

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
Have an efficient, automated sales experience	3594	1953	1641	1870	1128	595	1205	1315	1018	1613	1981	1379	1080	1135	1882	1712	2400	1194	482	3111	759	2835
	30%	33%	27%	35%	28%	22%	30%	28%	32%	29%	31%	32%	26%	33%	30%	29%	31%	28%	37%	29%	36%	29%
		B		DE	E				G			L		L			Q		S		U	
Interact with helpful, friendly customer service	8406	4038	4368	3404	2835	2166	2776	3314	2123	3899	4507	2991	3094	2322	4307	4100	5382	3024	817	7590	1348	7058
	70%	67%	73%	65%	72%	78%	70%	72%	68%	71%	69%	68%	74%	67%	70%	71%	69%	72%	63%	71%	64%	71%
			A		C	CD		H						KM				P		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

SOCIALOGUE

Would you rather ... ?

	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
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18680	506	1008	502	1013	1009	1002	1016	1002	1010	1001	1007	525	1012	1009	509	500	502	506	501	511	1014	502	505	1008
Base: All Respondents (wtd)	12000	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 an efficient, automated sales experience	3594	219	103	97	182	112	194	116	113	109	63	182	200	143	193	188	111	196	207	137	144	180	127	127	152
	30%	44%	21%	19%	36%	22%	39%	23%	23%	22%	13%	36%	40%	29%	39%	38%	22%	39%	41%	27%	29%	36%	25%	25%	30%
	BCEGHUKMPSTV J J CEGHIJMPVTY J EGHJUMPSTVI J J J BCEGHJUMPSTVEGHJUMPSTVI BCEGHJUP EGHJUMPSTVCEGHJUMPSTV J EGHJUMPSTVEGHJUMPSTVI CJ BCEGHJUP EGHJUMPSTVI J J BCEGHJUP																								
Interact with helpful, friendly customer service	8406	281	397	403	318	388	306	384	387	391	437	318	300	357	307	312	389	304	293	363	356	320	373	373	348
	70%	56%	79%	81%	64%	78%	61%	77%	77%	78%	87%	64%	60%	71%	61%	62%	78%	61%	59%	73%	71%	64%	75%	75%	70%
	ADFKLMNOQRTFKLMNOQRSTUX ADFKLMNOQRTUX ADFKLMNOQRTYFKLMNOQRTIFKLMNOQRTIHIKLMNOPQR A ADFKLNQQRU ADFKLMNOQRTUX ADFKLMNOQRTUX AFKLNQQRU ADFKLNQQRU A ADFKLNQQRUADFKLNQQRU AFLNQQRU																								

Proportions/Means: 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

SOCIALOGUE

Would you rather ... ?

	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
Have an efficient, automated sales experience	3594	264	589	1059	1211	1134	753	471
	30%	26%	39%	24%	35%	28%	38%	31%
		C	ACDEG		ACE	C	ACEG	AC
Interact with helpful, friendly customer service	8406	736	911	3441	2289	2866	1247	1029
	70%	74%	61%	76%	65%	72%	62%	69%
		BDFG		ABDEFG	B	BDF		BF

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	
Have an efficient, automated sales experience	219	117	102	128	52	40	96	62	61	67	152	159	44	16	99	120	125	95	12	207	27	193	
	44%	48%	40%	52%	35%	38%	43%	48%	42%	41%	45%	49%	37%	29%	42%	45%	45%	42%	34%	45%	48%	43%	
				DE									LM										
Interact with helpful, friendly customer service	281	128	153	120	95	65	129	68	83	98	182	167	75	39	135	146	151	130	23	257	28	252	
	56%	52%	60%	48%	65%	62%	57%	52%	58%	59%	55%	51%	63%	71%	58%	55%	55%	58%	66%	55%	52%	57%	
					C	C							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

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
Have an efficient, automated sales experience	182	84	98	117	56	9	46	86	50	110	72	4	16	161	122	60	165	17	78	104	124	58
	36%	33%	40%	42%	31%	20%	32%	38%	38%	35%	38%	59%	28%	37%	42%	28%	39%	23%	52%	30%	43%	28%
				D											O				S		U	
Interact with helpful, friendly customer service	318	174	144	159	122	37	98	140	81	204	115	3	41	274	168	151	263	55	72	246	167	151
	64%	67%	60%	58%	69%	80%	68%	62%	62%	65%	62%	41%	72%	63%	58%	72%	61%	77%	48%	70%	57%	72%
				C												N				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; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

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
Have an efficient, automated sales experience	188	106	82	108	59	21	148	38	1	67	121	123	39	26	90	98	110	78	16	171	33	155
	38%	45%	31%	40%	38%	27%	37%	44%	13%	34%	40%	38%	38%	34%	38%	37%	35%	41%	39%	37%	43%	37%
		B																				
Interact with helpful, friendly customer service	312	132	180	162	95	56	257	49	6	131	181	198	64	50	146	166	200	112	26	287	43	269
	62%	55%	69%	60%	62%	73%	63%	56%	87%	66%	60%	62%	62%	66%	62%	63%	65%	59%	61%	63%	57%	63%
		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 * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

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	
Have an efficient, automated sales experience	180	101	79	84	71	25	114	57	8	76	104	85	49	47	94	86	110	70	19	161	26	154	
	36%	40%	32%	41%	35%	27%	36%	36%	32%	32%	40%	34%	43%	34%	36%	35%	37%	35%	47%	35%	47%	35%	
		B		E							I								S		U		
Interact with helpful, friendly customer service	320	151	169	121	130	69	201	101	18	162	158	164	66	90	164	156	188	132	21	299	29	291	
	64%	60%	68%	59%	65%	73%	64%	64%	68%	68%	60%	66%	57%	66%	64%	65%	63%	65%	53%	65%	53%	65%	
		A				C				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 * 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*	
Have an efficient, automated sales experience	137	53	84	86	35	16	5	45	87	61	76	60	29	48	60	77	105	32	26	111	47	90	
	27%	22%	32%	30%	28%	19%	32%	29%	26%	30%	26%	28%	23%	31%	25%	30%	27%	29%	26%	28%	29%	26%	
					E																		
Interact with helpful, friendly customer service	363	187	176	201	90	72	10	110	243	142	221	158	97	108	182	181	284	78	74	288	113	249	
	73%	78%	68%	70%	72%	81%	68%	71%	74%	70%	74%	72%	77%	69%	75%	70%	73%	71%	74%	72%	71%	74%	
						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
Have an efficient, automated sales experience	109	64	46	46	35	28	25	58	26	35	74	28	31	50	61	48	67	42	8	101	13	96
	22%	26%	18%	25%	22%	18%	21%	20%	30%	19%	24%	19%	18%	27%	23%	21%	23%	21%	25%	22%	25%	21%
		B		E					FG					KL								
Interact with helpful, friendly customer service	391	182	208	139	126	126	95	233	62	152	239	118	140	133	205	185	229	162	25	365	40	351
	78%	74%	82%	75%	78%	82%	79%	80%	70%	81%	76%	81%	82%	73%	77%	79%	77%	79%	75%	78%	75%	79%
		A				C	H	H				M	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

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
Have an efficient, automated sales experience	152	86	67	75	45	32	14	31	107	95	57	58	39	56	88	65	100	52	36	117	41	111
	30%	35%	26%	41%	30%	20%	19%	29%	34%	31%	29%	25%	31%	40%	35%	26%	33%	27%	54%	27%	50%	27%
		B		DE	E				F					KL	O				S		U	
Interact with helpful, friendly customer service	348	162	186	108	108	131	62	78	207	210	138	175	88	85	166	182	206	142	31	317	42	306
	70%	65%	74%	59%	70%	80%	81%	71%	66%	69%	71%	75%	69%	60%	65%	74%	67%	73%	46%	73%	50%	73%
		A		C	CD	H						M	M			N			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

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
Have an efficient, automated sales experience	207	148	59	131	66	10	77	32	66	123	84	55	57	94	89	117	137	69	36	171	61	146
	41%	52%	27%	44%	37%	33%	42%	42%	45%	41%	42%	46%	37%	42%	47%	38%	48%	32%	56%	39%	54%	38%
		B															Q		S		U	
Interact with helpful, friendly customer service	293	135	158	164	110	19	104	45	81	176	117	65	98	130	100	193	148	146	28	265	52	241
	59%	48%	73%	56%	63%	67%	58%	58%	55%	59%	58%	54%	63%	58%	53%	62%	52%	68%	44%	61%	46%	62%
			A															P		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; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Would you rather ... ?

		Canada																													
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC		
	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)	1009	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		
	900	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		
Have an efficient, automated sales experience	112	60	51	57	34	21	26	41	45	32	79	39	48	25	63	49	74	38	13	99	15	97	9	12	9	13	0	40	28		
	22%	24%	20%	32%	21%	13%	22%	20%	25%	17%	26%	21%	22%	27%	24%	21%	22%	23%	25%	22%	22%	22%	25%	28%	20%	18%	-	21%	26%		
Interact with helpful, friendly customer service	388	187	202	121	132	136	89	165	135	159	230	147	175	66	201	188	264	125	40	348	52	337	28	31	36	61	0	150	82		
	78%	76%	80%	68%	79%	87%	78%	80%	75%	83%	74%	79%	78%	73%	76%	79%	78%	77%	75%	78%	78%	78%	75%	72%	80%	82%	-	79%	74%		
				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

SOCIALOGUE

Would you rather ... ?

		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
Have an efficient, automated sales experience	116	54	62	49	38	30	30	67	20	33	83	41	45	30	70	46	74	42	5	112	11	105
	23%	22%	25%	26%	24%	19%	25%	24%	19%	19%	25%	25%	21%	24%	24%	23%	23%	23%	22%	23%	26%	23%
											I											
Interact with helpful, friendly customer service	384	193	191	142	117	125	88	210	85	140	244	126	164	94	226	158	244	140	17	367	31	353
	77%	78%	75%	74%	76%	81%	75%	76%	81%	81%	75%	75%	79%	76%	76%	77%	77%	77%	78%	77%	74%	77%
										J												

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

SOCIALOGUE

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	
Have an efficient, automated sales experience	113	68	45	40	36	37	21	31	45	37	76	15	67	31	78	35	86	27	16	97	29	84	
	23%	27%	18%	23%	23%	22%	18%	22%	29%	21%	24%	13%	24%	30%	25%	18%	24%	19%	33%	21%	30%	21%	
Interact with helpful, friendly customer service		B							F				K	K	O				S			U	
	387	185	202	132	121	134	99	110	109	143	245	98	218	71	232	156	273	114	33	354	67	320	
	77%	73%	82%	77%	77%	78%	82%	78%	71%	79%	76%	87%	76%	70%	75%	82%	76%	81%	67%	79%	70%	79%	
			A					H					LM			N				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

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	
Have an efficient, automated sales experience	900	248	252	197	156	147	121	269	110	227	273	132	294	74	260	240	312	188	55*	445	72*	428	**	**	**	**	**	**	**	**	
	103	50	53	57	28	18	23	48	32	45	58	24	58	21	52	51	62	41	15	88	19	84	0	0	0	0	0	0	0	0	
	21%	20%	21%	29%	18%	13%	19%	18%	29%	20%	21%	18%	20%	28%	20%	21%	20%	22%	28%	20%	26%	20%	-	-	-	-	-	-	-	-	-
Interact with helpful, friendly customer service	397	198	199	139	128	129	98	221	78	182	215	107	236	53	208	189	250	147	40	357	53	344	0	0	0	0	0	0	0	0	
	79%	80%	79%	71%	82%	87%	81%	82%	71%	80%	79%	82%	80%	72%	80%	79%	80%	78%	72%	80%	74%	80%	-	-	-	-	-	-	-	-	-
				C	C		H	H					M	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 - 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
Have an efficient, automated sales experience	193	113	80	66	69	58	110	68	15	104	88	59	42	92	100	92	124	68	16	177	18	175
	39%	45%	32%	35%	42%	39%	37%	41%	39%	39%	38%	34%	39%	42%	42%	35%	38%	40%	42%	38%	35%	39%
		B												K	O							
Interact with helpful, friendly customer service	307	138	169	120	96	92	186	98	24	164	143	113	66	128	137	170	204	103	22	285	33	274
	61%	55%	68%	65%	58%	61%	63%	59%	61%	61%	62%	66%	61%	58%	58%	65%	62%	60%	58%	62%	65%	61%
			A										M			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 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
Have an efficient, automated sales experience	144	76	68	64	47	32	28	65	51	86	58	10	39	95	67	77	96	48	29	115	38	106
	29%	30%	27%	31%	26%	29%	29%	28%	30%	29%	29%	44%	24%	30%	29%	29%	30%	27%	44%	27%	38%	26%
																			S			U
Interact with helpful, friendly customer service	356	176	180	146	132	78	69	165	122	214	142	12	127	217	164	192	226	130	37	319	61	295
	71%	70%	73%	69%	74%	71%	71%	72%	70%	71%	71%	56%	76%	70%	71%	71%	70%	73%	56%	73%	62%	74%
																			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; ** 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
Have an efficient, automated sales experience	196	89	106	98	71	27	28	83	85	81	114	69	89	38	85	111	141	54	14	182	22	174
	39%	37%	41%	46%	40%	24%	38%	32%	52%	38%	40%	47%	33%	43%	36%	42%	40%	38%	55%	38%	46%	38%
				E	E				G			L										
Interact with helpful, friendly customer service	304	151	153	113	107	85	45	181	79	133	171	77	177	51	148	156	214	90	11	293	25	279
	61%	63%	59%	54%	60%	76%	62%	68%	48%	62%	60%	53%	67%	57%	64%	58%	60%	62%	45%	62%	54%	62%
						CD		H					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

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	
Have an efficient, automated sales experience	127	64	63	64	35	27	57	47	22	27	100	23	60	44	89	38	79	48	13	114	15	112	
	25%	25%	26%	35%	23%	17%	28%	21%	33%	23%	26%	22%	23%	33%	26%	25%	24%	29%	24%	26%	24%	26%	
				E																			
Interact with helpful, friendly customer service	373	190	183	121	120	132	148	178	47	91	282	82	202	89	256	118	256	117	40	333	48	325	
	75%	75%	74%	65%	77%	83%	72%	79%	67%	77%	74%	78%	77%	67%	74%	75%	76%	71%	76%	74%	76%	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

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
Have an efficient, automated sales experience	200	105	95	120	61	19	64	75	62	109	91	94	12	94	79	121	157	43	23	177	40	160
	40%	42%	38%	43%	39%	32%	45%	35%	43%	39%	41%	40%	41%	40%	38%	41%	41%	36%	35%	41%	36%	41%
Interact with helpful, friendly customer service	300	145	155	162	97	41	77	140	82	170	130	139	17	143	127	172	224	76	42	257	72	228
	60%	58%	62%	57%	61%	68%	55%	65%	57%	61%	59%	60%	59%	60%	62%	59%	59%	64%	65%	59%	64%	59%

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
Have an efficient, automated sales experience	127	74	53	88	27	13	14	42	71	51	76	43	24	61	61	66	75	52	21	106	42	85
	25%	29%	21%	33%	14%	25%	46%	24%	24%	19%	32%	26%	26%	25%	25%	26%	24%	27%	25%	26%	25%	26%
				D							I											
Interact with helpful, friendly customer service	373	178	195	175	160	38	16	132	224	215	158	122	68	183	184	189	237	136	64	309	125	248
	75%	71%	79%	67%	86%	75%	54%	76%	76%	81%	68%	74%	74%	75%	75%	74%	76%	73%	75%	74%	75%	74%
				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 ... ?

		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
Have an efficient, automated sales experience	63	39	24	30	17	16	26	27	1	25	38	15	37	11	32	31	36	27	4	58	5	58
	13%	16%	9%	15%	12%	10%	13%	12%	19%	12%	13%	11%	13%	14%	12%	13%	12%	13%	11%	13%	14%	12%
		B																				
Interact with helpful, friendly customer service	437	205	232	172	128	137	175	195	7	177	260	115	257	66	227	211	253	185	34	403	31	407
	87%	84%	91%	85%	88%	90%	87%	88%	81%	88%	87%	89%	87%	86%	88%	87%	88%	87%	89%	87%	86%	88%
		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 * 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
Have an efficient, automated sales experience	111	50	62	60	35	17	86	23	2	49	63	30	65	16	57	54	57	54	13	98	18	93
	22%	20%	24%	28%	22%	13%	22%	25%	22%	20%	24%	29%	20%	24%	20%	26%	20%	25%	28%	22%	26%	22%
				E	E																	
Interact with helpful, friendly customer service	389	198	190	155	121	113	311	70	8	194	195	74	261	53	233	155	229	160	34	355	50	338
	78%	80%	76%	72%	78%	87%	78%	75%	78%	80%	76%	71%	80%	76%	80%	74%	80%	75%	72%	78%	74%	78%
						CD																

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** 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
Have an efficient, automated sales experience	194	115	78	90	70	34	25	73	95	127	66	110	61	22	135	59	172	22	18	175	50	144
	39%	46%	31%	45%	35%	34%	30%	41%	40%	39%	38%	37%	39%	45%	42%	32%	42%	24%	49%	38%	46%	37%
		B																				
Interact with helpful, friendly customer service	306	134	173	110	131	65	58	106	143	198	108	185	94	28	183	123	238	68	19	287	59	248
	61%	54%	69%	55%	65%	66%	70%	59%	60%	61%	62%	63%	61%	55%	58%	68%	58%	76%	51%	62%	54%	63%
			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 * 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
Have an efficient, automated sales experience	182	103	80	103	65	15	68	113	1	75	108	133	40	9	83	99	116	66	26	156	35	148
	36%	42%	31%	38%	41%	20%	37%	36%	20%	41%	34%	37%	38%	31%	45%	32%	40%	31%	50%	35%	47%	35%
		B		E	E										O							
Interact with helpful, friendly customer service	318	142	176	168	93	57	117	196	5	109	209	230	67	20	103	215	172	145	26	292	38	279
	64%	58%	69%	62%	59%	80%	63%	64%	80%	59%	66%	63%	62%	69%	55%	68%	60%	69%	50%	65%	53%	65%
			A			CD										N						

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

SOCIALOGUE

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
Have an efficient, automated sales experience	143	78	65	62	48	33	38	61	44	61	82	66	57	19	74	69	73	70	16	127	23	119
	29%	31%	26%	34%	27%	24%	27%	29%	30%	26%	31%	27%	29%	33%	30%	27%	27%	31%	29%	29%	31%	28%
				DE																		
Interact with helpful, friendly customer service	357	172	185	119	133	105	102	152	104	176	181	177	141	39	173	184	199	158	40	317	52	305
	71%	69%	74%	66%	73%	76%	73%	71%	70%	74%	69%	73%	71%	67%	70%	73%	73%	69%	71%	71%	69%	72%
					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

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
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
Have an efficient, automated sales experience	97	56	41	49	29	18	36	42	19	35	62	35	31	30	53	44	58	39	8	89	9	88	41	19	37	54	43
	19%	22%	16%	27% DE	17%	13%	20%	20%	17%	18%	20%	21%	17%	21%	18%	21%	20%	18%	34%	19%	20%	19%	16%	17%	27% V	24% Z	16%
Interact with helpful, friendly customer service	403	195	208	135	143	125	144	169	90	160	243	137	154	112	237	166	230	173	16	387	35	368	208	96	99	170	233
	81%	78%	84%	73%	83%	87%	80%	80%	83%	82%	80%	79%	83%	79%	82%	79%	80%	82%	66%	81%	80%	81%	84%	83%	73%	76%	84%
				C	C																	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 - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing