	22%	15%	29%	17%	29%	
Be people savvy		B			C																		
	365	156	209	154	100	111	152	181	32	107	258	72	194	99	238	127	256	110	54	312	68	297	
	73%	62%	85%	83%	64%	71%	79%	70%	63%	69%	75%	69%	74%	75%	70%	80%	71%	78%	85%	71%	83%	71%	
			A	D																			

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

SOCIALOGUE

Which would you rather do?

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409	
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404	
Be tech savvy	195	108	86	92	73	30	20	100	74	122	72	73	16	105	93	102	162	33	26	169	43	151	
	39%	43%	34%	33%	45%	53%	25%	39%	46%	42%	34%	35%	40%	42%	43%	36%	40%	36%	43%	38%	45%	37%	
		B			C	C		F	F														
Be people savvy	305	142	164	190	89	27	59	158	88	166	140	135	25	145	123	183	246	59	34	272	53	252	
	61%	57%	66%	67%	55%	47%	75%	61%	54%	58%	66%	65%	60%	58%	57%	64%	60%	64%	57%	62%	55%	63%	
		A		DE				GH															

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

SOCIALOGUE

Which would you rather do?

		Turkey																					
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	516	358	158	395	107	14	49	231	236	235	281	137	82	297	275	241	379	137	68	448	162	354	
Base: All Respondents (wtd)	500	252	248*	263	145*	93**	40*	213*	247*	249*	251	141*	85*	274	275*	225	316	184*	64*	436	136*	364	
Be tech savvy	179	98	81	92	53	34	16	73	90	87	93	51	32	96	111	69	127	53	18	162	47	133	
	36%	39%	33%	35%	37%	37%	41%	34%	37%	35%	37%	36%	38%	35%	40%	31%	40%	29%	28%	37%	34%	36%	
Be people savvy	321	154	167	171	91	58	24	140	157	162	158	89	53	178	165	156	189	132	47	274	89	232	
	64%	61%	67%	65%	63%	63%	59%	66%	63%	65%	63%	64%	62%	65%	60%	69%	60%	71%	72%	63%	66%	64%	

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

SOCIALOGUE

Which would you rather do?

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1001	507	494	229	313	459	488	372	8	511	490	172	645	184	556	445	601	400	79	922	79	922	
Base: All Respondents (wtd)	500	244	256	202	142	156	255	159	5**	218	282	129	294	76	249	251	296	204	31*	469	32*	468	
Be tech savvy	153	90	63	61	42	50	76	48	2	72	81	41	93	19	82	71	89	64	11	143	9	144	
	31%	37%	25%	30%	30%	32%	30%	30%	32%	33%	29%	32%	32%	25%	33%	28%	30%	31%	35%	30%	29%	31%	
Be people savvy		B																					
	347	154	193	141	100	106	179	111	3	145	201	88	201	58	167	180	207	140	20	327	23	324	
	69%	63%	75%	70%	70%	68%	70%	70%	68%	67%	71%	68%	68%	75%	67%	72%	70%	69%	65%	70%	71%	69%	
		A																					

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

SOCIALOGUE

Which would you rather do?

		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	
Be tech savvy	153	98	55	61	56	35	118	29	6	66	87	41	96	15	91	62	79	74	12	140	20	133	
	31%	40%	22%	28%	36%	27%	30%	31%	38%	27%	34%	39%	29%	22%	31%	29%	29%	32%	31%	30%	29%	31%	
Be people savvy		B										M											
	347	150	197	154	100	94	273	65	9	180	168	63	230	54	198	150	194	154	28	320	47	300	
	69%	60%	78%	72%	64%	73%	70%	69%	62%	73%	66%	61%	71%	78%	69%	71%	71%	68%	69%	70%	71%	69%	
		A												K									

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

SOCIALOGUE

Which would you rather do?

		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
Be tech savvy	269	137	131	95	117	56	53	99	117	196	73	156	83	29	174	94	215	53	35	233	61	208
	54%	55%	52%	48%	58%	57%	59%	53%	52%	58%	45%	53%	54%	58%	59%	46%	55%	50%	62%	53%	54%	54%
Be people savvy	231	112	120	105	83	43	37	88	107	144	87	139	72	21	120	112	179	53	21	210	53	179
	46%	45%	48%	52%	42%	43%	41%	47%	48%	42%	55%	47%	46%	42%	41%	54%	45%	50%	38%	47%	46%	46%
																N						

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

SOCIALOGUE

Which would you rather do?

		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	
Be tech savvy	220	116	105	114	68	39	109	108	3	77	143	167	44	10	92	129	149	71	28	193	35	186	
	44%	47%	41%	42%	46%	48%	49%	40%	50%	46%	43%	46%	41%	34%	44%	44%	46%	41%	68%	42%	52%	43%	
Be people savvy	280	129	151	157	80	43	116	161	3	92	187	196	64	20	116	164	178	101	13	267	32	247	
	56%	53%	59%	58%	54%	52%	51%	60%	50%	54%	57%	54%	59%	66%	56%	56%	54%	59%	32%	58%	48%	57%	
														K									

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

SOCIALOGUE

Which would you rather do?

		Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		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	
Be tech savvy	211	124	87	82	79	50	41	93	77	119	91	98	89	24	116	95	134	77	29	181	42	169	
	42%	50%	35%	46%	43%	37%	41%	41%	44%	42%	43%	40%	45%	41%	47%	38%	44%	40%	50%	41%	54%	40%	
		B		E											O						U		
Be people savvy	289	126	163	99	106	84	57	135	97	168	122	145	110	34	131	158	172	117	29	260	36	253	
	58%	50%	65%	54%	57%	63%	59%	59%	56%	58%	57%	60%	55%	59%	53%	62%	56%	60%	50%	59%	46%	60%	
			A			C										N						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

SOCIOLOGUE

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
Be tech savvy	141	89	52	62	42	36	66	51	23	53	87	52	53	36	70	70	73	67	7	134	11	130	49	35	57	100	40
	28%	35%	21%	34%	24%	25%	34%	27%	20%	29%	28%	30%	28%	25%	25%	32%	26%	31%	45%	28%	26%	28%	29%	26%	30%	28%	27%
	B						H																				
Be people savvy	359	163	197	122	132	106	126	142	91	130	229	121	133	106	208	152	207	153	8	351	30	329	122	101	136	252	107
	72%	65%	79%	66%	76%	75%	66%	73%	80%	71%	72%	70%	72%	75%	75%	68%	74%	69%	55%	72%	74%	72%	71%	74%	70%	72%	73%
	A								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 - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Hong Kong																				
	Hong Kong	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	236	267	164	213	126	83	238	182	291	212	8	183	312	297	206	418	85	126	377	134	369
Base: All Respondents (wtd)	500	236	264	188	195	117	85*	239	176	274	226	7**	176	316	291	209	411	89*	122	378	129	371
Be tech savvy	140	91	49	63	48	30	26	69	45	75	65	1	43	96	97	43	123	17	36	104	41	99
	28%	39%	19%	33%	25%	25%	31%	29%	26%	28%	29%	13%	25%	30%	33%	21%	30%	19%	30%	27%	32%	27%
Be people savvy		B													O		Q					
	360	145	215	125	147	87	58	170	131	199	161	6	133	220	194	166	288	72	85	274	88	272
	72%	61%	81%	67%	75%	75%	69%	71%	74%	72%	71%	87%	75%	70%	67%	79%	70%	81%	70%	73%	68%	73%
			A													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