

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
Have a great career	4844	2453	2391	2409	1554	881	1442	1709	1615	2071	2517	1740	1500	1603	2551	2293	3414	1430	601	4243	1009	3834
	39%	39%	38%	44%	38%	30%	38%	37%	42%	37%	39%	40%	34%	42%	38%	40%	40%	35%	40%	39%	45%	37%
Have great friends	7656	3774	3883	3053	2559	2044	2391	2897	2274	3543	3870	2576	2849	2231	4160	3496	5055	2601	893	6764	1243	6414
	61%	61%	62%	56%	62%	70%	62%	63%	58%	63%	61%	60%	66%	58%	62%	60%	60%	65%	60%	61%	55%	63%
				C		CD	H	H		J			KM				P					T

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

SOCIALOGUE

Which would you rather do?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States	Hong Kong
Base: All Respondents (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	
Have a great career	4844	218	150	154	238	182	264	159	148	139	132	287	325	154	146	270	140	217	256	269	150	142	90	219	168	228
	39%	44%	30%	31%	48%	36%	53%	32%	30%	28%	26%	57%	65%	31%	29%	54%	28%	43%	51%	54%	30%	28%	18%	44%	34%	46%
	BCEGHJMNPTU V V EGHJMNPTLCEGHJMNPTLEGHJMNPTL JV V V GHJMNPTLGHJMNPTLGHJMNPTL JV V SHJMNPTU V EGHJMNPTLEGHJMNPTLGHJMNPTLGHJMNPTU V V BCEGHJMNPTU IJNPUV EGHJMNPTU																									
Have great friends	7656	282	350	346	262	318	236	341	352	361	368	213	175	346	354	230	360	283	244	231	350	358	410	281	332	272
	61%	56%	70%	69%	52%	64%	47%	68%	70%	72%	74%	43%	35%	69%	71%	46%	72%	57%	49%	46%	70%	72%	82%	56%	66%	54%
	FKLOS JEFKLOQRSEFEKLOQRSE KL DFKLOQRSW L JEFKLOQRSEFEKLOQRSEFEKLOQRSEFGKLMOQRS L ADEFKLOQRSEFEKLOQRSW L EFKLOQRSW FKLORS L L JEFKLOQRSEFEKLOQRSEHUKLMNOPQ KLOS DFKLOQRSW KLOS																									

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
Have a great career	4844	351	725	1258	1539	1314	1006	744
	39%	35%	48%	28%	44%	33%	50%	50%
		C	ACDE		ACE	C	ACDE	ACDE
Have great friends	7656	649	775	3242	1961	2686	994	756
	61%	65%	52%	72%	56%	67%	50%	50%
		BDFG		ABDEFG	BFG	BDFG		

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	
Have a great career	218	88	129	129	67	22	30	37	150	61	157	153	44	20	99	119	111	106	14	203	21	197	
	44%	36%	51%	52%	41%	25%	69%	41%	41%	40%	45%	47%	37%	37%	39%	49%	34%	62%	36%	44%	32%	45%	
Have great friends		A	E	E													P						
	282	157	126	120	97	66	14	53	216	90	193	173	75	35	157	126	217	65	26	256	44	238	
	56%	64%	49%	48%	59%	75%	31%	59%	59%	60%	55%	53%	63%	63%	61%	51%	66%	38%	64%	56%	68%	55%	
	B					CD											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?

		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
Have a great career	287	143	144	156	96	35	75	118	94	172	115	0	15	272	170	117	252	35	65	222	154	133
	57%	55%	60%	57%	55%	71%	57%	56%	60%	58%	57%	-	34%	60%	59%	56%	58%	53%	51%	60%	55%	61%
Have great friends	213	115	98	120	79	14	57	92	64	125	87	0	29	184	120	93	181	31	62	150	128	85
	43%	45%	40%	43%	45%	29%	43%	44%	40%	42%	43%	-	66%	40%	41%	44%	42%	47%	49%	40%	45%	39%
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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	
Have a great career	270	130	140	179	62	29	232	35	2	105	165	172	63	35	121	149	172	98	15	254	42	228	
	54%	54%	53%	66%	39%	41%	57%	41%	27%	49%	58%	54%	61%	46%	50%	58%	55%	53%	48%	54%	58%	53%	
Have great friends				DE			G						M										
	230	109	122	91	96	43	174	50	6	110	120	149	40	41	122	109	142	88	17	214	31	200	
	46%	46%	47%	34%	61%	59%	43%	59%	73%	51%	42%	46%	39%	54%	50%	42%	45%	47%	52%	46%	42%	47%	
				C	C	C		F						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?

		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
Have a great career	142	72	71	68	47	27	88	50	5	54	89	69	34	39	71	71	83	59	13	129	17	125
	28%	28%	29%	33%	26%	23%	30%	29%	17%	25%	31%	28%	30%	29%	26%	32%	26%	33%	29%	28%	29%	28%
				E													P					
Have great friends	358	180	177	137	134	87	208	124	26	158	199	180	80	98	205	153	238	120	32	325	42	316
	72%	72%	71%	67%	74%	77%	70%	71%	83%	75%	69%	72%	70%	71%	74%	68%	74%	67%	71%	72%	71%	72%
						C											Q					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * 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
Have a great career	269	134	135	158	74	37	17	63	189	113	156	115	79	75	152	117	228	41	73	196	105	164
	54%	56%	52%	55%	57%	45%	59%	57%	52%	50%	56%	59%	53%	48%	59%	48%	55%	48%	54%	54%	58%	51%
Have great friends	231	106	125	129	56	46	12	47	172	111	120	79	71	81	107	125	186	45	61	170	76	155
	46%	44%	48%	45%	43%	55%	41%	43%	48%	50%	44%	41%	47%	52%	41%	52%	45%	52%	46%	46%	42%	49%
						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?

		Great Britain																					
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1017	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	
Have a great career	139	84	55	67	40	32	32	81	26	54	85	40	44	56	84	55	93	46	18	121	24	115	
	28%	34%	22%	36%	24%	22%	29%	26%	32%	26%	29%	26%	26%	32%	27%	29%	29%	25%	39%	27%	39%	26%	
		B		DE															S		U		
Have great friends	361	162	199	118	128	115	80	227	54	156	205	114	126	121	223	138	224	137	28	333	36	324	
	72%	66%	78%	64%	76%	78%	71%	74%	68%	74%	71%	74%	74%	68%	73%	71%	71%	75%	61%	73%	61%	74%	
		A		C	C	C														R		T	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * 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	
Have a great career	168	91	77	77	47	45	29	42	97	87	81	71	42	56	92	76	116	52	28	140	33	135	
	34%	37%	30%	42%	31%	27%	38%	38%	31%	31%	38%	30%	33%	40%	38%	30%	38%	27%	41%	33%	43%	32%	
Have great friends		B		DE				H			I			K	O		Q				U		
	332	156	176	106	102	124	47	67	217	197	135	162	85	85	152	180	193	139	41	291	44	288	
	66%	63%	70%	58%	69%	73%	62%	62%	69%	69%	62%	70%	67%	60%	62%	70%	62%	73%	59%	67%	57%	68%	
		A		C	C	C			G	J		M			N		P					T	

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

SOCIALOGUE

Which would you rather do?

		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
Have a great career	256	137	119	151	80	25	65	53	86	0	0	71	78	107	117	139	154	102	56	200	75	182
	51%	48%	55%	51%	51%	54%	44%	50%	55%	-	-	49%	55%	50%	45%	58%	50%	53%	41%	55%	50%	52%
Have great friends	244	146	98	144	78	22	83	52	72	0	0	75	64	105	141	103	153	91	79	165	76	168
	49%	52%	45%	49%	49%	46%	56%	50%	45%	-	-	51%	45%	50%	55%	42%	50%	47%	59%	45%	50%	48%
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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		Canada																											
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader								
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
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
Have a great career	182	100	82	78	57	47	46	74	63	60	122	59	83	40	97	85	129	53	19	163	23	159	8	16	17	22	0	79	40
	36%	41%	32%	44%	37%	28%	40%	37%	34%	29%	41%	32%	37%	45%	37%	36%	39%	32%	41%	36%	44%	36%	25%	37%	36%	34%	-	41%	34%
Have great friends	318	147	171	99	98	121	70	124	124	145	172	127	141	50	165	153	203	115	27	291	29	289	25	27	29	43	0	116	78
	64%	59%	68%	56%	63%	72%	60%	63%	66%	71%	59%	68%	63%	55%	63%	64%	61%	68%	59%	64%	56%	64%	75%	63%	64%	66%	-	59%	66%
			A			CD				J		M					P					a							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X/Y/Z/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	
Have a great career	159	76	83	79	40	40	45	83	30	51	108	59	64	35	82	77	88	71	6	153	7	152	
	32%	31%	33%	41%	29%	24%	37%	31%	29%	29%	33%	35%	31%	29%	28%	37%	29%	35%	34%	32%	27%	32%	
Have great friends				DE												N							
	341	171	170	112	101	128	78	187	76	123	218	109	144	89	211	130	211	130	11	330	20	321	
	68%	69%	67%	59%	71%	76%	63%	69%	71%	71%	67%	65%	69%	71%	72%	63%	71%	65%	66%	68%	73%	68%	
				C		C									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

SOCIALOGUE

Which would you rather do?

		Germany																					
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1023	502	521	269	428	326	375	332	316	444	579	238	643	142	640	383	590	433	71	952	137	886	
Base: All Respondents (wtd)	500	253	247	172	188	140	186	159	154	199	301	113	285	101	307	193	286	214	34*	466	65	435	
Have a great career	148	80	68	62	52	34	57	50	41	57	91	32	86	30	88	60	90	58	14	133	26	122	
	30%	32%	27%	36%	28%	25%	31%	31%	27%	29%	30%	28%	30%	29%	29%	31%	31%	27%	42%	29%	40%	28%	
Have great friends				DE															S		U		
	352	172	180	110	136	105	129	110	113	142	210	81	199	72	219	133	196	156	20	332	39	313	
	70%	68%	73%	64%	72%	75%	69%	69%	73%	71%	70%	72%	70%	71%	71%	69%	69%	73%	58%	71%	60%	72%	
				C	C														R		T		

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

SOCIALOGUE

Which would you rather do?

		Australia																												
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76	
Base: All Respondents (wtd)	500	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*	
Have a great career	150	87	63	68	51	31	39	74	37	59	91	36	88	26	99	51	106	44	18	132	25	125	103	47	36	52	32	17	12	
	30%	35%	25%	35%	33%	21%	38%	27%	31%	25%	34%	27%	30%	35%	35%	24%	32%	26%	29%	30%	33%	29%	31%	28%	26%	33%	35%	26%	29%	
Have great friends	350	161	189	128	105	117	64	203	82	174	176	96	206	48	186	164	222	128	43	306	51	299	230	120	105	107	59	49	29	
	70%	65%	75%	65%	67%	79%	62%	73%	69%	75%	66%	73%	70%	65%	65%	76%	68%	74%	71%	70%	67%	71%	69%	72%	74%	67%	65%	74%	71%	
			A			CD		F		J		M			65%	65%	76%	68%	74%	71%	70%	67%	71%	69%	72%	74%	67%	65%	74%	71%

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	
Have a great career	146	84	63	57	45	45	86	52	9	85	61	46	28	72	73	74	100	46	20	127	22	125	
	29%	33%	25%	30%	30%	27%	29%	30%	30%	30%	29%	29%	24%	32%	32%	27%	31%	26%	34%	29%	32%	29%	
Have great friends		B												L									
	354	167	186	129	105	120	213	119	21	203	151	113	88	152	155	199	220	134	39	315	46	307	
	71%	67%	75%	70%	70%	73%	71%	70%	70%	70%	71%	71%	76%	68%	68%	73%	69%	74%	66%	71%	68%	71%	
		A											M										

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

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	
Have a great career	150	72	78	63	58	29	31	49	70	75	75	2	37	111	78	71	108	42	18	132	30	120	
	30%	28%	32%	30%	30%	30%	31%	26%	33%	27%	34%	10%	24%	34%	33%	28%	32%	27%	28%	30%	29%	30%	
Have great friends	350	181	169	147	135	68	68	138	144	202	148	19	117	215	162	188	234	117	46	305	72	278	
	70%	72%	68%	70%	70%	70%	69%	74%	67%	73%	66%	90%	76%	66%	67%	72%	68%	73%	72%	70%	71%	70%	
													M										

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

SOCIALOGUE

Which would you rather do?

		Russia																					
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	504	258	246	194	199	111	18	50	436	246	258	100	279	125	290	214	457	47	36	468	76	428	
Base: All Respondents (wtd)	500	240	260	211	184	105	18**	54*	428	236	264	146*	266	88	279	221	449	51*	33*	467	73*	427	
Have a great career	217	91	126	108	73	36	7	29	181	97	120	68	112	37	114	103	195	22	14	203	35	182	
	43%	38%	49%	51%	40%	35%	38%	53%	42%	41%	46%	47%	42%	42%	41%	47%	43%	42%	42%	43%	47%	43%	
Have great friends		A	DE																				
	283	150	134	103	111	68	11	25	246	140	144	78	154	51	166	118	254	29	19	264	39	245	
	57%	62%	51%	49%	60%	65%	62%	47%	58%	59%	54%	53%	58%	58%	59%	53%	57%	58%	58%	57%	53%	57%	
		B			C	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?

		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	
Have a great career	90	53	38	26	36	29	31	41	18	31	59	19	41	31	61	29	71	19	8	82	15	75	
	18%	21%	15%	14%	23%	18%	16%	16%	35%	20%	17%	18%	15%	23%	18%	18%	20%	13%	13%	19%	18%	18%	
Have great friends	410	201	209	160	122	128	160	217	33	125	285	86	222	102	279	131	288	121	55	354	68	342	
	82%	79%	85%	86%	77%	82%	84%	84%	65%	80%	83%	82%	85%	77%	82%	82%	80%	87%	87%	81%	82%	82%	

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
Have a great career	325	162	162	191	102	32	51	165	108	179	146	132	27	167	136	189	262	62	39	286	66	259
	65%	65%	65%	68%	63%	57%	65%	64%	66%	62%	69%	63%	64%	67%	63%	66%	64%	67%	65%	65%	68%	64%
Have great friends	175	88	88	91	60	24	28	93	55	109	66	77	15	84	80	96	145	30	21	155	31	145
	35%	35%	35%	32%	37%	43%	35%	36%	34%	38%	31%	37%	36%	33%	37%	34%	36%	33%	35%	35%	32%	36%

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	
Have a great career	219	100	119	130	51	37	23	94	102	98	121	65	48	106	117	102	147	72	21	198	56	162	
	44%	40%	48%	50%	35%	40%	57%	44%	41%	39%	48%	46%	57%	39%	43%	45%	46%	39%	33%	45%	42%	45%	
Have great friends	281	152	129	132	94	55	17	120	145	151	130	76	37	168	158	123	169	112	43	238	79	202	
	56%	60%	52%	50%	65%	60%	43%	56%	59%	61%	52%	54%	43%	61%	57%	55%	54%	61%	67%	55%	58%	55%	
				D																			
				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?

		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	
Have a great career	132	68	63	66	36	29	71	34	1	51	80	36	77	19	66	65	83	49	5	127	6	125	
	26%	28%	25%	33%	26%	18%	28%	22%	12%	24%	28%	28%	26%	24%	27%	26%	28%	24%	16%	27%	19%	27%	
Have great friends				E	E															R			
	368	176	193	135	106	127	183	124	4	166	202	93	217	58	182	186	213	155	26	343	25	343	
	74%	72%	75%	67%	74%	82%	72%	78%	88%	76%	72%	72%	74%	76%	73%	74%	72%	76%	84%	73%	81%	73%	
						CD													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?

		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	
Have a great career	140	67	72	72	42	26	108	28	4	60	80	25	93	22	68	72	81	58	18	122	23	116	
	28%	27%	29%	34%	27%	20%	28%	30%	24%	24%	32%	24%	29%	31%	24%	34%	30%	26%	45%	26%	35%	27%	
Have great friends				E												N			S				
	360	181	180	143	115	103	283	66	11	186	174	79	233	48	220	140	191	169	22	338	44	316	
	72%	73%	71%	66%	73%	80%	72%	70%	76%	76%	68%	76%	71%	69%	76%	66%	70%	74%	55%	74%	65%	73%	
						C									O				R				

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

SOCIALOGUE

Which would you rather do?

		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
Have a great career	264	125	139	89	118	57	43	91	131	184	80	155	84	25	163	101	208	56	22	242	56	208
	53%	50%	55%	44%	59%	58%	48%	49%	58%	54%	50%	53%	54%	51%	55%	49%	53%	53%	39%	55%	49%	54%
Have great friends	236	124	112	112	82	42	47	96	93	156	80	140	71	25	131	105	186	50	34	202	58	178
	47%	50%	45%	56%	41%	42%	52%	51%	42%	46%	50%	47%	46%	49%	45%	51%	47%	47%	61%	45%	51%	46%
				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?

		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	
Have a great career	238	131	107	135	71	32	112	125	1	69	169	175	51	12	101	137	153	85	18	220	41	197	
	48%	54%	42%	50%	48%	39%	50%	46%	21%	41%	51%	48%	47%	40%	49%	47%	47%	49%	44%	48%	61%	46%	
Have great friends	262	114	149	136	76	50	113	145	4	101	162	188	56	18	106	156	174	88	23	240	26	236	
	52%	46%	58%	50%	52%	61%	50%	54%	79%	59%	49%	52%	53%	60%	51%	53%	53%	51%	56%	52%	39%	54%	
														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?

		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
Have a great career	154	83	71	62	57	35	37	71	46	89	65	80	60	14	79	75	95	59	18	136	25	129
	31%	33%	28%	34%	31%	26%	38%	31%	27%	31%	30%	33%	30%	24%	32%	30%	31%	30%	32%	31%	33%	30%
Have great friends				E			H															
	346	167	179	119	129	98	61	157	128	198	148	163	139	44	168	178	211	135	40	306	53	293
	69%	67%	72%	66%	69%	74%	62%	69%	73%	69%	70%	67%	70%	76%	68%	70%	69%	70%	68%	69%	67%	70%
						C			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

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	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 (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
Have a great career	154	90	64	63	52	39	49	71	34	61	93	59	48	48	87	67	91	63	8	146	21	133	36	39	78	127	27
	31%	36%	26%	34%	30%	27%	25%	37%	30%	33%	29%	34%	26%	34%	31%	30%	33%	28%	53%	30%	51%	29%	21%	29%	40%	36%	18%
	B							F												U					VW	Z	
Have great friends	346	162	184	121	122	103	143	122	80	123	223	114	138	95	191	155	189	157	7	339	20	326	134	97	115	226	120
	69%	64%	74%	66%	70%	73%	75%	63%	70%	67%	71%	66%	74%	66%	69%	70%	67%	72%	47%	70%	49%	71%	79%	71%	60%	64%	82%
	A						G														T		X	X			Y

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - VW/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	
Have a great career	228	105	122	77	100	51	37	100	91	121	106	3	74	151	135	93	197	30	52	176	63	165	
	46%	45%	46%	41%	51%	44%	44%	42%	51%	44%	47%	38%	42%	48%	46%	44%	48%	34%	43%	46%	48%	44%	
Have great friends				C													Q						
	272	130	142	111	95	66	48	139	86	153	120	5	102	166	156	116	214	58	70	203	67	206	
	54%	55%	54%	59%	49%	56%	56%	58%	49%	56%	53%	62%	58%	52%	54%	56%	52%	66%	57%	54%	52%	56%	
				D													P						

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