

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	
Live for today	5546	2631	2916	2403	1799	1344	1887	2023	1575	2341	3037	2133	1844	1569	2901	2645	3639	1907	631	4915	888	4659	
	44%	42%	46%	44%	44%	46%	49%	44%	40%	42%	48%	49%	42%	41%	43%	46%	43%	47%	42%	45%	39%	45%	
			A				GH	H			I	LM				N		P				T	
Plan for tomorrow	6954	3596	3357	3059	2314	1581	1947	2583	2314	3273	3350	2183	2505	2265	3809	3144	4830	2124	862	6091	1364	5589	
	56%	58%	54%	56%	56%	54%	51%	56%	60%	58%	52%	51%	58%	59%	57%	54%	57%	53%	58%	55%	61%	55%	
		B						F	FG	J			K	K	O		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

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	500
Live for today	5546	296	227	189	298	238	250	187	302	248	119	216	77	161	296	313	139	184	169	179	196	316	254	152	238	303
	44%	59%	45%	38%	60%	48%	50%	37%	60%	50%	24%	43%	15%	32%	59%	63%	28%	37%	34%	36%	39%	63%	51%	30%	48%	61%
	BCEFGJIKLMPQRSJGLMPQRSTJLMPJGLKLPQRSJGLMPQRSTJGLMPQRSTJLMPJGLKLPQRSJGLMPQRSTJLJLJGLKLPQRSJGLKLPQRSJLJLJLJLJLMPWJGLKLPQRSJGLMPQRSTJLJGLMPQRSTJGLKLPQRS																									
Plan for tomorrow	6954	204	273	311	202	262	250	313	198	252	381	284	423	339	204	187	361	316	331	321	304	184	246	348	262	197
	56%	41%	55%	62%	40%	52%	50%	63%	40%	50%	76%	57%	85%	68%	41%	37%	72%	63%	66%	64%	61%	37%	49%	70%	52%	39%
	ADHNOUYJDEFHINOUVXYADHNOUYADHNOUYDEFHKNOUVXYADHNOUYGHKMNQQRADHNOUYADHNOUYHJKNMOPQRDEFHKNOTUVXYABCDEFHKNQSQSDEFHINOUVDEFHKNOTUADHNOUY																									

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
Live for today	5546	476	907	1915	1446	1855	948	500
	44%	48%	60%	43%	41%	46%	47%	33%
		CDG	ACDEFG	G	G	CDG	CDG	
Plan for tomorrow	6954	524	593	2585	2054	2145	1052	1000
	56%	52%	40%	57%	59%	54%	53%	67%
		B		ABEF	ABEF	B	B	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
Live for today	296	143	153	128	102	66	26	49	220	90	205	203	61	32	154	142	201	95	25	271	43	252
	59%	58%	60%	52%	62%	74%	60%	55%	60%	60%	59%	62%	52%	58%	60%	58%	61%	55%	61%	59%	67%	58%
Plan for tomorrow						C						L										
	204	102	102	120	62	23	18	41	146	60	144	124	57	23	101	103	127	77	16	189	21	183
	41%	42%	40%	48%	38%	26%	40%	45%	40%	40%	41%	38%	48%	42%	40%	42%	39%	45%	39%	41%	33%	42%
				E								K										

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** 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	
Live for today	216	109	107	135	61	20	62	95	59	108	108	0	18	197	111	105	176	40	56	159	113	102	
	43%	42%	44%	49%	35%	41%	47%	45%	37%	36%	53%	-	41%	43%	38%	50%	41%	59%	44%	43%	40%	47%	
Plan for tomorrow				D						I						N		P					
	284	149	135	142	114	28	70	116	99	189	95	0	26	258	180	104	257	27	71	213	168	116	
	57%	58%	56%	51%	65%	59%	53%	55%	63%	64%	47%	-	59%	57%	62%	50%	59%	41%	56%	57%	60%	53%	
				C						J					O		Q						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * 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	
Live for today	313	132	181	175	97	41	260	45	8	138	175	213	55	45	141	172	184	129	15	297	38	275	
	63%	55%	69%	65%	61%	57%	64%	53%	86%	64%	61%	66%	54%	59%	58%	67%	59%	69%	48%	64%	53%	64%	
Plan for tomorrow			A																				
	187	107	81	95	61	31	146	40	1	77	110	108	48	31	101	86	130	57	17	171	34	153	
	37%	45%	31%	35%	39%	43%	36%	47%	14%	36%	39%	34%	46%	41%	42%	33%	41%	31%	52%	36%	47%	36%	
		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?

		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
Live for today	316	161	156	128	118	71	189	110	18	128	189	174	67	75	174	143	206	110	24	292	30	286
	63%	64%	63%	62%	65%	62%	64%	63%	59%	60%	65%	70%	58%	55%	63%	64%	64%	61%	53%	64%	52%	65%
Plan for tomorrow												LM										T
	184	91	92	77	63	43	107	64	13	84	99	75	48	61	102	81	114	69	21	162	28	155
	37%	36%	37%	38%	35%	38%	36%	37%	41%	40%	35%	30%	42%	45%	37%	36%	36%	39%	47%	36%	48%	35%
													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?

		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	
Live for today	179	85	93	105	48	26	6	50	122	78	100	58	55	66	98	81	158	21	51	128	61	118	
	36%	36%	36%	37%	37%	31%	22%	45%	34%	35%	36%	30%	36%	43%	38%	33%	38%	25%	38%	35%	34%	37%	
Plan for tomorrow	321	155	167	182	82	58	23	60	239	145	176	136	95	90	160	161	257	65	84	237	119	202	
	64%	64%	64%	63%	63%	69%	78%	55%	66%	65%	64%	70%	64%	57%	62%	67%	62%	75%	62%	65%	66%	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

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	
Live for today	248	119	130	88	90	71	65	149	35	102	146	92	84	73	148	100	151	97	22	227	28	221	
	50%	48%	51%	47%	54%	48%	58%	48%	43%	49%	50%	60%	49%	41%	48%	52%	48%	53%	47%	50%	46%	50%	
Plan for tomorrow	252	127	124	97	77	77	47	159	45	107	144	62	86	104	158	93	165	86	24	227	33	219	
	50%	52%	49%	53%	46%	52%	42%	52%	57%	51%	50%	40%	51%	59%	52%	48%	52%	47%	53%	50%	54%	50%	
								F	F				K	KL									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * 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	
Live for today	238	113	125	89	75	73	44	53	141	125	113	124	58	56	101	137	138	100	28	210	31	207	
	48%	46%	49%	49%	51%	43%	58%	49%	45%	44%	52%	53%	46%	40%	41%	54%	45%	52%	41%	49%	41%	49%	
Plan for tomorrow	262	134	128	93	73	96	32	56	174	159	103	108	69	85	143	119	171	91	41	221	46	216	
	52%	54%	51%	51%	49%	57%	42%	51%	55%	56%	48%	47%	54%	60%	59%	46%	55%	48%	59%	51%	59%	51%	
									F	J			K	K	O		Q						

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

SOCIALOGUE

Which would you rather do?

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	506	322	184	403	93	10	150	119	160	0	0	153	135	218	278	228	350	156	152	354	167	339
Base: All Respondents (wtd)	500	283	217	295	158*	47**	148*	104*	158*	-**	-**	147*	142*	211	258	242	307	193*	135	365	151*	349
Live for today	169	89	80	109	46	15	39	42	49	0	0	65	50	54	88	81	102	67	53	116	59	110
	34%	31%	37%	37%	29%	31%	27%	40%	31%	-	-	44%	35%	26%	34%	34%	33%	35%	39%	32%	39%	32%
Plan for tomorrow	331	194	137	187	112	32	108	63	110	0	0	82	92	157	170	161	205	127	82	249	92	239
	66%	69%	63%	63%	71%	69%	73%	60%	69%	-	-	56%	65%	74%	66%	66%	67%	65%	61%	68%	61%	68%
														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	196	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	--	196	117
Live for today	238	120	118	85	75	78	61	96	82	92	146	92	108	38	125	113	159	79	21	217	23	215	17	25	20	31	0	90	56
	48%	49%	47%	48%	48%	47%	52%	49%	44%	45%	50%	50%	48%	42%	48%	47%	48%	47%	46%	48%	44%	48%	49%	58%	44%	48%	-	46%	47%
Plan for tomorrow	262	127	135	93	80	89	55	102	105	113	149	94	116	53	137	125	173	89	25	237	29	233	17	18	26	34	0	106	62
	52%	51%	53%	52%	52%	53%	48%	51%	56%	55%	50%	50%	52%	58%	52%	53%	52%	53%	54%	52%	56%	52%	51%	42%	56%	52%	-	54%	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 - V/W/X/Y/Z/ab * 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	
Live for today	187	92	95	68	55	64	55	108	24	57	130	76	70	41	111	76	106	81	4	183	8	179	
	37%	37%	38%	36%	39%	38%	45%	40%	22%	33%	40%	45%	34%	33%	38%	37%	36%	40%	26%	38%	29%	38%	
Plan for tomorrow	313	155	158	122	86	104	67	163	83	116	197	92	138	83	182	131	193	120	12	301	20	293	
	63%	63%	62%	64%	61%	62%	55%	60%	78%	67%	60%	55%	66%	67%	62%	63%	64%	60%	74%	62%	71%	62%	
									FG	J			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	
Live for today	302	151	151	99	114	88	116	99	86	112	190	67	169	66	186	116	170	132	20	282	35	267	
	60%	60%	61%	58%	61%	63%	62%	62%	56%	56%	63%	59%	59%	65%	61%	60%	59%	62%	58%	60%	54%	61%	
Plan for tomorrow	198	102	96	73	74	51	70	60	68	88	111	46	116	36	121	78	116	82	14	184	30	168	
	40%	40%	39%	42%	39%	37%	38%	38%	44%	44%	37%	41%	41%	35%	39%	40%	41%	38%	42%	40%	46%	39%	
										J													

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

SOCIALOGUE

Which would you rather do?

		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*		
Live for today	227	103	123	87	73	66	60	119	48	85	141	72	127	28	129	98	152	75	27	200	30	196	149	78	67	71	41	30	17		
	45%	42%	49%	45%	47%	45%	58%	43%	40%	37%	53%	55%	43%	38%	45%	45%	46%	43%	43%	46%	40%	46%	45%	47%	48%	45%	45%	45%	40%		
Plan for tomorrow	273	145	129	109	83	81	44	158	72	147	126	60	167	46	156	118	176	97	35	239	45	228	184	89	73	88	50	37	25		
	55%	58%	51%	55%	53%	55%	42%	57%	60%	63%	47%	45%	57%	62%	55%	55%	54%	57%	57%	54%	60%	54%	55%	53%	52%	55%	55%	55%	60%		

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	
Live for today	296	135	162	106	84	106	191	92	14	167	129	101	71	124	123	173	182	114	35	262	33	263	
	59%	54%	65%	57%	56%	64%	64%	53%	47%	58%	61%	64%	61%	55%	54%	64%	57%	64%	59%	59%	49%	61%	
			A			D	GH					M				N		P				T	
Plan for tomorrow	204	116	87	79	65	59	108	80	16	120	84	58	46	100	104	99	138	65	24	180	34	169	
	41%	46%	35%	43%	44%	36%	36%	47%	53%	42%	39%	36%	39%	45%	46%	36%	43%	36%	41%	41%	51%	39%	
		B			E			F	F					K	O		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?

		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
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
Live for today	196	96	100	86	80	31	45	71	80	106	90	10	53	133	96	100	130	66	28	168	38	158
	39%	38%	40%	41%	42%	32%	46%	38%	37%	38%	40%	47%	35%	41%	40%	39%	38%	42%	44%	39%	38%	40%
Plan for tomorrow	304	156	148	125	113	66	53	116	135	171	133	11	100	193	145	159	211	92	35	269	64	240
	61%	62%	60%	59%	58%	68%	54%	62%	63%	62%	60%	53%	65%	59%	60%	61%	62%	58%	56%	61%	62%	60%

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	
Live for today	184	85	99	76	58	50	6	21	157	81	103	55	96	33	97	87	157	27	10	175	27	157	
	37%	35%	38%	36%	32%	48%	35%	39%	37%	34%	39%	38%	36%	38%	35%	39%	35%	53%	30%	37%	37%	37%	
Plan for tomorrow						D												P					
	316	155	160	135	126	55	12	33	271	155	161	91	170	55	182	134	292	24	23	293	46	270	
	63%	65%	62%	64%	68%	52%	65%	61%	63%	66%	61%	62%	64%	62%	65%	61%	65%	47%	70%	63%	63%	63%	
					E												Q						

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

SOCIALOGUE

Which would you rather do?

		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	
Live for today	254	113	141	112	73	68	115	121	17	76	178	60	129	66	167	87	174	80	28	226	34	220	
	51%	45%	57%	61%	47%	44%	60%	47%	35%	49%	52%	57%	49%	50%	49%	54%	48%	57%	44%	52%	41%	53%	
Plan for tomorrow				E																			
	246	140	106	73	84	88	76	137	33	80	166	45	134	67	173	73	186	60	36	210	48	198	
	49%	55%	43%	39%	53%	56%	40%	53%	65%	51%	48%	43%	51%	50%	51%	46%	52%	43%	56%	48%	59%	47%	
						C																	

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

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	
Live for today	77	34	43	39	29	9	14	37	26	41	36	33	8	36	33	45	61	16	6	71	7	70	
	15%	14%	17%	14%	18%	16%	17%	14%	16%	14%	17%	16%	20%	14%	15%	16%	15%	17%	10%	16%	8%	17%	
Plan for tomorrow	423	216	207	242	133	47	66	221	136	247	176	175	33	214	183	240	346	76	54	369	89	334	
	85%	86%	83%	86%	82%	84%	83%	86%	84%	86%	83%	84%	80%	86%	85%	84%	85%	83%	90%	84%	92%	83%	
																					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?

		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	
Live for today	152	64	89	79	44	30	15	60	77	58	94	40	29	83	77	75	93	59	18	134	37	115	
	30%	25%	36%	30%	30%	32%	37%	28%	31%	23%	38%	29%	34%	30%	28%	33%	30%	32%	29%	31%	27%	32%	
Plan for tomorrow	348	188	159	184	101	63	25	153	170	191	157	100	56	191	198	149	223	125	46	302	98	249	
	70%	75%	64%	70%	70%	68%	63%	72%	69%	77%	62%	71%	66%	70%	72%	67%	70%	68%	71%	69%	73%	68%	
										J				70%	72%	67%	70%	68%	71%	69%	73%	68%	

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	
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	
Live for today	119	59	60	43	31	44	57	39	1	59	60	33	70	16	60	58	67	52	8	111	8	110	
	24%	24%	23%	21%	22%	28%	22%	24%	10%	27%	21%	25%	24%	21%	24%	23%	23%	25%	26%	24%	26%	24%	
Plan for tomorrow	381	185	196	159	111	112	198	120	5	159	222	97	224	61	188	193	229	152	23	359	23	358	
	76%	76%	77%	79%	78%	72%	78%	76%	90%	73%	79%	75%	76%	79%	76%	77%	77%	75%	74%	76%	74%	76%	

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	
Live for today	139	72	67	74	33	32	117	16	5	59	80	29	94	15	77	62	61	78	10	129	15	124	
	28%	29%	27%	34%	21%	25%	30%	17%	36%	24%	32%	28%	29%	22%	27%	29%	22%	34%	25%	28%	23%	29%	
				D			G											P					
Plan for tomorrow	361	176	185	141	123	97	274	78	10	187	174	75	232	54	211	150	212	149	30	331	52	309	
	72%	71%	73%	66%	79%	75%	70%	83%	64%	76%	68%	72%	71%	78%	73%	71%	78%	66%	75%	72%	77%	71%	
					C			F									Q						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * 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	
Live for today	250	103	147	74	101	76	38	103	108	185	64	143	82	25	136	113	191	59	23	226	41	209	
	50%	41%	58%	37%	50%	76%	42%	56%	48%	55%	40%	48%	53%	49%	46%	55%	49%	55%	41%	51%	36%	54%	
Plan for tomorrow		A				CD				J												T	
	250	146	104	127	100	24	52	83	116	155	96	152	73	25	158	92	203	47	33	217	73	177	
	50%	59%	42%	63%	50%	24%	58%	44%	52%	45%	60%	52%	47%	51%	54%	45%	51%	45%	59%	49%	64%	46%	
		B		E		E				I												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
Live for today	298	139	159	165	85	48	131	165	3	91	207	217	65	17	126	172	190	108	28	270	39	260
	60%	57%	62%	61%	58%	59%	58%	61%	50%	54%	63%	60%	60%	56%	61%	59%	58%	63%	69%	59%	58%	60%
Plan for tomorrow	202	105	96	106	62	34	94	105	3	78	123	146	43	13	81	121	137	64	13	189	28	173
	40%	43%	38%	39%	42%	41%	42%	39%	50%	46%	37%	40%	40%	44%	39%	41%	42%	37%	31%	41%	42%	40%

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	
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	
Live for today	161	81	80	64	53	43	31	80	50	84	77	90	56	15	78	83	84	77	18	143	24	137	
	32%	33%	32%	36%	29%	32%	32%	35%	29%	29%	36%	37%	28%	26%	31%	33%	27%	40%	31%	32%	31%	32%	
Plan for tomorrow	339	169	170	117	132	90	66	148	125	203	136	154	143	43	169	170	223	116	40	299	54	285	
	68%	67%	68%	64%	71%	68%	68%	65%	71%	71%	64%	63%	72%	74%	69%	67%	73%	60%	69%	68%	69%	68%	
										J			K	K			Q						

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

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
Live for today	189	102	87	75	64	50	83	66	40	60	129	82	60	47	102	87	102	87	5	184	14	175	73	43	73	125	64
	38%	41%	35%	41%	37%	36%	43%	34%	35%	33%	41%	48%	32%	33%	37%	39%	37%	39%	31%	38%	33%	38%	43%	32%	38%	35%	44%
Plan for tomorrow	311	149	162	110	110	91	110	128	74	123	188	90	126	95	176	135	178	133	11	300	28	283	98	93	120	228	83
	62%	59%	65%	59%	63%	64%	57%	66%	65%	67%	59%	52%	68%	67%	63%	61%	63%	61%	69%	62%	67%	62%	57%	68%	62%	65%	56%
												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 - 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	
Live for today	303	130	172	116	109	77	60	137	107	157	145	6	108	189	163	139	243	59	69	234	69	234	
	61%	55%	65%	62%	56%	66%	70%	57%	60%	57%	64%	75%	61%	60%	56%	67%	59%	67%	57%	62%	53%	63%	
Plan for tomorrow			A				G									N							
	197	105	92	72	85	40	25	103	70	117	81	2	68	127	128	70	168	29	53	145	60	137	
	39%	45%	35%	38%	44%	34%	30%	43%	40%	43%	36%	25%	39%	40%	44%	33%	41%	33%	43%	38%	47%	37%	
		B					F								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