

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	
Blend in	7626	3803	3823	2979	2608	2039	2381	2984	2183	3694	3743	2879	2539	2208	4096	3530	5138	2488	825	6800	1180	6445	
	61%	61%	61%	55%	63%	70%	62%	65%	56%	66%	59%	67%	58%	58%	61%	61%	61%	62%	55%	62%	52%	63%	
Stand out					C	CD	H	FH		J		LM								R		T	
	4874	2424	2451	2483	1505	886	1452	1623	1706	1919	2644	1437	1811	1627	2615	2259	3331	1543	668	4206	1072	3803	
	39%	39%	39%	45%	37%	30%	38%	35%	44%	34%	41%	33%	42%	42%	39%	39%	39%	38%	45%	38%	48%	37%	
				DE	E		G		FG		I		K	K					S		U		

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

SOCIALOGUE

Which would you rather do?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States	Hong Kong
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	19271	506	1005	508	1059	1014	1006	1023	1023	1017	1001	1003	509	1000	1028	502	506	504	506	520	500	1005	502	516	1005	503
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Blend in	7626	366	348	291	419	335	274	378	259	328	261	228	463	139	405	368	252	204	189	235	353	383	262	248	292	345
	61%	73%	70%	58%	84%	67%	55%	76%	52%	66%	52%	46%	93%	28%	81%	74%	50%	41%	38%	47%	71%	77%	52%	50%	58%	69%
	CEFHJKMPQRSV	HJKMPQRSV	HJKMPQRSV	HJKMPQRSV	HJKMPQRSV	HJKMPQRSV	KMQR	HJKMPQRST	KMQR	HJKMPQRSV	KMQR	MR	HJKMNOPQRSTU	WV	WV	HJKMPQRSV	HJKMPQRSV	MQR	M	M	MR	HJKMPQRSV	HJKMPQRST	MQR	MQR	HJKMPQRSV
Stand out	4874	134	152	209	81	165	226	122	241	172	239	272	37	361	95	132	248	296	311	265	147	117	238	252	208	155
	39%	27%	30%	42%	16%	33%	45%	24%	48%	34%	48%	54%	7%	72%	19%	26%	50%	59%	62%	53%	29%	23%	48%	50%	42%	31%
	DLN	DGLNU	DGLNU	BDEGILNOTU	L	ADGLNU	BDEGILNOTU	DLN	CDEGILNOTU	ADGLNOU	CDEGILNOTU	DEFGHJLNOP	STU	WV	L	DLN	CDEGILNOTU	FGHJLNOP	STU	GHJKNOPS	CDEGILNOTU	DGLNU	DLN	BDEGILNOTU	CDEGILNOTU	BDEGILNOTU

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
Blend in	7626	628	1153	2553	2274	2340	1125	673
	61%	63%	77%	57%	65%	59%	56%	45%
		CEFG	ACDEFG	G	CEFG	G	G	
Stand out	4874	372	347	1947	1226	1660	875	827
	39%	37%	23%	43%	35%	41%	44%	55%
		B		ABD	B	ABD	ABD	ABCDEF

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
Base: All Respondents (unwtd)	506	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (wtd)	500	270	236	225	180	101	33	66	407	160	346	174	182	150	286	220	376	130	48	458	84	422
	500	245	255	248	163	89*	44**	90*	366	150	350	327	119	55	255	245	329	171	40*	460	65*	435
Blend in	366	176	190	172	119	75	33	60	274	122	244	249	80	37	194	172	246	120	29	337	47	319
	73%	72%	75%	69%	73%	85%	74%	66%	75%	81%	70%	76%	68%	68%	76%	70%	75%	70%	73%	73%	72%	73%
Stand out						C				J												
	134	69	65	76	44	13	11	31	92	28	106	78	38	18	61	73	83	51	11	123	18	116
	27%	28%	25%	31%	27%	15%	26%	34%	25%	19%	30%	24%	32%	32%	24%	30%	25%	30%	27%	27%	28%	27%
				E						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?

		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
Blend in	228	115	113	113	85	29	58	90	80	144	84	0	18	210	127	101	193	35	54	174	121	107
	46%	44%	47%	41%	49%	61%	44%	43%	51%	49%	41%	-	41%	46%	44%	48%	45%	52%	42%	47%	43%	49%
Stand out	272	143	129	163	90	19	74	120	77	153	119	0	26	246	164	108	240	32	74	198	161	111
	54%	56%	53%	59%	51%	39%	56%	57%	49%	51%	59%	-	59%	54%	56%	52%	55%	48%	58%	53%	57%	51%

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

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Which would you rather do?

		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	
Blend in	368	172	197	178	129	62	296	66	6	177	191	240	68	60	192	177	238	130	24	345	49	319	
	74%	72%	75%	66%	81%	87%	73%	78%	72%	82%	67%	75%	66%	78%	79%	69%	76%	70%	74%	74%	68%	75%	
Stand out					C	C				J				L									
	132	67	65	92	29	10	110	19	2	38	93	81	35	16	51	81	76	56	8	123	23	108	
	26%	28%	25%	34%	19%	13%	27%	22%	28%	18%	33%	25%	34%	22%	21%	31%	24%	30%	26%	26%	32%	25%	
				DE						I			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

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Which would you rather do?

		Spain																					
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1005	464	541	389	381	235	611	334	60	453	552	657	76	272	544	461	654	351	92	913	116	889	
Base: All Respondents (wtd)	500	252	248	205	181	114	296	174	31*	212	288	249	115*	137	276	224	321	179	46*	454	59*	441	
Blend in	383	195	188	154	136	93	222	137	23	170	213	201	85	97	207	176	241	142	35	348	45	338	
	77%	77%	76%	75%	75%	82%	75%	79%	76%	80%	74%	81%	74%	71%	75%	78%	75%	79%	76%	77%	77%	77%	
Stand out	117	57	60	51	45	21	73	36	7	42	75	48	29	39	69	48	79	38	11	106	14	103	
	23%	23%	24%	25%	25%	18%	25%	21%	24%	20%	26%	19%	26%	29%	25%	22%	25%	21%	24%	23%	23%	23%	
										I				K									

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

SOCIALOGUE

Which would you rather do?

		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	
Blend in	235	114	122	102	81	52	13	59	163	135	100	91	71	74	135	101	199	36	51	185	70	165	
	47%	47%	47%	36%	63%	62%	46%	54%	45%	60%	36%	47%	47%	47%	52%	42%	48%	43%	38%	50%	39%	52%	
Stand out					C	C				J													
	265	126	138	184	49	32	16	51	198	89	176	103	79	82	124	141	215	49	84	181	110	154	
	53%	53%	53%	64%	37%	38%	54%	46%	55%	40%	64%	53%	53%	53%	48%	58%	52%	57%	62%	50%	61%	48%	
				DE						I													

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

SOCIALOGUE

Which would you rather do?

		Great Britain																					
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1017	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (wtd)	500	488	529	328	368	321	226	626	165	446	571	315	341	361	637	380	653	364	96	921	126	891	
	500	246	254	185	167	148	112	308	80	210	290	154	170	177	306	194	317	183	46*	454	60	440	
Blend in	328	157	171	107	115	106	80	203	44	145	183	118	106	104	201	127	196	132	26	302	34	294	
	66%	64%	67%	58%	69%	72%	72%	66%	55%	69%	63%	77%	63%	59%	65%	66%	62%	72%	57%	66%	57%	67%	
Stand out					C	C	H	H		J		LM						P				T	
	172	89	83	78	52	42	32	104	36	64	108	36	64	73	106	66	120	52	20	152	26	146	
	34%	36%	33%	42%	31%	28%	28%	34%	45%	31%	37%	23%	37%	41%	35%	34%	38%	28%	43%	34%	43%	33%	
				DE					FG		I		K	K			Q				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?

		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	
Blend in	292	146	146	77	95	121	41	60	192	185	108	153	71	69	149	143	181	111	34	258	35	257	
	58%	59%	58%	42%	64%	71%	54%	55%	61%	65%	50%	66%	56%	49%	61%	56%	59%	58%	50%	60%	45%	61%	
Stand out					C	CD				J		LM								R		T	
	208	101	107	106	54	48	35	50	123	99	108	80	56	72	94	113	128	80	35	173	42	166	
	42%	41%	42%	58%	36%	29%	46%	45%	39%	35%	50%	34%	44%	51%	39%	44%	41%	42%	50%	40%	55%	39%	
				DE	E					I			K	K					S		U		

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

SOCIALOGUE

Which would you rather do?

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
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
Blend in	189	107	81	104	53	32	51	43	55	0	0	63	59	66	103	85	109	79	53	136	59	130
	38%	38%	37%	35%	33%	69%	35%	41%	35%	-	-	43%	42%	31%	40%	35%	36%	41%	39%	37%	39%	37%
Stand out	311	176	136	191	105	15	96	61	103	0	0	83	83	145	155	157	197	114	82	229	92	220
	62%	62%	63%	65%	67%	31%	65%	59%	65%	-	-	57%	58%	69%	60%	65%	64%	59%	61%	63%	61%	63%

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

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Which would you rather do?

		Canada																											
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader								
	Total	A	B	C	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
Base: All Respondents (unwtd)	1014	505	509	320	315	379	230	406	378	432	582	350	519	145	545	469	680	334	93	921	106	908	69	86	95	128	0	398	238
Base: All Respondents (wtd)	900	247	253	177	155	167	116	197	187	205	295	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	--	196	117
Blend in	335	164	171	101	107	128	79	140	116	143	192	139	140	56	179	156	219	117	29	306	30	305	24	34	27	40	0	127	83
	67%	66%	68%	57%	69%	76%	68%	71%	62%	70%	65%	75%	63%	62%	68%	65%	66%	69%	63%	67%	59%	68%	72%	80%	59%	62%	-	65%	70%
Stand out	165	83	82	77	48	40	37	57	71	62	103	47	83	34	83	82	113	52	17	148	21	143	10	8	19	24	0	69	35
	33%	34%	32%	43%	31%	24%	32%	29%	38%	30%	35%	25%	37%	38%	32%	35%	34%	31%	37%	33%	41%	32%	28%	20%	41%	38%	-	35%	30%
				DE	E				G				K	K										W	W		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/ab * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		France																					
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1023	485	538	369	292	362	248	550	225	358	665	365	330	328	612	411	616	407	34	989	63	960	
Base: All Respondents (wtd)	500	247	253	191	141	168	123	271	106	173	327	168	209	124	293	207	299	201	16*	484	28*	472	
Blend in	378	185	194	133	114	132	88	212	78	143	235	138	156	85	222	157	225	153	13	365	19	359	
	76%	75%	77%	70%	80%	79%	72%	78%	73%	82%	72%	82%	75%	68%	76%	76%	75%	76%	81%	75%	70%	76%	
Stand out					C	C		F		J		LM											
	122	62	59	58	28	36	35	59	28	30	91	30	53	39	71	51	74	48	3	119	8	113	
	24%	25%	23%	30%	20%	21%	28%	22%	27%	18%	28%	18%	25%	32%	24%	24%	25%	24%	19%	25%	30%	24%	
				DE			G			I			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

SOCIALOGUE

Which would you rather do?

		Germany																					
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1023	502	521	269	428	326	375	332	316	444	579	238	643	142	640	383	590	433	71	952	137	886	
Base: All Respondents (wtd)	500	253	247	172	188	140	186	159	154	199	301	113	285	101	307	193	286	214	34*	466	65	435	
Blend in	259	132	127	79	95	85	92	92	75	117	142	74	137	48	154	105	147	112	15	244	28	231	
	52%	52%	51%	46%	50%	61%	49%	58%	49%	58%	47%	65%	48%	47%	50%	54%	51%	52%	43%	52%	43%	53%	
Stand out						CD		FH		J		LM										T	
	241	121	121	93	93	55	95	67	79	83	159	39	148	54	153	89	139	102	20	222	37	204	
	48%	48%	49%	54%	50%	39%	51%	42%	51%	42%	53%	35%	52%	53%	50%	46%	49%	48%	57%	48%	57%	47%	
				E	E		G		G		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 * 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*		
Blend in	348	177	171	107	119	122	69	202	77	175	173	94	209	45	207	141	231	117	43	306	51	298	226	122	90	113	60	53	32		
	70%	71%	68%	54%	77%	83%	67%	73%	65%	75%	65%	71%	71%	61%	73%	65%	70%	68%	70%	70%	67%	70%	68%	73%	64%	71%	65%	80%	77%		
Stand out	152	71	81	90	36	26	34	75	42	57	94	38	85	29	77	74	97	55	19	133	25	127	107	45	51	46	32	14	9		
	30%	29%	32%	46%	23%	17%	33%	27%	35%	25%	35%	29%	29%	39%	27%	35%	30%	32%	30%	30%	33%	30%	32%	27%	36%	29%	35%	20%	23%		
											I			KL		N									a		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/a/b * small base

SOCIALOGUE

Which would you rather do?

		Japan																					
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1028	525	503	370	332	326	617	351	60	583	445	330	239	459	470	558	656	372	120	908	139	889	
Base: All Respondents (wtd)	500	251	249	186	150	165	299	171	30*	288	212	159	117	224	228	272	320	180	59	441	68	432	
Blend in	405	196	209	148	122	134	244	140	20	234	170	132	100	172	176	228	255	149	40	365	44	361	
	81%	78%	84%	80%	82%	81%	82%	82%	67%	82%	80%	83%	86%	77%	77%	84%	80%	83%	67%	83%	65%	83%	
			A				H	H				M	M			N				R		T	
Stand out	95	55	40	37	28	31	55	31	10	53	42	27	17	51	51	44	65	30	19	76	24	72	
	19%	22%	16%	20%	18%	19%	18%	18%	33%	18%	20%	17%	14%	23%	23%	16%	20%	17%	33%	17%	35%	17%	
		B							FG					KL	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

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	
Blend in	353	175	177	129	145	79	64	134	155	213	140	12	99	242	172	180	245	108	45	308	71	282	
	71%	69%	72%	61%	75%	81%	65%	72%	72%	77%	62%	57%	64%	74%	72%	70%	72%	68%	71%	70%	70%	71%	
Stand out					C	C				J				L									
	147	77	70	81	48	18	34	53	60	63	84	9	55	84	69	79	96	51	18	129	31	117	
	29%	31%	28%	39%	25%	19%	35%	28%	28%	23%	38%	43%	36%	26%	28%	30%	28%	32%	29%	30%	30%	29%	
				DE						I			M										

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

SOCIALOGUE

Which would you rather do?

		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	
Blend in	204	130	74	73	87	44	6	20	178	98	106	68	109	26	122	81	188	16	11	193	23	181	
	41%	54%	28%	35%	47%	42%	32%	37%	42%	41%	40%	47%	41%	30%	44%	37%	42%	31%	33%	41%	32%	42%	
Stand out		B			C							M	M										
	296	110	186	138	98	60	12	34	250	138	158	78	157	62	157	139	261	35	22	274	50	246	
	59%	46%	72%	65%	53%	58%	68%	63%	58%	59%	60%	53%	59%	70%	56%	63%	58%	69%	67%	59%	68%	58%	
		A		D										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?

		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	
Blend in	262	142	120	93	90	79	99	135	28	92	171	67	130	65	179	84	184	78	27	235	32	230	
	52%	56%	49%	50%	57%	50%	52%	52%	55%	59%	50%	64%	50%	49%	52%	52%	51%	56%	42%	54%	39%	55%	
Stand out	238	112	126	92	68	78	93	122	23	64	174	38	132	68	162	76	176	62	36	201	51	187	
	48%	44%	51%	50%	43%	50%	48%	48%	45%	41%	50%	36%	50%	51%	48%	48%	49%	44%	58%	46%	61%	45%	
													K	K									

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

SOCIALOGUE

Which would you rather do?

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409	
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404	
Blend in	463	229	234	254	157	52	73	242	148	275	187	188	40	235	203	260	384	79	54	408	89	374	
	93%	92%	94%	90%	97%	92%	91%	94%	91%	96%	88%	90%	96%	94%	94%	91%	94%	85%	91%	93%	92%	93%	
Stand out					C					J							Q						
	37	21	16	27	6	4	7	16	15	13	25	21	2	15	13	24	24	14	5	32	8	30	
	7%	8%	6%	10%	3%	8%	9%	6%	9%	4%	12%	10%	4%	6%	6%	9%	6%	15%	9%	7%	8%	7%	
				D						I							P						

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

SOCIALOGUE

Which would you rather do?

		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	
Blend in	248	130	119	123	69	57	16	123	109	122	127	76	53	119	132	116	152	96	36	213	65	184	
	50%	51%	48%	47%	47%	61%	41%	58%	44%	49%	50%	54%	62%	44%	48%	52%	48%	52%	56%	49%	48%	50%	
Stand out	252	122	129	140	76	36	24	90	138	127	124	64	32	155	143	108	164	88	29	223	71	181	
	50%	49%	52%	53%	53%	39%	59%	42%	56%	51%	50%	46%	38%	56%	52%	48%	52%	48%	44%	51%	52%	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

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	
Blend in	261	129	132	76	84	101	133	87	3	133	128	76	153	32	141	120	148	113	15	246	17	244	
	52%	53%	52%	38%	59%	65%	52%	55%	62%	61%	45%	59%	52%	41%	57%	48%	50%	55%	48%	52%	52%	52%	
Stand out					C	C				J		M	M		O								
	239	115	124	126	58	55	122	72	2	85	154	54	141	45	108	131	147	92	16	223	15	224	
	48%	47%	48%	62%	41%	35%	48%	45%	38%	39%	55%	41%	48%	59%	43%	52%	50%	45%	52%	48%	48%	48%	
				DE						I				KL		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?

		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
Blend in	252	125	127	93	79	80	199	45	8	128	124	50	177	24	143	109	141	111	21	231	34	218
	50%	50%	50%	43%	51%	62%	51%	48%	52%	52%	49%	48%	54%	34%	50%	51%	52%	49%	51%	50%	50%	50%
Stand out						C							M									
	248	123	125	122	77	49	192	49	7	118	130	54	149	46	145	103	132	117	19	229	33	215
	50%	50%	50%	57%	49%	38%	49%	52%	48%	48%	51%	52%	46%	66%	50%	49%	48%	51%	49%	50%	50%	50%
				E										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

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	
Blend in	274	127	147	85	115	74	41	111	122	204	70	156	95	23	156	118	210	64	31	243	49	225	
	55%	51%	58%	42%	57%	75%	46%	60%	54%	60%	43%	53%	61%	45%	53%	57%	53%	61%	55%	55%	43%	58%	
Stand out					C	C				J			M									T	
	226	122	104	115	85	25	48	75	102	136	90	139	60	27	138	88	184	42	26	200	65	161	
	45%	49%	42%	58%	43%	25%	54%	40%	46%	40%	57%	47%	39%	55%	47%	43%	47%	39%	45%	45%	57%	42%	
				DE						I				L							U		

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

SOCIALOGUE

Which would you rather do?

		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
Blend in	419	208	210	225	127	67	179	235	4	146	273	304	89	25	183	236	279	140	37	382	62	357
	84%	85%	82%	83%	86%	82%	80%	87%	75%	86%	83%	84%	83%	86%	88%	81%	85%	81%	91%	83%	92%	82%
Stand out	81	36	45	46	21	15	45	34	1	24	58	59	18	4	25	56	49	33	4	77	5	76
	16%	15%	18%	17%	14%	18%	20%	13%	25%	14%	17%	16%	17%	14%	12%	19%	15%	19%	9%	17%	8%	18%

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	
Blend in	139	69	70	42	61	37	32	63	45	91	49	75	51	13	69	70	83	56	16	124	18	122	
	28%	28%	28%	23%	33%	27%	33%	27%	26%	32%	23%	31%	26%	23%	28%	28%	27%	29%	27%	28%	23%	29%	
Stand out					C					J													
	361	181	180	139	124	97	65	165	130	196	164	168	148	45	178	183	223	137	43	318	60	300	
	72%	72%	72%	77%	67%	73%	67%	73%	74%	68%	77%	69%	74%	77%	72%	72%	73%	71%	73%	72%	77%	71%	
				D						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

SOCIALOGUE

Which would you rather do?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
Base: All Respondents (unwid)	508	266	242	152	195	161	184	201	123	202	306	121	235	152	306	202	300	208	16	492	45	463	180	148	180	358	150
Base: All Respondents (wid)	500	251	249	184	174	142	192	194	114	183	317	172	186	142	278	222	280	220	15**	485	41*	459	171	136	193	353	147
Blend in	291	149	142	94	92	105	104	124	63	113	177	108	113	70	159	132	158	133	5	286	17	274	73	86	131	233	57
	58%	59%	57%	51%	53%	74%	54%	64%	55%	62%	56%	63%	61%	49%	57%	59%	56%	60%	32%	59%	41%	60%	43%	63%	68%	66%	39%
Stand out	209	103	107	90	82	37	89	70	51	70	139	64	73	72	119	90	122	87	10	199	24	185	97	50	62	119	90
	42%	41%	43%	49%	47%	26%	46%	36%	45%	38%	44%	37%	39%	51%	43%	41%	44%	40%	68%	41%	59%	40%	57%	37%	32%	34%	61%
				E	E									KL							U		WX				Y

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	
Blend in	345	154	191	118	134	93	67	160	118	188	157	6	129	210	191	154	285	60	84	261	72	273	
	69%	66%	72%	63%	69%	79%	80%	67%	67%	69%	70%	87%	73%	66%	66%	74%	69%	68%	69%	69%	56%	74%	
Stand out						CD	GH														T		
	155	81	74	70	60	24	17	79	59	86	69	1	47	106	100	55	127	28	38	117	57	98	
	31%	34%	28%	37%	31%	21%	20%	33%	33%	31%	30%	13%	27%	34%	34%	26%	31%	32%	31%	31%	44%	26%	
				E	E		F	F													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