

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
Learn	9196	4398	4798	3961	3076	2159	2906	3382	2799	4125	4723	3366	3134	2696	4801	4395	6210	2986	978	8218	1507	7689
		71%	76%	73%	75%	74%	76%	73%	72%	73%	74%	78%	72%	70%	72%	76%	73%	74%	65%	75%	67%	75%
Teach			A		C		GH					LM				N				R		T
	3304	1828	1476	1502	1037	765	927	1225	1090	1488	1663	951	1215	1138	1910	1394	2259	1045	516	2788	745	2559
	26%	29%	24%	27%	25%	26%	24%	27%	28%	27%	26%	22%	28%	30%	28%	24%	27%	26%	35%	25%	33%	25%
		B		D				F	F				K	K	O				S		U	

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

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
Learn	9196	395	357	386	401	370	377	383	332	349	325	353	383	386	403	398	345	405	348	354	347	414	358	305	348	374
	74%	79%	71%	77%	80%	74%	75%	77%	66%	70%	65%	71%	77%	77%	81%	80%	69%	81%	70%	71%	69%	83%	72%	61%	70%	75%
	BHIJKPRSTVW HJW BHIJKPRTW EHIJKPRSTVW HIJWX HJW BHIJKPRTWX JW JW HIJKPRTWX BHIJKPRTWX BHIJKPRSTVW BHIJKPRSTW W HIJKPRSTVW W W W BHIJKLMPRST W W HJUPWX																									
Teach	3304	105	143	114	99	130	123	117	168	151	175	147	117	114	97	102	155	95	152	146	153	86	142	195	152	126
	26%	21%	29%	23%	20%	26%	25%	23%	34%	30%	35%	29%	23%	23%	19%	20%	31%	19%	30%	29%	31%	17%	28%	39%	30%	25%
	ACDGLMNOQL U DNQU U NU DEFGLMNOQ DEGLMNOQ EFGIKLMNO CDGLMNOQ U U ACDGLMNOQUY ACDGLMNOQI ADNOQU CDGLMNOQU ADNQU BIKLMNOPQ DEGLMNOQI NQU																									

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
Learn	9196	717	1194	3278	2625	2976	1536	1006
	74%	72%	80%	73%	75%	74%	77%	67%
		G	ACDEG	G	ACG	AG	ACG	
Teach	3304	283	306	1222	875	1024	464	494
	26%	28%	20%	27%	25%	26%	23%	33%
		BDEF		BDF	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	
Learn	395	187	208	193	133	70	40	70	285	119	276	269	87	38	197	198	260	135	33	362	52	343	
	79%	76%	82%	78%	81%	79%	91%	78%	78%	79%	79%	83%	74%	70%	77%	81%	79%	79%	81%	79%	80%	79%	
Teach	105	58	47	56	30	19	4	20	81	31	74	57	31	17	58	47	68	37	8	97	13	92	
	21%	24%	18%	22%	19%	21%	9%	22%	22%	21%	21%	17%	26%	30%	23%	19%	21%	21%	19%	21%	20%	21%	
													K	K									

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

SOCIALOGUE

Which would you rather do?

		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	
Learn	353	185	168	188	123	42	102	141	110	212	141	0	30	322	197	155	305	48	83	270	197	156	
	71%	72%	69%	68%	70%	87%	77%	67%	70%	71%	69%	-	69%	71%	68%	74%	70%	72%	65%	72%	70%	71%	
Teach	147	73	74	88	53	6	30	69	47	85	62	0	14	133	93	54	128	19	45	102	85	62	
	29%	28%	31%	32%	30%	13%	23%	33%	30%	29%	31%	-	31%	29%	32%	26%	30%	28%	35%	28%	30%	29%	

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	
Learn	398	169	230	217	124	57	334	59	6	171	227	260	81	58	187	211	243	155	20	378	52	346	
	80%	71%	88%	81%	79%	79%	82%	69%	62%	79%	80%	81%	79%	76%	77%	82%	77%	83%	64%	81%	72%	81%	
Teach			A				G													R			
	102	69	32	53	34	15	72	26	3	44	57	61	22	18	55	46	71	31	12	90	21	81	
	20%	29%	12%	19%	21%	21%	18%	31%	38%	21%	20%	19%	21%	24%	23%	18%	23%	17%	36%	19%	28%	19%	
		B					F												S				

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
Learn	414	202	212	164	155	96	248	142	24	177	237	215	96	103	227	187	266	148	36	378	47	367
	83%	80%	86%	80%	86%	84%	84%	82%	77%	83%	82%	86%	84%	76%	82%	84%	83%	83%	80%	83%	81%	83%
Teach	86	50	36	41	26	19	48	31	7	35	50	34	19	33	49	37	54	31	9	77	11	75
	17%	20%	14%	20%	14%	16%	16%	18%	23%	17%	18%	14%	16%	24%	18%	16%	17%	17%	20%	17%	19%	17%
														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	
Learn	354	160	194	213	94	47	20	76	258	157	197	151	104	100	162	192	286	68	91	263	117	237	
	71%	67%	75%	74%	72%	57%	70%	68%	72%	70%	71%	78%	69%	64%	63%	79%	69%	80%	67%	72%	65%	74%	
Teach				E	E											N							
	146	80	66	74	36	36	9	35	102	67	79	43	47	56	96	50	128	18	44	102	63	83	
	29%	33%	25%	26%	28%	43%	30%	32%	28%	30%	29%	22%	31%	36%	37%	21%	31%	20%	33%	28%	35%	26%	
						CD									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?

		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	
Learn	349	167	181	125	111	112	80	219	49	144	204	114	115	119	209	140	213	135	31	318	38	311	
	70%	68%	71%	68%	66%	76%	72%	71%	61%	69%	70%	74%	68%	67%	68%	72%	67%	74%	66%	70%	63%	71%	
Teach						CD	H	H				M						P					
	151	79	73	60	56	36	32	88	31	65	86	39	54	58	98	54	103	48	16	136	22	129	
	30%	32%	29%	32%	34%	24%	28%	29%	39%	31%	30%	26%	32%	33%	32%	28%	33%	26%	34%	30%	37%	29%	
				E	E				FG					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 * 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	
Learn	348	170	178	117	107	124	56	82	209	195	153	172	90	85	163	185	205	142	41	306	43	304	
	70%	69%	70%	64%	72%	73%	74%	75%	67%	69%	71%	74%	71%	61%	67%	72%	66%	75%	60%	71%	56%	72%	
Teach				C	C	C		H				M	M					P		R		T	
	152	78	75	66	42	45	20	27	105	89	63	60	37	55	81	71	104	49	27	125	34	119	
	30%	31%	30%	36%	28%	27%	26%	25%	33%	31%	29%	26%	29%	39%	33%	28%	34%	25%	40%	29%	44%	28%	
				DE					G					KL			Q		S		U		

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

SOCIALOGUE

Which would you rather do?

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	506	322	184	403	93	10	150	119	160	0	0	153	135	218	278	228	350	156	152	354	167	339
Base: All Respondents (wtd)	500	283	217	295	158*	47**	148*	104*	158*	-**	-**	147*	142*	211	258	242	307	193*	135	365	151*	349
Learn	348	206	142	183	127	37	99	72	111	0	0	100	94	154	177	171	218	129	78	269	97	251
	70%	73%	65%	62%	81%	80%	67%	69%	70%	-	-	68%	66%	73%	68%	71%	71%	67%	58%	74%	64%	72%
Teach					C														R			
	152	77	75	112	31	9	49	32	47	0	0	47	48	58	81	71	88	64	57	96	54	98
	30%	27%	35%	38%	19%	20%	33%	31%	30%	-	-	32%	34%	27%	32%	29%	29%	33%	42%	26%	36%	28%
				D															S			

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	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
Base: All Respondents (unwtd)	1014	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 (wtd)	900	247	253	177	155	167	116	197	187	205	295	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	-**	196	117		
Learn	370	171	199	133	112	125	85	148	137	147	223	148	161	60	185	184	242	128	28	342	31	339	21	32	32	52	0	147	85		
	74%	69%	79%	75%	72%	75%	73%	75%	73%	71%	76%	80%	72%	67%	71%	77%	73%	76%	60%	75%	59%	76%	63%	74%	71%	80%	-	75%	73%		
Teach	130	76	54	45	43	42	31	50	50	59	71	38	63	30	76	54	90	40	18	112	21	109	12	11	13	13	0	49	32		
	26%	31	21%	25%	28%	25%	27%	25%	27%	29%	24%	20%	28%	33%	29%	23%	27%	24%	40	25%	41%	24%	37%	26%	29%	20%	-	25%	27%		
		B											K	K		O			S	U		Ys									

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	
Learn	383	183	201	139	107	138	98	214	72	131	252	142	160	82	222	161	225	158	13	371	19	364	
	77%	74%	79%	73%	76%	82%	80%	79%	68%	76%	77%	84%	77%	66%	76%	78%	75%	79%	80%	77%	70%	77%	
Teach			A			CD	H	H				LM	M										
	117	64	52	52	34	30	25	57	34	42	74	26	48	42	70	46	74	43	3	113	8	108	
	23%	26%	21%	27%	24%	18%	20%	21%	32%	24%	23%	16%	23%	34%	24%	22%	25%	21%	20%	23%	30%	23%	
		B		E	E				FG				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?

		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	
Learn	332	154	179	105	131	97	127	110	95	138	194	78	186	68	200	132	195	138	23	310	40	292	
	66%	61%	72%	61%	69%	70%	68%	69%	62%	69%	65%	69%	65%	67%	65%	68%	68%	64%	66%	67%	62%	67%	
Teach			A		C	C																	
	168	99	69	67	58	43	59	50	59	61	107	35	99	33	107	61	92	76	12	156	25	143	
	34%	39%	28%	39%	31%	30%	32%	31%	38%	31%	35%	31%	35%	33%	35%	32%	32%	36%	34%	33%	38%	33%	
		B		DE																			

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

SOCIALOGUE

Which would you rather do?

		Australia																											
	Australia	Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76
Base: All Respondents (wtd)	900	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*
Learn	357	178	179	138	111	109	78	197	82	162	195	99	208	50	202	156	229	128	41	316	46	311	237	120	106	109	65	43	33
	71%	72%	71%	70%	71%	74%	76%	71%	69%	70%	73%	75%	71%	68%	71%	72%	70%	75%	68%	72%	61%	73%	71%	72%	76%	69%	71%	65%	80%
Teach	143	70	73	59	45	39	25	80	37	71	72	32	86	24	83	60	99	43	20	123	29	113	96	47	34	50	26	24	8
	29%	28%	29%	30%	29%	26%	24%	29%	31%	30%	27%	25%	29%	32%	29%	28%	30%	25%	32%	28%	39%	27%	29%	28%	24%	31%	29%	35%	20%
														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 - 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	
Learn	403	188	215	152	120	131	248	133	22	229	174	138	102	164	168	235	246	158	45	358	47	357	
	81%	75%	86%	82%	81%	80%	83%	78%	75%	80%	82%	87%	87%	73%	74%	86%	77%	88%	77%	81%	69%	82%	
Teach			A				G					M	M			N		P				T	
	97	63	34	34	29	34	51	38	7	59	38	21	15	60	60	37	75	22	14	83	21	76	
	19%	25%	14%	18%	19%	20%	17%	22%	25%	20%	18%	13%	13%	27%	26%	14%	23%	12%	23%	19%	31%	18%	
		B						F						KL	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
		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
Learn	347	159	188	139	139	69	69	132	146	196	151	12	107	228	161	185	236	111	41	305	66	281
	69%	63%	76%	66%	72%	71%	70%	71%	68%	71%	68%	57%	70%	70%	67%	72%	69%	70%	65%	70%	65%	70%
Teach		A																				
	153	94	60	72	54	28	30	55	69	81	73	9	47	98	80	74	106	48	22	131	36	118
	31%	37%	24%	34%	28%	29%	30%	29%	32%	29%	32%	43%	30%	30%	33%	28%	31%	30%	35%	30%	35%	30%
		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?

		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	
Learn	405	191	214	169	155	81	14	48	343	185	220	124	215	66	216	189	361	44	25	380	56	348	
	81%	79%	82%	80%	84%	77%	76%	88%	80%	78%	83%	85%	81%	75%	77%	86%	80%	86%	76%	81%	77%	82%	
Teach	95	49	46	42	30	24	4	6	84	51	44	22	51	22	63	32	88	7	8	87	17	78	
	19%	21%	18%	20%	16%	23%	24%	12%	20%	22%	17%	15%	19%	25%	23%	14%	20%	14%	24%	19%	23%	18%	
															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?

		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	
Learn	358	173	185	139	112	107	147	177	34	112	246	87	180	92	247	111	253	105	33	325	52	306	
	72%	68%	75%	75%	71%	68%	77%	69%	67%	72%	72%	83%	68%	69%	72%	70%	70%	75%	51%	75%	63%	73%	
Teach	142	81	61	47	46	50	44	81	17	44	98	18	83	41	94	48	107	35	31	111	30	112	
	28%	32%	25%	25%	29%	32%	23%	31%	33%	28%	28%	17%	32%	31%	28%	30%	30%	25%	49%	25%	37%	27%	
													K	K									

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

SOCIALOGUE

Which would you rather do?

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409	
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404	
Learn	383	192	191	219	122	42	57	204	122	223	160	163	31	189	158	225	318	65	48	335	76	307	
	77%	77%	76%	78%	75%	75%	71%	79%	75%	77%	75%	78%	75%	75%	73%	79%	78%	70%	81%	76%	79%	76%	
Teach	117	58	59	63	40	14	23	54	40	65	52	45	10	62	58	60	90	27	11	106	21	96	
	23%	23%	24%	22%	25%	25%	29%	21%	25%	23%	25%	22%	25%	25%	27%	21%	22%	30%	19%	24%	21%	24%	

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	
Learn	305	147	157	171	92	42	26	125	154	157	148	78	50	177	164	141	211	94	27	278	76	229	
	61%	59%	63%	65%	64%	45%	64%	59%	62%	63%	59%	56%	59%	64%	59%	63%	67%	51%	42%	64%	56%	63%	
Teach																	Q			R			
	195	105	91	92	53	51	14	88	93	92	104	63	35	98	112	84	105	90	38	158	59	136	
	39%	41%	37%	35%	36%	55%	36%	41%	38%	37%	41%	44%	41%	36%	41%	37%	33%	49%	58%	36%	44%	37%	
																	P	S					

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	
Learn	325	148	177	129	96	100	168	108	5	139	186	90	187	47	165	160	197	128	17	307	19	305	
	65%	60%	69%	64%	68%	64%	66%	68%	95%	64%	66%	70%	64%	62%	66%	64%	67%	62%	56%	65%	61%	65%	
Teach		A																					
	175	96	79	73	46	56	86	51	0	79	97	39	107	29	84	91	99	77	13	162	12	163	
	35%	40%	31%	36%	32%	36%	34%	32%	5%	36%	34%	30%	36%	38%	34%	36%	33%	38%	44%	35%	39%	35%	
		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?

		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	
Learn	345	162	184	140	114	91	271	66	8	181	165	77	221	47	207	139	191	154	30	315	48	297	
	69%	65%	73%	65%	73%	71%	69%	71%	56%	74%	65%	74%	68%	68%	72%	65%	70%	68%	76%	68%	72%	69%	
Teach	155	86	68	75	42	38	121	28	7	65	90	27	105	22	81	73	81	73	10	145	19	136	
	31%	35%	27%	35%	27%	29%	31%	29%	44%	26%	35%	26%	32%	32%	28%	35%	30%	32%	24%	32%	28%	31%	
										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?

		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	
Learn	377	180	197	156	150	71	72	135	170	242	135	222	120	35	212	165	290	87	31	346	71	307	
	75%	72%	79%	78%	75%	71%	80%	73%	76%	71%	84%	75%	77%	70%	72%	80%	74%	82%	55%	78%	62%	79%	
Teach										I			M									T	
	123	69	54	44	50	28	18	51	54	98	25	73	35	15	82	41	104	19	25	97	43	80	
	25%	28%	21%	22%	25%	29%	20%	27%	24%	29%	16%	25%	23%	30%	28%	20%	26%	18%	45%	22%	38%	21%	
										J				L							U		

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

SOCIALOGUE

Which would you rather do?

		Brazil																					
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1059	509	550	440	388	231	245	777	37	449	610	151	571	337	524	535	756	303	119	940	208	851	
Base: All Respondents (wtd)	500	244	256	271*	148	82*	225*	270	5**	170*	330	363	107	29	207	293	327	173*	41**	459	67*	433	
Learn	401	192	209	221	120	60	182	215	4	140	261	299	81	22	174	227	262	139	24	376	48	353	
	80%	79%	82%	81%	81%	74%	81%	80%	74%	83%	79%	82%	75%	73%	84%	78%	80%	80%	60%	82%	71%	82%	
Teach												M											
	99	52	47	50	28	21	43	55	1	30	70	64	27	8	33	66	65	34	16	83	19	80	
	20%	21%	18%	19%	19%	26%	19%	20%	26%	17%	21%	18%	25%	27%	16%	22%	20%	20%	40%	18%	29%	18%	
														K									

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

SOCIALOGUE

Which would you rather do?

		Italy																					
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1000	471	529	391	357	252	183	453	364	555	445	353	516	131	472	528	621	379	116	884	162	838	
Base: All Respondents (wtd)	500	250	250	181	185	134	98	228	174	287	213	243	198	58	247	253	306	194	58	442	78	422	
Learn	386	184	202	138	144	105	73	182	132	225	161	190	153	43	184	202	234	152	46	340	58	328	
	77%	73%	81%	76%	78%	78%	74%	80%	76%	78%	75%	78%	77%	74%	74%	80%	76%	79%	78%	77%	75%	78%	
Teach		A													N								
	114	66	48	43	41	29	25	46	43	62	52	53	46	15	63	51	73	41	13	101	20	94	
	23%	27%	19%	24%	22%	22%	26%	20%	24%	22%	25%	22%	23%	26%	26%	20%	24%	21%	22%	23%	25%	22%	
		B													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

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
Learn	386	186	200	137	135	113	149	153	84	148	238	133	147	106	207	179	212	174	8	378	25	361	129	106	151	277	109
	77%	74%	80%	74%	78%	80%	77%	79%	73%	81%	75%	77%	79%	75%	74%	81%	76%	79%	51%	78%	61%	79%	75%	78%	78%	79%	74%
Teach	114	65	49	47	39	28	43	40	30	35	79	39	39	36	71	43	68	46	7	107	16	98	42	30	42	76	39
	23%	26%	20%	26%	22%	20%	23%	21%	27%	19%	25%	23%	21%	25%	26%	19%	24%	21%	49%	22%	39%	21%	25%	22%	22%	21%	26%
																					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 - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing

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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	
Learn	374	166	208	140	142	92	63	174	138	195	180	5	129	240	210	165	312	62	84	290	84	290	
	75%	70%	79%	74%	73%	79%	74%	73%	78%	71%	80%	62%	73%	76%	72%	79%	76%	70%	69%	77%	65%	78%	
Teach		A								I												T	
	126	70	56	48	52	25	22	65	38	79	46	3	47	76	81	44	99	26	38	88	45	81	
	25%	30%	21%	26%	27%	21%	26%	27%	22%	29%	20%	38%	27%	24%	28%	21%	24%	30%	31%	23%	35%	22%	
		B								J												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