

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
Take a fancy vacation in your country	5927	3029	2899	2420	2039	1468	1882	2146	1806	2818	2870	2290	2002	1636	3219	2708	4019	1908	722	5205	1053	4875
	47%	49%	46%	44%	50%	50%	49%	47%	46%	50%	45%	53%	46%	43%	48%	47%	47%	47%	48%	47%	47%	48%
		B			C	C	GH			J		LM	M									
Take a budget vacation in another country	6573	3198	3375	3042	2074	1456	1951	2461	2084	2796	3517	2026	2348	2199	3491	3082	4450	2123	771	5802	1199	5373
	53%	51%	54%	56%	50%	50%	51%	53%	54%	50%	55%	47%	54%	57%	52%	53%	53%	53%	52%	53%	53%	52%
			A	DE					F	F		I		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

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	
Take a fancy vacation in your country	5927	325	257	131	306	202	219	254	189	238	257	261	234	279	291	304	215	288	240	224	193	241	162	137	285	195
	47%	65%	51%	26%	61%	40%	44%	51%	38%	48%	51%	52%	47%	56%	58%	61%	43%	58%	48%	45%	39%	48%	32%	27%	57%	39%
	BCEFGHIJLMNPQRS	CEFHPTVWY		BCEFGHIJLPRST	CVW	CVW	CEFHPTVWY	CW	CEHTVWY	CEFHPTVWY	CEHTVWY	GHILPRSTU	GHUJLPRST	GHUJLPRST	CVW	GHILPRSTU	CEHTVWY	CVW	CW	CEHTVWY			BCEFGHIJLPRSTU	CW		
Take a budget vacation in another country	6573	175	243	369	194	298	281	246	311	262	243	239	266	221	209	196	285	212	260	276	307	259	338	363	215	305
	53%	35%	49%	74%	39%	60%	55%	49%	62%	52%	49%	48%	53%	44%	42%	39%	57%	42%	52%	55%	61%	52%	68%	73%	43%	61%
			ADNOQX	HIJLMNOPQRSTUXY	ABDGJIKLMNOQ	BDGJKMNOQ	ADMNOQX	IGJIKLMNOQ	ADMNOQX	ADNOQX	ADNO	ADMNOQX	A	A		ABDGJKMNOQ	A	ADMNOQX	ADMNOQX	IGJIKLMNOQ	ADMNOQX	IGJIKLMNOP	HIJLMNOP	Q	A	IGJIKLMNOQ

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
Take a fancy vacation in your country	5927	487	935	1966	1743	2027	1075	601
	47%	49%	62%	44%	50%	51%	54%	40%
		CG	ACDEFG		CG	CG	ACDEG	
Take a budget vacation in another country	6573	513	565	2534	1757	1973	925	899
	53%	51%	38%	56%	50%	49%	46%	60%
		BF		ABDEF	BF	BF	B	ABDEF

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
Take a fancy vacation in your country	325	168	156	153	110	62	27	62	236	99	226	220	73	32	169	156	214	111	27	298	39	285
	65%	69%	61%	62%	67%	69%	60%	69%	65%	66%	65%	67%	62%	58%	66%	64%	65%	65%	66%	65%	60%	66%
Take a budget vacation in another country																						
	175	77	99	95	53	27	17	28	130	52	124	107	45	23	87	89	115	61	14	162	26	150
	35%	31%	39%	38%	33%	31%	40%	31%	35%	34%	35%	33%	38%	42%	34%	36%	35%	35%	34%	35%	40%	34%

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
Take a fancy vacation in your country	261	143	118	146	84	31	89	97	76	149	112	0	27	234	154	107	226	36	66	195	149	113
	52%	55%	49%	53%	48%	65%	67%	46%	48%	50%	55%	-	61%	51%	53%	51%	52%	53%	52%	52%	53%	52%
Take a budget vacation in another country							GH															
	239	115	124	130	91	17	43	114	82	148	91	0	17	222	136	102	208	31	62	177	133	106
	48%	45%	51%	47%	52%	35%	33%	54%	52%	50%	45%	-	39%	49%	47%	49%	48%	47%	48%	48%	47%	48%
							F	F														

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

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
Take a fancy vacation in your country	304	158	146	147	106	52	249	51	5	141	163	193	66	46	156	149	203	102	22	282	50	255
	61%	66%	56%	54%	67%	72%	61%	60%	56%	66%	57%	60%	64%	60%	64%	58%	65%	55%	69%	60%	68%	60%
Take a budget vacation in another country	196	81	115	123	53	20	158	34	4	74	122	128	37	30	87	109	111	84	10	186	23	173
	39%	34%	44%	46%	33%	28%	39%	40%	44%	34%	43%	40%	36%	40%	36%	42%	35%	45%	31%	40%	32%	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?

		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
Take a fancy vacation in your country	241	133	107	91	98	52	151	77	13	110	130	141	41	58	138	103	161	80	24	217	32	209
	48%	53%	43%	44%	54%	45%	51%	44%	41%	52%	45%	57%	36%	43%	50%	46%	50%	45%	52%	48%	55%	47%
Take a budget vacation in another country		B			C							LM										
	259	119	141	114	83	63	144	97	18	102	158	108	74	78	138	121	160	99	22	237	27	233
	52%	47%	57%	56%	46%	55%	49%	56%	59%	48%	55%	43%	64%	57%	50%	54%	50%	55%	48%	52%	45%	53%
			A	D										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?

		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
Take a fancy vacation in your country	224	103	122	123	64	37	21	43	161	115	110	95	73	56	117	107	186	38	61	164	78	147
	45%	43%	47%	43%	49%	45%	73%	39%	44%	51%	40%	49%	49%	36%	45%	44%	45%	45%	45%	45%	43%	46%
Take a budget vacation in another country																						
	276	137	138	163	67	46	8	68	200	109	166	99	77	100	141	135	228	47	74	202	103	173
	55%	57%	53%	57%	51%	55%	27%	61%	56%	49%	60%	51%	51%	64%	55%	56%	55%	55%	55%	55%	57%	54%

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

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
Take a fancy vacation in your country	238	117	121	77	83	78	52	150	35	109	129	74	80	84	146	92	147	91	22	216	33	205
	48%	48%	48%	42%	50%	53%	47%	49%	44%	52%	44%	48%	47%	48%	48%	48%	47%	50%	48%	48%	55%	47%
Take a budget vacation in another country					C					J												
	262	129	133	108	84	70	60	157	45	100	162	79	90	92	161	101	169	93	24	238	27	235
	52%	52%	52%	58%	50%	47%	53%	51%	56%	48%	56%	52%	53%	52%	52%	52%	53%	50%	52%	52%	45%	53%
				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

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
Take a fancy vacation in your country	285	145	140	79	94	112	40	60	185	178	107	150	67	68	136	149	181	104	38	247	39	245
	57%	58%	56%	43%	63%	66%	53%	55%	59%	63%	49%	65%	53%	48%	56%	58%	58%	55%	55%	57%	51%	58%
Take a budget vacation in another country					C	C				J		LM										
	215	103	112	104	54	57	36	50	130	106	109	82	60	73	108	108	128	87	31	184	37	178
	43%	42%	44%	57%	37%	34%	47%	45%	41%	37%	51%	35%	47%	52%	44%	42%	42%	45%	45%	43%	49%	42%
				DE							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

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
Take a fancy vacation in your country	240	140	100	142	75	23	61	45	81	0	0	66	63	111	114	126	144	96	72	168	77	163
	48%	49%	46%	48%	48%	49%	41%	43%	51%	-	-	45%	44%	52%	44%	52%	47%	50%	53%	46%	51%	47%
Take a budget vacation in another country	260	143	117	153	83	24	87	59	77	0	0	80	79	100	144	116	163	97	63	197	74	186
	52%	51%	54%	52%	52%	51%	59%	57%	49%	-	-	55%	56%	48%	56%	48%	53%	50%	47%	54%	49%	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

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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	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	196	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	--	196	117		
Take a fancy vacation in your country	202	102	100	62	58	63	50	87	66	85	117	90	84	27	109	93	134	68	20	182	20	182	13	21	19	18	0	89	42		
	40%	41%	40%	35%	37%	49%	43%	44%	35%	41%	40%	49%	38%	30%	42%	39%	40%	40%	43%	40%	38%	41%	39%	48%	42%	28%	-	46%	36%		
						CD			H					LM										Yb	Y			Yb			
Take a budget vacation in another country	298	145	153	116	97	85	66	111	121	121	177	96	139	63	153	145	198	100	26	272	32	266	21	22	27	47	0	107	75		
	60%	59%	60%	65%	63%	51%	57%	56%	65%	59%	60%	51%	62%	70%	58%	61%	60%	60%	57%	60%	62%	59%	61%	52%	58%	72%	-	54%	64%		
				E	E				G				K	K											WXa				Wa		

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; ** 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
Take a fancy vacation in your country	254	119	135	77	72	105	59	148	47	103	152	102	97	56	148	106	150	105	8	246	12	243
	51%	48%	53%	40%	51%	62%	48%	55%	44%	59%	46%	61%	46%	45%	51%	51%	50%	52%	51%	51%	43%	51%
Take a budget vacation in another country					C	CD		H		J		LM										
	246	128	118	114	69	63	64	123	59	70	175	66	112	68	144	102	149	96	8	238	16	230
	49%	52%	47%	60%	49%	38%	52%	45%	56%	41%	54%	39%	54%	55%	49%	49%	50%	48%	49%	49%	57%	49%
				DE	E				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
Take a fancy vacation in your country	189	95	94	54	77	57	65	65	59	87	102	41	112	36	115	74	110	79	12	176	24	164
	38%	38%	38%	32%	41%	41%	35%	41%	38%	44%	34%	36%	39%	35%	37%	38%	39%	37%	36%	38%	37%	38%
Take a budget vacation in another country					C	C				J												
	311	158	154	118	111	82	121	94	96	112	199	72	173	66	192	119	176	135	22	289	41	271
	62%	62%	62%	68%	59%	59%	65%	59%	62%	56%	66%	64%	61%	65%	63%	62%	61%	63%	64%	62%	63%	62%
				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

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	SAINT	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*	
Take a fancy vacation in your country	257	137	120	86	85	86	54	147	56	129	127	72	152	33	151	105	164	93	33	223	38	218	160	97	75	84	47	37	14	
	51%	55%	48%	44%	54%	58%	52%	53%	47%	56%	48%	54%	52%	44%	53%	49%	50%	54%	54%	51%	50%	51%	48%	58%	53%	52%	51%	55%	34%	
Take a budget vacation in another country	243	111	132	111	71	62	50	130	64	103	140	60	142	41	133	110	164	79	28	215	37	206	173	70	66	76	45	30	27	
	49%	45%	52%	56%	46%	42%	48%	47%	53%	44%	52%	46%	48%	56%	47%	51%	50%	46%	46%	49%	50%	49%	52%	42%	47%	48%	49%	45%	66%	
				DE							I			K								W							XYZa	

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
Take a fancy vacation in your country	291	158	133	115	90	85	178	97	16	161	130	87	68	136	140	151	193	98	37	254	40	251
	58%	63%	53%	62%	61%	52%	59%	57%	55%	56%	61%	54%	58%	61%	61%	55%	60%	55%	63%	58%	59%	58%
Take a budget vacation in another country		B		E	E																	
	209	93	116	70	59	80	121	74	13	127	82	73	49	88	88	121	128	81	22	187	28	181
	42%	37%	47%	38%	39%	48%	41%	43%	45%	44%	39%	46%	42%	39%	39%	45%	40%	45%	37%	42%	41%	42%
		A				CD																

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

SOCIALOGUE

Which would you rather do?

		South 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
Take a fancy vacation in your country	193	96	97	77	79	37	40	68	85	109	84	11	56	126	94	99	128	65	26	167	42	151
	39%	38%	39%	36%	41%	39%	41%	36%	40%	39%	37%	52%	37%	39%	39%	38%	37%	41%	41%	38%	41%	38%
Take a budget vacation in another country																						
	307	157	151	134	114	59	58	119	129	167	140	10	97	200	147	160	213	94	37	270	60	248
	61%	62%	61%	64%	59%	61%	59%	64%	60%	61%	63%	48%	63%	61%	61%	62%	63%	59%	59%	62%	59%	62%

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
Take a fancy vacation in your country	288	152	136	110	119	60	13	29	246	137	151	98	152	38	170	118	257	32	15	274	34	254
	58%	63%	53%	52%	65%	57%	72%	53%	58%	58%	57%	67%	57%	43%	61%	54%	57%	62%	45%	59%	47%	60%
		B			C							M	M									T
Take a budget vacation in another country	212	89	123	101	65	45	5	25	181	99	113	48	113	50	109	102	192	19	18	193	39	172
	42%	37%	47%	48%	35%	43%	28%	47%	42%	42%	43%	33%	43%	57%	39%	46%	43%	38%	55%	41%	53%	40%
			A	D											KL							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?

		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
Take a fancy vacation in your country	162	86	76	62	65	36	61	76	25	61	101	34	84	44	112	51	126	36	25	137	27	136
	32%	34%	31%	33%	41%	23%	32%	30%	49%	40%	29%	33%	32%	33%	33%	32%	35%	26%	39%	31%	32%	33%
Take a budget vacation in another country					E																	
	338	168	170	124	93	121	131	182	26	94	244	71	178	89	229	109	234	104	38	299	56	282
	68%	66%	69%	67%	59%	77%	68%	70%	51%	60%	71%	67%	68%	67%	67%	68%	65%	74%	61%	69%	68%	67%
					D																	

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

SOCIALOGUE

Which would you rather do?

		Indonesia																				
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404
Take a fancy vacation in your country	234	127	107	139	70	25	39	128	67	140	94	109	16	109	113	122	197	38	32	202	47	187
	47%	51%	43%	50%	43%	45%	49%	50%	41%	49%	45%	52%	39%	44%	52%	43%	48%	41%	53%	46%	49%	46%
Take a budget vacation in another country															O							
	266	123	143	142	93	31	41	129	96	148	118	99	25	141	103	163	211	55	28	238	49	216
	53%	49%	57%	50%	57%	55%	51%	50%	59%	51%	55%	48%	61%	56%	48%	57%	52%	59%	47%	54%	51%	54%
																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

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
Take a fancy vacation in your country	137	65	72	71	37	30	10	60	67	72	65	34	39	64	74	63	76	61	22	116	36	101
	27%	26%	29%	27%	25%	32%	25%	28%	27%	29%	26%	24%	46%	23%	27%	28%	24%	33%	33%	27%	27%	28%
Take a budget vacation in another country													KM									
	363	187	176	192	108	63	30	153	180	176	186	107	46	210	201	162	240	123	43	320	99	263
	73%	74%	71%	73%	75%	68%	75%	72%	73%	71%	74%	76%	54%	77%	73%	72%	76%	67%	67%	73%	73%	72%
												L		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?

		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
Take a fancy vacation in your country	257	130	126	89	83	85	132	82	1	121	135	68	152	36	135	122	154	102	15	241	16	241
	51%	53%	49%	44%	58%	55%	52%	52%	20%	56%	48%	53%	52%	47%	54%	49%	52%	50%	50%	51%	50%	51%
Take a budget vacation in another country					C	C				J												
	243	114	130	113	60	71	123	76	4	96	147	61	142	41	114	129	142	102	15	228	16	228
	49%	47%	51%	56%	42%	45%	48%	48%	80%	44%	52%	47%	48%	53%	46%	51%	48%	50%	50%	49%	50%	49%
				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?

		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
Take a fancy vacation in your country	215	106	109	77	76	63	169	39	8	122	93	45	148	22	137	78	114	101	15	200	25	190
	43%	43%	43%	36%	48%	49%	43%	42%	50%	50%	37%	44%	45%	32%	48%	37%	42%	44%	37%	44%	37%	44%
					C	C				J			M		O							
Take a budget vacation in another country	285	142	143	138	81	66	222	55	7	124	161	59	179	47	151	134	158	127	25	259	42	243
	57%	57%	57%	64%	52%	51%	57%	58%	50%	50%	63%	56%	55%	68%	52%	63%	58%	56%	63%	56%	63%	56%
				DE							I			L		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?

		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
Take a fancy vacation in your country	219	113	106	82	85	52	42	94	83	151	68	140	60	19	127	92	164	55	20	199	48	171
	44%	45%	42%	41%	43%	52%	47%	50%	37%	44%	42%	47%	39%	37%	43%	45%	42%	52%	35%	45%	42%	44%
Take a budget vacation in another country	281	136	145	119	115	48	48	92	141	189	92	155	95	31	167	114	230	51	37	245	66	215
	56%	55%	58%	59%	57%	48%	53%	50%	63%	56%	58%	53%	61%	63%	57%	55%	58%	48%	65%	55%	58%	56%

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
Take a fancy vacation in your country	306	146	161	155	101	50	132	172	3	103	203	224	65	17	144	162	204	102	26	280	42	265
	61%	60%	63%	57%	69%	61%	59%	64%	53%	61%	62%	62%	60%	59%	70%	55%	62%	59%	64%	61%	62%	61%
Take a budget vacation in another country															O							
	194	99	95	116	46	32	93	98	3	67	127	139	43	12	63	131	123	70	15	179	25	168
	39%	40%	37%	43%	31%	39%	41%	36%	47%	39%	38%	38%	40%	41%	30%	45%	38%	41%	36%	39%	38%	39%
																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?

		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
Take a fancy vacation in your country	279	132	147	97	103	79	54	125	100	168	111	140	106	33	131	148	165	114	30	249	38	240
	56%	53%	59%	53%	56%	59%	55%	55%	58%	59%	52%	57%	54%	56%	53%	58%	54%	59%	51%	56%	49%	57%
Take a budget vacation in another country																						
	221	118	103	84	82	55	44	103	74	119	102	104	92	25	116	105	142	79	29	192	40	181
	44%	47%	41%	47%	44%	41%	45%	45%	42%	41%	48%	43%	46%	44%	47%	42%	46%	41%	49%	44%	51%	43%

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	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwid)	508	266	242	152	195	161	184	201	123	202	306	121	235	152	306	202	300	208	16	492	45	463	180	148	180	358	150	
Base: All Respondents (wid)	500	251	249	184	174	142	192	194	114	183	317	172	186	142	278	222	280	220	15**	485	41*	459	171	136	193	353	147	
Take a fancy vacation in your country	131	69	62	44	45	43	57	48	26	51	81	50	51	30	74	57	63	69	3	129	9	122	56	32	44	78	54	
	26%	28%	25%	24%	26%	30%	30%	25%	23%	28%	26%	29%	28%	21%	27%	26%	22%	31%	18%	27%	22%	27%	33%	24%	23%	22%	36%	
Take a budget vacation in another country																	P					X				Y		
	369	182	186	141	129	99	135	145	88	133	236	122	134	113	204	164	217	151	13	356	32	336	115	104	149	275	94	
	74%	72%	75%	76%	74%	70%	70%	75%	77%	72%	74%	71%	72%	79%	73%	74%	78%	69%	82%	73%	78%	73%	67%	76%	77%	78%	64%	
																	Q							V		Z		

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
Take a fancy vacation in your country	195	89	106	68	81	46	38	97	60	115	79	5	67	122	115	80	161	33	54	141	58	136
	39%	38%	40%	36%	42%	39%	45%	40%	34%	42%	35%	63%	38%	39%	40%	38%	39%	38%	44%	37%	45%	37%
Take a budget vacation in another country																						
	305	147	159	120	113	72	47	142	116	159	146	3	109	194	176	129	250	55	68	238	71	235
	61%	62%	60%	64%	58%	61%	55%	60%	66%	58%	65%	37%	62%	61%	60%	62%	61%	62%	56%	63%	55%	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