

SOCIALOGUE

Would you rather ... ?

		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)	18680	9849	8831	7405	6571	4704	5721	7541	5024	9084	9596	5391	6465	6824	10421	8259	12745	5935	2189	16491	3677	15003
Base: All Respondents (wtd)	12000	5991	6009	5274	3964	2762	3981	4629	3141	5512	6488	4370	4173	3456	6188	5812	7782	4218	1299	10701	2107	9893
See online / mobile ads that make you laugh	5032	2427	2605	2551	1557	924	1498	1955	1480	2133	2899	1772	1777	1482	2565	2467	3311	1721	592	4440	951	4080
	42%	41%	43%	48%	39%	33%	38%	42%	47%	39%	45%	41%	43%	43%	41%	42%	43%	41%	46%	41%	45%	41%
			A	DE	E				F	FG		I								S		U
See online / mobile ads that are clear and straightforward	6968	3564	3404	2724	2407	1838	2483	2674	1660	3379	3589	2598	2396	1974	3624	3345	4472	2497	707	6261	1155	5813
	58%	59%	57%	52%	61%	67%	62%	58%	53%	61%	55%	59%	57%	57%	59%	58%	57%	59%	54%	59%	55%	59%
		B			C	CD	GH	H		J										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

Would you rather ... ?

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

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	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18680	2017	2028	7559	5564	7568	3524	1512
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
See online / mobile ads that make you laugh	5032	561	414	1819	1582	1745	898	656
	42%	56%	28%	40%	45%	44%	45%	44%
		BCDEFG		B	BC	BC	BC	B
See online / mobile ads that are clear and straightforward	6968	439	1086	2681	1918	2255	1102	844
	58%	44%	72%	60%	55%	56%	55%	56%
			ACDEFG	ADEF	A	A	A	A

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

SOCIALOGUE

Would you rather ... ?

		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	179	327	255	153	98	214	127	165	165	341	214	160	132	230	276	285	221	38	468	60	446	
Base: All Respondents (wtd)	500	245	255	248	147	105*	225	131*	144	165	335	326	118	55	234	266	276	224	36**	464	55*	445	
See online / mobile ads that make you laugh	136	68	69	85	30	22	61	34	41	29	107	87	33	16	54	82	68	68	14	122	20	117	
	27%	28%	27%	34%	20%	21%	27%	26%	28%	18%	32%	27%	28%	28%	23%	31%	25%	30%	39%	26%	36%	26%	
				DE							I												
See online / mobile ads that are clear and straightforward	364	177	186	163	117	83	164	96	104	136	228	239	85	39	180	183	207	156	22	342	36	328	
	73%	72%	73%	66%	80%	79%	73%	74%	72%	82%	68%	73%	72%	72%	77%	69%	75%	70%	61%	74%	64%	74%	
					C	C				J													

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

SOCIALOGUE

Would you rather ... ?

		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)	1007	801	206	702	277	28	250	483	274	667	340	6	78	923	739	268	928	79	329	678	694	313
Base: All Respondents (wtd)	500	258	242	276	178	46**	143*	226	131	313	187	7**	57*	436	289	211	428	72*	150	350	291	209
See online / mobile ads that make you laugh	211	120	92	135	62	14	55	102	55	127	84	2	18	191	135	76	189	22	70	142	138	73
	42%	46%	38%	49%	35%	30%	38%	45%	42%	41%	45%	31%	32%	44%	47%	36%	44%	31%	46%	40%	47%	35%
				D																	U	
See online / mobile ads that are clear and straightforward	289	138	150	141	115	32	88	124	76	186	102	5	39	245	154	134	239	50	80	208	153	136
	58%	54%	62%	51%	65%	70%	62%	55%	58%	59%	55%	69%	68%	56%	53%	64%	56%	69%	54%	60%	53%	65%
				C																		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; ** very small base (under 30) ineligible for sig testing

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Would you rather ... ?

		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)	509	337	172	203	218	88	363	132	14	233	276	143	163	203	296	213	374	135	62	447	120	389
Base: All Respondents (wtd)	500	238	262*	270	154	76*	405	88*	7**	198*	302	321	103	76	236	264	310	190*	42**	458	76*	424
See online / mobile ads that make you laugh	130	69	62	88	32	11	98	30	2	46	84	88	24	18	50	80	69	61	17	114	22	108
	26%	29%	24%	33%	21%	14%	24%	34%	33%	23%	28%	27%	23%	24%	21%	30%	22%	32%	40%	25%	29%	26%
				E																		
See online / mobile ads that are clear and straightforward	370	170	200	182	122	66	307	58	5	152	218	233	79	58	186	184	241	129	25	344	54	316
	74%	71%	76%	67%	79%	86%	76%	66%	67%	77%	72%	73%	77%	76%	79%	70%	78%	68%	60%	75%	71%	74%
						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

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Would you rather ... ?

		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)	1014	492	522	399	433	182	647	316	51	499	515	636	86	292	519	495	612	402	81	933	102	912
Base: All Respondents (wtd)	500	252	248	205	201	94	315	159	26*	238	262	249	114*	137	259	241	298	202	40*	460	55*	445
See online / mobile ads that make you laugh	176	91	85	78	68	30	115	50	11	79	97	83	42	51	100	76	100	76	13	162	20	155
	35%	36%	34%	38%	34%	32%	36%	31%	42%	33%	37%	33%	36%	38%	39%	31%	33%	38%	33%	35%	37%	35%
															O							
See online / mobile ads that are clear and straightforward	324	161	163	127	133	64	201	109	15	160	165	166	73	85	159	166	198	126	27	298	35	290
	65%	64%	66%	62%	66%	68%	64%	69%	58%	67%	63%	67%	64%	62%	61%	69%	67%	62%	67%	65%	63%	65%
																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

Would you rather ... ?

		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)	501	228	273	109	197	195	20	106	375	296	205	197	143	161	303	198	419	82	141	360	207	294
Base: All Respondents (wtd)	500	240*	260*	287*	125	89	15**	155*	330	202	298*	219*	126*	156*	241	259*	390	110**	100*	400	161*	339*
See online / mobile ads that make you laugh	257	116	141	156	66	35	5	83	169	100	157	110	66	81	119	138	200	58	48	209	75	183
	51%	48%	54%	54%	53%	39%	33%	54%	51%	49%	53%	50%	53%	52%	49%	53%	51%	52%	48%	52%	46%	54%
					E																	
See online / mobile ads that are clear and straightforward	243	124	119	130	58	54	10	72	161	102	140	109	59	75	122	121	190	52	52	190	86	156
	49%	52%	46%	46%	47%	61%	67%	46%	49%	51%	47%	50%	47%	48%	51%	47%	49%	48%	52%	48%	54%	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

Would you rather ... ?

		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)	1010	514	496	347	333	330	236	593	181	394	616	295	335	380	563	447	612	398	71	939	112	898
Base: All Respondents (wtd)	500	246	254	185	160	155	120	291	89	187	313	146	171	183	267	233	296	204	34*	466	53	447
See online / mobile ads that make you laugh	237	108	129	105	72	61	58	132	47	86	151	66	87	85	123	114	149	88	20	218	29	208
	47%	44%	51%	57%	45%	39%	48%	45%	53%	46%	48%	45%	51%	46%	46%	49%	50%	43%	58%	47%	55%	47%
			A	DE														Q				
See online / mobile ads that are clear and straightforward	263	138	125	80	88	94	62	159	41	101	162	80	84	98	144	119	147	116	14	248	24	239
	53%	56%	49%	43%	55%	61%	52%	55%	47%	54%	52%	55%	49%	54%	54%	51%	50%	57%	42%	53%	45%	53%
		B			C	C												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

SOCIALOGUE

Would you rather ... ?

		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)	1008	514	494	278	314	416	158	254	596	642	366	191	362	455	566	442	664	344	151	857	192	816	
Base: All Respondents (wtd)	500	248	252	182	154	164	76	110	315	305	195	232	127	141	254	246	306	194	67*	433	83	417	
See online / mobile ads that make you laugh	281	133	148	126	91	64	37	62	182	164	117	129	70	82	150	131	183	98	44	237	55	226	
	56%	54%	59%	69%	59%	39%	48%	57%	58%	54%	60%	55%	55%	58%	59%	53%	60%	51%	66%	55%	66%	54%	
				DE	E												Q				U		
See online / mobile ads that are clear and straightforward	219	115	104	56	63	100	39	48	132	141	78	104	57	58	103	116	123	96	23	196	28	191	
	44%	46%	41%	31%	41%	61%	52%	43%	42%	46%	40%	45%	45%	42%	41%	47%	40%	49%	34%	45%	34%	46%	
					C	CD												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 * small base

SOCIALOGUE

Would you rather ... ?

		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	350	156	325	171	10	189	80	143	334	172	123	149	234	250	256	351	155	70	436	108	398	
Base: All Respondents (wtd)	500	283	217*	295	176*	29**	181	77*	147*	299	201	120*	156*	224	189	311	285	215*	64*	436	113*	387	
See online / mobile ads that make you laugh	177	102	74	113	59	5	66	25	42	99	78	47	60	70	56	121	102	75	26	150	40	137	
	35%	36%	34%	38%	34%	17%	37%	32%	29%	33%	39%	39%	38%	31%	29%	39%	36%	35%	41%	35%	36%	35%	
See online / mobile ads that are clear and straightforward	323	181	143	182	117	24	115	52	105	200	123	73	96	154	134	190	183	140	38	285	73	251	
	65%	64%	66%	62%	66%	83%	63%	68%	71%	67%	61%	61%	62%	69%	71%	61%	64%	65%	59%	65%	64%	65%	

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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Would you rather ... ?

		Canada																													
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader										
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	1009	527	482	283	340	386	230	420	359	403	606	371	500	138	561	448	691	318	110	899	135	874	71	89	90	150	0	391	218		
Base: All Respondents (wtd)	900	247	253	178	166	156	114	206	180	191	309	186	224	91	264	236	338	162	53	447	66	434	37*	43*	45*	75	--	190	110		
See online / mobile ads that make you laugh	280	128	152	118	92	70	65	113	103	99	181	102	130	48	142	138	188	92	27	253	37	243	21	21	25	43	0	104	66		
	56%	52%	60%	67%	56%	45%	57%	55%	57%	52%	59%	55%	58%	53%	54%	59%	56%	57%	51%	57%	56%	56%	58%	49%	56%	57%	-	55%	60%		
See online / mobile ads that are clear and straightforward	220	119	101	59	74	86	50	93	77	92	128	84	94	42	122	98	149	70	26	193	29	191	16	22	20	32	0	86	44		
	44%	48%	40%	33%	44%	55%	43%	45%	43%	48%	41%	45%	42%	47%	46%	41%	44%	43%	49%	43%	44%	44%	42%	51%	44%	43%	-	45%	40%		
		B		C	CD					J																					

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

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		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)	1016	486	530	342	352	322	232	564	220	366	650	394	293	329	614	402	668	348	42	974	88	928
Base: All Respondents (wtd)	500	247	253	191	155	155	119	277	105	173	327	168	209	124	296	204	318	182	21*	479	42*	458
See online / mobile ads that make you laugh	299	150	149	123	99	77	64	172	63	101	198	107	123	70	174	125	199	100	14	286	28	271
	60%	61%	59%	65%	64%	50%	54%	62%	60%	59%	60%	64%	59%	56%	59%	61%	63%	55%	65%	60%	67%	59%
				E	E			F					M				Q					
See online / mobile ads that are clear and straightforward	201	97	104	67	56	77	54	104	42	71	129	61	86	54	122	79	119	82	7	193	14	187
	40%	39%	41%	35%	36%	50%	46%	38%	40%	41%	40%	36%	41%	44%	41%	39%	37%	45%	35%	40%	33%	41%
						CD	G							K				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

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Would you rather ... ?

		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)	1002	529	473	332	310	360	237	285	314	369	633	211	588	203	641	361	734	268	101	901	200	802	
Base: All Respondents (wtd)	500	253	247	172	157	171	120	141	154	180	320	113	285	101	310	190	359	141	49*	451	96	404	
See online / mobile ads that make you laugh	195	103	92	81	69	45	47	54	61	64	131	34	121	40	122	73	139	56	19	176	45	150	
	39%	41%	37%	47%	44%	26%	39%	38%	39%	35%	41%	30%	42%	39%	39%	38%	39%	39%	39%	39%	47%	37%	
				E	E								K								U		
See online / mobile ads that are clear and straightforward	305	150	155	91	88	126	73	87	93	116	189	79	164	62	187	118	219	86	30	276	51	254	
	61%	59%	63%	53%	56%	74%	61%	62%	61%	65%	59%	70%	58%	61%	61%	62%	61%	61%	61%	61%	53%	63%	
						CD						L										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

Would you rather ... ?

		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	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
Base: All Respondents (unwtd)	1008	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		
	500	474	534	273	356	379	236	519	253	522	486	315	325	368	559	449	637	371	119	889	162	846	0	0	0	0	0	0	0	0	
See online / mobile ads that make you laugh	282	127	155	127	92	63	63	159	60	110	172	79	164	39	142	140	181	101	34	248	42	241	0	0	0	0	0	0	0	0	
	56%	51%	61%	65%	59%	43%	52%	59%	54%	49%	63%	60%	56%	53%	55%	58%	58%	54%	62%	56%	58%	56%	-	-	-	-	-	-	-	-	
		A	E	E							I																				
See online / mobile ads that are clear and straightforward	218	121	97	69	64	85	57	110	50	117	101	53	131	35	118	100	131	86	21	197	30	187	0	0	0	0	0	0	0	0	
	44%	49%	39%	35%	41%	57%	48%	41%	46%	51%	37%	40%	44%	47%	45%	42%	42%	46%	38%	44%	42%	44%	-	-	-	-	-	-	-	-	
		B				CD				J																					

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

SOCIALOGUE

Would you rather ... ?

		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)	1009	511	498	452	358	199	625	316	68	509	500	337	223	449	467	542	667	342	73	936	93	916
Base: All Respondents (wtd)	500	251	249	186	165	149	296	166	38*	269	231	173	107	220	238	262	328	172	38*	462	51*	449
See online / mobile ads that make you laugh	143	71	71	67	41	34	83	49	11	73	70	50	31	62	67	76	91	52	10	133	15	128
	29%	28%	29%	36%	25%	23%	28%	30%	28%	27%	30%	29%	29%	28%	28%	29%	28%	30%	25%	29%	29%	29%
				DE																		
See online / mobile ads that are clear and straightforward	357	180	178	118	124	115	213	117	28	196	161	123	76	158	171	186	237	120	29	329	36	321
	71%	72%	71%	64%	75%	77%	72%	70%	72%	73%	70%	71%	71%	72%	72%	71%	72%	70%	75%	71%	71%	71%
					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

SOCIALOGUE

Would you rather ... ?

		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)	511	254	257	162	216	133	91	231	189	335	176	17	163	331	253	258	347	164	75	436	113	398
Base: All Respondents (wtd)	500	253	247	210	179	110	97*	230	173	300	200	22**	166	312	231	269	321	179	66*	434	99	401
See online / mobile ads that make you laugh	267	128	139	121	96	50	50	129	88	156	111	12	81	175	130	138	175	92	30	238	50	218
	53%	51%	56%	58%	54%	45%	52%	56%	51%	52%	56%	54%	49%	56%	56%	51%	54%	52%	45%	55%	50%	54%
				E																		
See online / mobile ads that are clear and straightforward	233	124	109	89	83	61	46	101	85	144	89	10	85	137	101	132	146	86	37	196	49	184
	47%	49%	44%	42%	46%	55%	48%	44%	49%	48%	44%	46%	51%	44%	44%	49%	46%	48%	55%	45%	50%	46%
						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

Would you rather ... ?

		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)	502	241	261	130	231	141	57	262	183	233	269	86	300	116	266	236	376	126	27	475	50	452
Base: All Respondents (wtd)	500	241	259	211	177	112	72*	264	164	215	285	146*	266	88	233	267	355	145*	25**	475	47*	453
See online / mobile ads that make you laugh	170	69	101	87	57	26	26	82	62	52	119	52	88	30	64	107	111	59	9	161	16	154
	34%	29%	39%	41%	32%	24%	36%	31%	38%	24%	42%	36%	33%	34%	27%	40%	31%	41%	36%	34%	34%	34%
			A	E							I					N						
See online / mobile ads that are clear and straightforward	330	172	158	124	121	85	47	181	102	163	166	94	177	59	169	160	245	85	16	314	31	299
	66%	71%	61%	59%	68%	76%	64%	69%	62%	76%	58%	64%	67%	66%	73%	60%	69%	59%	64%	66%	66%	66%
		B				C					J					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

Would you rather ... ?

		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	262	240	162	145	195	227	230	45	128	374	337	73	92	344	158	296	206	40	462	49	453	
Base: All Respondents (wtd)	500	253	247*	185*	155*	159*	206*	226*	69**	119*	381	105	263*	133*	344	156*	335	165*	53**	447	63**	437	
See online / mobile ads that make you laugh	238	107	131	116	55	67	118	84	36	43	194	57	116	65	170	68	154	83	37	201	40	198	
	48%	42%	53%	63%	35%	42%	57%	37%	52%	37%	51%	54%	44%	49%	49%	44%	46%	51%	69%	45%	63%	45%	
				DE			G																
See online / mobile ads that are clear and straightforward	262	146	116	69	101	92	88	142	33	75	187	48	147	67	175	88	181	81	17	246	23	239	
	52%	58%	47%	37%	65%	58%	43%	63%	48%	63%	49%	46%	56%	51%	51%	56%	54%	49%	31%	55%	37%	55%	
				C	C	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 * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		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)	525	262	263	237	209	79	107	244	174	346	179	214	31	280	244	281	428	97	75	450	135	390	
Base: All Respondents (wtd)	500	250	250	281	158	60*	141*	215	144	279	221	234	29**	237	207	293	381	119*	66*	434	112	388	
See online / mobile ads that make you laugh	139	59	80	86	31	22	35	62	42	74	65	52	12	75	53	86	103	36	19	120	28	111	
	28%	24%	32%	31%	20%	37%	25%	29%	29%	26%	30%	22%	41%	32%	26%	29%	27%	31%	29%	28%	25%	29%	
			A	D		D								K									
See online / mobile ads that are clear and straightforward	361	191	170	196	127	38	106	153	102	205	156	182	17	162	154	207	279	82	46	315	84	277	
	72%	76%	68%	69%	80%	63%	75%	71%	71%	74%	70%	78%	59%	68%	74%	71%	73%	69%	71%	72%	75%	71%	
		B			CE								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

Would you rather ... ?

		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)	505	377	128	398	97	10	39	213	253	224	281	164	89	252	268	237	338	167	72	433	166	339	
Base: All Respondents (wtd)	500	252	248*	263	187*	51**	30**	174*	296*	266*	234	165*	91*	244*	245*	255*	312	188*	85**	415	167*	333	
See online / mobile ads that make you laugh	221	97	124	142	57	22	15	73	133	83	139	82	37	102	76	145	128	93	29	192	63	159	
	44%	39%	50%	54%	31%	43%	51%	42%	45%	31%	59%	50%	41%	42%	31%	57%	41%	49%	35%	46%	38%	48%	
				D						I						N							
See online / mobile ads that are clear and straightforward	279	155	124	120	129	29	15	101	162	184	95	83	54	142	169	110	184	95	55	223	104	175	
	56%	61%	50%	46%	69%	57%	49%	58%	55%	69%	41%	50%	59%	58%	69%	43%	59%	51%	65%	54%	62%	52%	
				C						J					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

Would you rather ... ?

		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	517	484	372	300	329	405	444	18	422	579	331	495	175	528	473	575	426	77	924	72	929
Base: All Respondents (wtd)	500	244	256	202	146	152	200	222	8**	202	298	129	294	77	259	241	288	212	39*	461	36*	464
See online / mobile ads that make you laugh	147	79	68	84	38	25	52	69	5	50	96	26	95	26	76	71	93	54	14	133	14	132
	29%	32%	27%	41%	26%	17%	26%	31%	59%	25%	32%	20%	32%	34%	29%	29%	32%	25%	36%	29%	40%	29%
				DE	E						I		K	K			Q					
See online / mobile ads that are clear and straightforward	353	165	188	118	108	127	149	154	3	152	201	104	199	50	183	171	195	158	25	329	22	332
	71%	68%	73%	59%	74%	83%	74%	69%	41%	75%	68%	80%	68%	66%	71%	71%	68%	75%	64%	71%	60%	71%
					C	CD				J		LM					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

SOCIALOGUE

Would you rather ... ?

		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)	500	259	241	192	165	143	384	103	13	255	245	74	328	98	306	194	300	200	51	449	76	424
Base: All Respondents (wtd)	500	248	252	215	156	130	396	93*	10**	243	257	104*	327	70*	291	209	286	214	47*	453	68*	432
See online / mobile ads that make you laugh	179	85	93	101	55	23	144	32	3	77	101	43	107	29	92	87	103	75	16	163	24	154
	36%	34%	37%	47%	35%	18%	36%	35%	26%	32%	39%	42%	33%	42%	32%	41%	36%	35%	33%	36%	36%	36%
				DE	E											N						
See online / mobile ads that are clear and straightforward	321	163	159	114	101	106	253	61	8	165	156	61	220	41	199	123	183	139	32	290	44	277
	64%	66%	63%	53%	65%	82%	64%	65%	74%	68%	61%	58%	67%	58%	68%	59%	64%	65%	67%	64%	64%	64%
					C	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

Would you rather ... ?

		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)	1002	506	496	422	489	91	74	250	678	689	313	79	252	671	689	313	880	122	117	885	341	661
Base: All Respondents (wtd)	500	249	251*	200*	201*	98**	83**	179*	238	325	175*	295*	155	50	318	182*	410	90*	37**	463	108*	392
See online / mobile ads that make you laugh	369	170	199	152	147	70	72	122	175	239	129	221	110	38	240	129	301	68	28	341	77	292
	74%	68%	79%	76%	73%	71%	87%	68%	74%	74%	74%	75%	71%	77%	75%	71%	73%	76%	75%	74%	71%	74%
See online / mobile ads that are clear and straightforward	131	79	52	48	54	29	11	58	63	86	45	74	45	12	78	53	109	22	9	122	31	100
	26%	32%	21%	24%	27%	29%	13%	32%	26%	26%	26%	25%	29%	23%	25%	29%	27%	24%	25%	26%	29%	26%

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

Would you rather ... ?

		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)	1013	483	530	481	343	189	253	729	31	397	616	170	568	275	426	587	698	315	129	884	194	819
Base: All Respondents (wtd)	500	244	256	271	158	72*	185*	309	6**	183	317	363	108	30	186	314	288	212	52*	448	73*	427
See online / mobile ads that make you laugh	147	76	72	105	32	10	54	92	1	43	104	110	30	7	46	101	84	63	19	128	28	119
	29%	31%	28%	39%	20%	14%	29%	30%	22%	24%	33%	30%	28%	24%	25%	32%	29%	30%	37%	29%	39%	28%
				DE																		
See online / mobile ads that are clear and straightforward	353	169	184	166	125	61	131	217	5	140	213	253	77	23	140	212	205	148	33	320	45	308
	71%	69%	72%	61%	80%	86%	71%	70%	78%	76%	67%	70%	72%	76%	75%	68%	71%	70%	63%	71%	61%	72%
				C	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

Would you rather ... ?

		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)	1012	483	529	379	381	252	270	424	318	456	556	326	543	143	491	521	569	443	114	898	164	848
Base: All Respondents (wtd)	500	250	250	181	181	138	140	212	148	237	263	244	199	58	247	253	272	228	57	443	76	424
See online / mobile ads that make you laugh	139	69	70	56	53	30	43	57	38	66	72	67	54	17	67	72	77	61	21	117	25	114
	28%	28%	28%	31%	29%	21%	31%	27%	26%	28%	27%	28%	27%	30%	27%	28%	28%	27%	38%	26%	33%	27%
				E	E														S			
See online / mobile ads that are clear and straightforward	361	181	180	125	128	108	96	155	110	171	191	176	144	41	180	181	195	167	35	326	51	310
	72%	72%	72%	69%	71%	79%	69%	73%	74%	72%	73%	72%	73%	70%	73%	72%	72%	73%	62%	74%	67%	73%
						CD														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

SOCIALOGUE

Would you rather ... ?

		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)	502	263	239	170	183	149	177	216	109	200	302	160	218	124	298	204	296	206	24	478	44	458	255	115	132	220	282	
Base: All Respondents (wid)	500	251	249	184	172	144	180	211	109	195	305	172	186	142	291	209	288	212	24**	476	43*	457	249	115	136	224	276	
See online / mobile ads that make you laugh	210	101	109	97	64	49	72	89	49	71	139	67	78	65	116	94	121	89	15	195	20	190	78	58	73	126	84	
	42%	40%	44%	53%	37%	34%	40%	42%	45%	36%	45%	39%	42%	46%	40%	45%	42%	42%	62%	41%	46%	42%	32%	50%	54%	56%	30%	
See online / mobile ads that are clear and straightforward	290	151	140	87	108	95	108	122	60	124	166	105	108	77	175	115	167	124	9	281	24	267	170	57	63	98	192	
	58%	60%	56%	47%	63%	66%	60%	58%	55%	64%	55%	61%	58%	54%	60%	55%	58%	58%	38%	59%	54%	58%	68%	50%	46%	44%	70%	
				C	C					J												WX					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 - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing