

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
Talk on the phone	2326	1105	1220	973	828	525	725	847	713	1186	982	754	795	776	1264	1062	1655	671	350	1976	517	1809
	19%	18%	19%	18%	20%	18%	19%	18%	18%	21%	15%	17%	18%	20%	19%	18%	20%	17%	23%	18%	23%	18%
			A		CE					J				KL			Q		S		U	
Talk in person	10174	5121	5053	4490	3285	2400	3108	3759	3176	4428	5404	3562	3554	3058	5447	4727	6814	3360	1144	9031	1735	8439
	81%	82%	81%	82%	80%	82%	81%	82%	82%	79%	85%	83%	82%	80%	81%	82%	80%	83%	77%	82%	77%	82%
		B		D		D				I		M	M				P		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

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 (unwid)	19271	506	1005	508	1059	1014	1006	1023	1023	1017	1001	1003	509	1000	1028	502	506	504	506	520	500	1005	502	516	1005	503								
Base: All Respondents (wid)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500								
Talk on the phone	2326	51	69	54	48	61	224	59	65	73	79	172	101	65	132	57	99	100	158	64	185	48	52	67	82	161								
	19%	10%	14%	11%	10%	12%	45%	12%	13%	15%	16%	34%	20%	13%	26%	11%	20%	20%	32%	13%	37%	10%	10%	13%	16%	32%								
			U			ABCDEFGHIJKLMNORSTUVWXY					U	ACDU	ACDEGUV	3HIJLMNOPQDEGHUMOS	U	GHILMOPQSUUVWX	ABCDEGHIMOSL	DEGHIMOSL	GHILMOPQSUUVW	ABCDEFGHIJLMNOPQSUUVWX			ACDEGHIMUV3HIJLMNOPQ											
Talk in person	10174	449	431	446	452	439	276	441	435	427	421	328	399	435	368	443	401	400	342	436	315	452	448	433	418	339								
	81%	90%	86%	89%	90%	88%	55%	88%	87%	85%	84%	66%	80%	87%	74%	89%	80%	80%	68%	87%	63%	90%	90%	87%	84%	68%								
		F	I	J	K	L	N	P	Q	R	S	T	U	V	W	X	Y	F	F	F	I	J	K	L	N	P	Q	R	S	T	U	V	W	X

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
Talk on the phone	2326	143	156	595	983	638	543	288
	19%	14%	10%	13%	28%	16%	27%	19%
		B		B	ABCEG	BC	ABCEG	ABCE
Talk in person	10174	857	1344	3905	2517	3362	1457	1212
	81%	86%	90%	87%	72%	84%	73%	81%
		DFG	ACDEFG	DEFG		DFG		DF

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	
Talk on the phone	51	16	35	22	20	9	5	7	40	17	34	30	15	6	20	32	33	18	5	46	8	43	
	10%	6%	14%	9%	12%	11%	10%	8%	11%	11%	10%	9%	13%	12%	8%	13%	10%	11%	12%	10%	12%	10%	
Talk in person		A																					
	449	229	220	227	143	79	39	83	326	134	315	297	103	49	236	213	296	153	35	413	57	392	
	90%	94%	86%	91%	88%	89%	90%	92%	89%	89%	90%	91%	87%	88%	92%	87%	90%	89%	88%	90%	88%	90%	
	B																						

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

SOCIALOGUE

Which would you rather do?

		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	
Talk on the phone	172	85	86	105	58	8	49	72	51	105	66	0	18	153	112	60	151	20	49	122	106	66	
	34%	33%	36%	38%	33%	17%	37%	34%	32%	35%	33%	-	41%	34%	38%	29%	35%	31%	39%	33%	38%	30%	
Talk in person	328	173	156	171	117	40	83	139	107	192	137	0	26	302	179	150	282	46	78	250	176	153	
	66%	67%	64%	62%	67%	83%	63%	66%	68%	65%	67%	-	59%	66%	62%	71%	65%	69%	61%	67%	62%	70%	
																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?

		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	
Talk on the phone	57	12	45	23	18	15	46	10	1	33	24	35	12	9	29	28	39	18	2	55	14	42	
	11%	5%	17%	9%	11%	22%	11%	12%	6%	15%	8%	11%	12%	12%	12%	11%	12%	10%	7%	12%	20%	10%	
Talk in person		A				C																	
	443	226	217	247	140	56	360	74	8	182	261	286	91	67	213	230	275	168	30	413	58	385	
	89%	95%	83%	91%	89%	78%	89%	88%	94%	85%	92%	89%	88%	88%	88%	89%	88%	90%	93%	88%	80%	90%	
		B		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

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	
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	
Talk on the phone	48	27	21	22	18	9	34	14	1	20	29	27	11	10	27	21	31	18	2	46	4	44	
	10%	11%	9%	11%	10%	8%	12%	8%	3%	9%	10%	11%	10%	8%	10%	9%	10%	10%	5%	10%	7%	10%	
Talk in person	452	225	227	183	163	105	262	160	30	192	259	222	104	126	248	203	290	161	43	408	55	397	
	90%	89%	91%	89%	90%	92%	88%	92%	97%	91%	90%	89%	90%	92%	90%	91%	90%	90%	95%	90%	93%	90%	

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	
Talk on the phone	64	35	29	33	21	10	4	20	39	37	27	25	22	18	43	21	61	3	19	45	24	40	
	13%	15%	11%	12%	16%	12%	15%	18%	11%	17%	10%	13%	14%	11%	16%	9%	15%	4%	14%	12%	13%	13%	
Talk in person	436	205	231	253	109	74	24	90	321	186	250	169	128	139	216	220	354	82	116	320	157	279	
	87%	85%	89%	88%	84%	88%	85%	82%	89%	83%	90%	87%	86%	89%	84%	91%	85%	96%	86%	88%	87%	87%	

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	
Talk on the phone	73	32	41	24	29	20	23	41	10	28	45	27	27	19	43	30	44	29	10	63	9	64	
	15%	13%	16%	13%	17%	14%	21%	13%	12%	13%	16%	18%	16%	11%	14%	16%	14%	16%	21%	14%	16%	15%	
							GH					M	M						S				
Talk in person	427	214	213	161	139	128	89	267	71	182	245	127	143	158	263	163	272	155	36	391	51	376	
	85%	87%	84%	87%	83%	86%	79%	87%	88%	87%	84%	82%	84%	89%	86%	84%	86%	84%	79%	86%	84%	85%	
								F	F					KL						R			

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

SOCIALOGUE

Which would you rather do?

		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
Talk on the phone	82	37	45	31	28	23	16	17	49	48	35	33	19	31	45	38	52	30	13	70	15	68
	16%	15%	18%	17%	19%	14%	21%	16%	16%	17%	16%	14%	15%	22%	18%	15%	17%	16%	19%	16%	19%	16%
Talk in person	418	210	207	151	120	146	60	92	265	236	181	200	108	110	199	219	256	161	56	362	62	355
	84%	85%	82%	83%	81%	86%	79%	84%	84%	83%	84%	86%	85%	78%	82%	85%	83%	84%	81%	84%	81%	84%
												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

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	
Talk on the phone	158	93	65	99	49	9	42	41	52	0	0	55	44	59	85	73	94	64	45	113	51	107	
	32%	33%	30%	34%	31%	20%	28%	39%	33%	-	-	37%	31%	28%	33%	30%	31%	33%	33%	31%	34%	31%	
Talk in person	342	190	152	196	109	37	106	64	107	0	0	92	98	152	173	169	213	129	90	252	100	243	
	68%	67%	70%	66%	69%	80%	72%	61%	67%	-	-	63%	69%	72%	67%	70%	69%	67%	67%	69%	66%	69%	

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

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Which would you rather do?

		Canada																											
	Canada	Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader									
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
		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
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
Talk on the phone	61	27	34	19	22	20	18	24	19	31	30	27	25	8	33	28	43	18	9	52	8	53	5	3	8	9	0	25	11
	12%	11%	13%	11%	14%	12%	15%	12%	10%	15%	10%	15%	11%	9%	13%	12%	13%	11%	20%	11%	16%	12%	14%	8%	18%	14%	-	13%	9%
Talk in person	439	220	219	158	133	148	98	173	168	174	265	159	198	82	229	210	289	150	37	403	44	396	29	39	37	56	0	171	107
	88%	89%	87%	89%	86%	88%	85%	88%	90%	85%	90%	85%	89%	91%	87%	88%	87%	89%	80%	89%	84%	88%	86%	92%	82%	86%	-	87%	91%
										I									R				X						X

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	
Talk on the phone	59	29	30	17	17	25	20	26	13	27	32	24	25	9	37	22	31	27	2	57	2	57	
	12%	12%	12%	9%	12%	15%	16%	10%	12%	15%	10%	15%	12%	8%	13%	10%	10%	14%	13%	12%	6%	12%	
Talk in person						C	G			J		M											
	441	218	223	174	124	144	103	245	93	147	295	143	184	115	255	186	268	174	14	427	26	415	
	88%	88%	88%	91%	88%	85%	84%	90%	88%	85%	90%	85%	88%	92%	87%	90%	90%	86%	87%	88%	94%	88%	
				E				F		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?

		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	
Talk on the phone	65	34	31	19	23	23	29	20	15	23	42	22	31	12	38	26	35	30	5	59	8	57	
	13%	13%	12%	11%	12%	17%	16%	13%	10%	12%	14%	19%	11%	11%	12%	14%	12%	14%	16%	13%	12%	13%	
Talk in person						C	H					LM											
	435	219	217	153	166	116	157	139	139	176	259	92	254	90	269	167	251	184	29	406	57	378	
	87%	87%	88%	89%	88%	83%	84%	87%	90%	88%	86%	81%	89%	89%	88%	86%	88%	86%	84%	87%	88%	87%	
				E					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

SOCIALOGUE

Which would you rather do?

		Australia																												
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76	
Base: All Respondents (wtd)	500	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*	
Talk on the phone	69	36	34	29	24	17	18	40	11	33	36	25	36	9	34	35	41	28	14	56	13	56	45	24	17	21	16	10	5	
	14%	14%	13%	15%	15%	11%	17%	14%	9%	14%	14%	19%	12%	12%	12%	16%	13%	16%	22%	13%	17%	13%	14%	14%	12%	13%	18%	14%	13%	
Talk in person	431	212	218	168	132	131	86	237	108	200	231	107	258	65	250	181	287	144	48	383	63	368	287	143	124	138	75	57	36	
	86%	86%	87%	85%	85%	89%	83%	86%	91%	86%	86%	81%	88%	88%	88%	84%	87%	84%	78%	87%	83%	87%	86%	86%	88%	87%	86%	86%	87%	
										F				K	K				R											

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - 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
Talk on the phone	132	68	64	44	41	47	85	41	7	78	54	51	30	51	59	73	81	52	17	116	16	117
	26%	27%	26%	24%	28%	29%	28%	24%	23%	27%	25%	32%	26%	23%	26%	27%	25%	29%	28%	26%	24%	27%
Talk in person	368	183	185	141	108	118	214	130	23	209	158	109	87	172	168	199	240	128	42	325	52	316
	74%	73%	74%	76%	72%	71%	72%	76%	77%	73%	75%	68%	74%	77%	74%	73%	75%	71%	72%	74%	76%	73%
														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 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	
Talk on the phone	185	80	105	57	85	43	36	76	72	120	65	3	56	126	98	87	144	41	31	154	44	141	
	37%	32%	42%	27%	44%	44%	37%	41%	34%	43%	29%	13%	37%	39%	41%	34%	42%	26%	49%	35%	43%	35%	
			A		C	C				J							Q		S				
Talk in person	315	173	143	154	108	54	62	111	142	157	159	18	97	200	143	172	197	118	32	283	57	258	
	63%	68%	58%	73%	56%	56%	63%	59%	66%	57%	71%	87%	63%	61%	59%	66%	58%	74%	51%	65%	57%	65%	
		B		DE						I							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 * 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	
Talk on the phone	100	48	51	42	39	19	5	10	85	59	41	31	53	16	56	44	89	11	6	94	12	88	
	20%	20%	20%	20%	21%	18%	26%	19%	20%	25%	16%	21%	20%	18%	20%	20%	20%	21%	18%	20%	16%	21%	
Talk in person										J													
	400	192	208	169	146	85	14	44	343	178	222	115	213	72	224	176	360	40	27	373	62	338	
	80%	80%	80%	80%	79%	82%	74%	81%	80%	75%	84%	79%	80%	82%	80%	80%	80%	79%	82%	80%	84%	79%	
										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	
Talk on the phone	52	26	26	23	17	13	20	29	3	14	39	14	25	14	36	16	42	11	7	45	11	41	
	10%	10%	11%	12%	11%	8%	11%	11%	7%	9%	11%	13%	10%	10%	11%	10%	12%	8%	11%	10%	14%	10%	
Talk in person	448	227	220	163	141	144	171	229	47	142	306	91	237	119	304	143	318	130	56	391	71	376	
	90%	90%	89%	88%	89%	92%	89%	89%	93%	91%	89%	87%	90%	90%	89%	90%	88%	92%	89%	90%	86%	90%	

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	
Talk on the phone	101	45	55	49	32	20	10	52	39	67	34	36	12	53	42	59	86	15	12	89	24	77	
	20%	18%	22%	17%	20%	35%	13%	20%	24%	23%	16%	17%	30%	21%	19%	21%	21%	16%	20%	20%	25%	19%	
Talk in person	399	205	195	232	130	36	70	206	124	221	178	173	29	197	174	225	321	78	48	351	72	327	
	80%	82%	78%	83%	80%	65%	87%	80%	76%	77%	84%	83%	70%	79%	81%	79%	79%	84%	80%	80%	75%	81%	
				E	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

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	
Talk on the phone	67	34	33	38	14	15	7	28	32	28	39	16	23	28	42	25	44	22	19	48	27	40	
	13%	13%	13%	14%	10%	16%	17%	13%	13%	11%	15%	11%	27%	10%	15%	11%	14%	12%	29%	11%	20%	11%	
Talk in person													M					S					
	433	218	215	224	131	78	33	185	215	221	212	124	62	246	234	199	271	162	46	388	109	324	
	87%	87%	87%	86%	90%	84%	83%	87%	87%	89%	85%	89%	73%	90%	85%	89%	86%	88%	71%	89%	80%	89%	
													L						R				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** 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	
Talk on the phone	79	38	41	32	20	27	39	24	0	36	43	26	44	9	42	37	48	31	4	74	4	75	
	16%	16%	16%	16%	14%	17%	15%	15%	-	16%	15%	20%	15%	12%	17%	15%	16%	15%	15%	16%	13%	16%	
Talk in person	421	206	215	169	123	129	216	135	5	182	239	104	250	68	207	215	248	173	26	395	27	394	
	84%	84%	84%	84%	86%	83%	85%	85%	100%	84%	85%	80%	85%	88%	83%	85%	84%	85%	85%	84%	87%	84%	

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	
Talk on the phone	99	40	59	37	31	31	79	18	2	55	44	24	68	6	62	37	58	40	10	89	15	84	
	20%	16%	23%	17%	20%	24%	20%	20%	11%	22%	17%	23%	21%	9%	21%	18%	21%	18%	25%	19%	22%	19%	
Talk in person	401	208	193	178	125	98	312	76	13	191	210	80	258	63	226	175	214	187	30	371	52	349	
	80%	84%	77%	83%	80%	76%	80%	80%	89%	78%	83%	77%	79%	91%	79%	82%	79%	82%	75%	81%	78%	81%	

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	
Talk on the phone	224	112	112	87	91	45	45	81	98	155	69	135	67	21	123	101	179	45	19	205	42	182	
	45%	45%	44%	44%	46%	46%	50%	44%	44%	45%	43%	46%	43%	42%	42%	49%	45%	43%	34%	46%	37%	47%	
Talk in person	276	137	139	113	109	54	45	105	126	185	91	160	88	29	171	105	215	61	37	239	72	204	
	55%	55%	56%	56%	54%	54%	50%	56%	56%	55%	57%	54%	57%	58%	58%	51%	55%	57%	66%	54%	63%	53%	

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	
Talk on the phone	48	23	25	25	17	6	27	20	0	15	33	35	10	3	10	38	38	10	2	46	2	45	
	10%	10%	10%	9%	12%	7%	12%	8%	5%	9%	10%	10%	9%	10%	5%	13%	12%	6%	6%	10%	4%	10%	
Talk in person																N							
	452	221	231	246	130	76	197	250	5	154	298	328	97	27	197	255	290	162	38	414	65	388	
	90%	90%	90%	91%	88%	93%	88%	92%	95%	91%	90%	90%	91%	90%	95%	87%	88%	94%	94%	90%	96%	90%	
															O								

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

SOCIALOGUE

Which would you rather do?

		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	
Talk on the phone	65	30	35	28	25	12	16	30	19	34	31	34	23	8	29	37	33	32	8	57	8	57	
	13%	12%	14%	16%	14%	9%	17%	13%	11%	12%	15%	14%	12%	14%	12%	14%	11%	17%	14%	13%	11%	13%	
Talk in person				E														P					
	435	220	215	153	160	122	81	198	156	253	182	209	175	50	218	216	273	161	50	385	70	365	
	87%	88%	86%	84%	86%	91%	83%	87%	89%	88%	85%	86%	88%	86%	88%	86%	89%	83%	86%	87%	89%	87%	
						C											Q						

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

SOCIALOGUE

Which would you rather do?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
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
Talk on the phone	54	25	29	21	21	12	22	25	8	21	33	17	22	15	32	23	26	28	0	54	3	51	19	20	15	37	17
	11%	10%	12%	11%	12%	8%	11%	13%	7%	12%	10%	10%	12%	11%	11%	10%	9%	13%	-	11%	8%	11%	11%	15%	8%	10%	12%
Talk in person	446	226	220	163	153	130	171	169	106	162	284	155	164	127	247	199	254	192	15	431	38	408	152	116	178	316	130
	89%	90%	88%	89%	88%	92%	89%	87%	93%	88%	90%	90%	88%	89%	89%	90%	91%	87%	100%	89%	92%	89%	89%	85%	92%	90%	88%

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	
Talk on the phone	161	72	89	47	68	47	32	80	49	102	59	4	75	82	89	72	132	29	39	122	45	116	
	32%	31%	34%	25%	35%	40%	38%	34%	28%	37%	26%	50%	42%	26%	30%	35%	32%	33%	32%	32%	35%	31%	
Talk in person					C	C				J			M										
	339	164	175	141	127	71	53	159	128	172	167	4	102	234	202	137	280	59	83	256	84	255	
	68%	69%	66%	75%	65%	60%	62%	66%	72%	63%	74%	50%	58%	74%	70%	65%	68%	67%	68%	68%	65%	69%	
				DE						I				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