

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Gender			Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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)	18147	9042	9105	7107	6240	4800	5796	7409	4801	9019	9128	5419	6362	6366	9840	8307	2058	16089	3281	14866	12149	5998
Base: All Respondents (wtd)	12000	5979	6021	5289	3919	2792	4128	4720	3003	5637	6363	4491	4268	3241	6137	5863	1341	10659	2034	9966	7699	4301
Wallet	7179	3596	3583	2820	2421	1939	2552	2870	1678	3460	3719	2818	2604	1757	3723	3457	723	6457	1085	6095	4515	2664
	60%	60%	60%	53%	62%	69%	62%	61%	56%	61%	58%	63%	61%	54%	61%	59%	54%	61%	53%	61%	59%	62%
Smart/mobile phone or tablet				C	CD		H	H		J		M	M				P		R		T	
	4821	2382	2438	2469	1499	853	1576	1850	1325	2176	2644	1674	1664	1483	2414	2406	619	4202	950	3871	3184	1637
	40%	40%	40%	47%	38%	31%	38%	39%	44%	39%	42%	37%	39%	46%	39%	41%	46%	39%	47%	39%	41%	38%
Sigma				DE	E				FG		I			KL			Q		S		U	
	12000	5979	6021	5289	3919	2792	4128	4720	3003	5637	6363	4491	4268	3241	6137	5863	1341	10659	2034	9966	7699	4301
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

	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
		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)	18147	505	1006	505	1007	1010	1011	1010	1005	1004	508	1002	504	1012	1008	504	504	501	505	503	507	1015	502	508	1001
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
Wallet	7179	263	339	247	308	373	228	354	418	306	296	200	258	339	393	261	273	351	318	237	186	292	307	287	345
	60%	53%	68%	49%	62%	75%	46%	71%	84%	61%	59%	40%	52%	68%	79%	52%	55%	70%	64%	47%	37%	58%	61%	57%	69%
		KT	ACDFUKLOPS TUVW	KT	ACFKLOPST	ABCDFIJLM OPRSTUVWX	T	ACDFUKLOPR STUVW	ABCDEFGHIJKL MNOPQRSTU VWX	ACFKLOPST	CFKLST		KT	ACDFUKLOPS TUVW	ABCDEFGHIJKL MOPQRSTUV WX	KT	FKST	ACDFUKLOPS TUVW	ACFKLOPST	KT		CFKLST	ACFKLOST	CFKST	ACDFUKLOPS TUVW
Smart/mobile phone or tablet	4821	237	161	253	192	127	272	146	82	194	204	300	242	161	107	239	227	149	182	263	314	208	193	213	155
	40%	47%	32%	51%	38%	25%	54%	29%	16%	39%	41%	60%	48%	32%	21%	48%	45%	30%	36%	53%	63%	42%	39%	43%	31%
		BDEGHIMNQ RVX	EHN	BDEGHUJMN QRUVWX	BEGHMNQX	HN	BDEGHUJMN QRUVWX	HN		BEGHMNQX	BEGHMNQX	ABCDEFGHIJL MNOPQRSU VWX	BDEGHUJMN QRUVX	EHN	H	BDEGHIMNQ RVX	BDEGHIMNQ RX	HN	EGHN	BDEGHUJMN QRUVWX	ABCDEFGHIJL MNOPQRSU VWX	BEGHMNQX	EGHNQX	BEGHMNQX	EHN
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18147	2011	2016	7065	5539	7551	3521	1516
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Wallet	7179	718	832	2832	1955	2879	1086	843
	60%	72%	55%	63%	56%	72%	54%	56%
		BCDFG		BDFG		BCDFG		
Smart/mobile phone or tablet	4821	282	668	1668	1545	1121	914	657
	40%	28%	45%	37%	44%	28%	46%	44%
			ACE	AE	ACE		ACE	ACE
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	229	276	219	155	131	235	208	62	185	320	197	158	150	257	248	61	444	82	423	336	169
Base: All Respondents (wtd)	500	245	255	248	141	111	272	190	37	163	337	327	118	55	236	264	58	442	68	432	302	198
Wallet	263	101	162	135	72	57	162	87	14	82	181	179	57	27	106	157	28	235	31	232	135	128
	53%	41%	63%	54%	51%	51%	60%	46%	37%	50%	54%	55%	48%	49%	45%	60%	49%	53%	46%	54%	45%	65%
			A			*	GH		*							N	*		*			T
Smart/mobile phone or tablet	237	144	93	114	69	54	110	103	24	81	156	148	61	28	130	106	30	207	36	201	167	70
	47%	59%	37%	46%	49%	49%	40%	54%	63%	50%	46%	45%	52%	51%	55%	40%	51%	47%	54%	46%	55%	35%
			B			*		F	F*							O	*		*			U
Sigma	500	245	255	248	141	111	272	190	37	163	337	327	118	55	236	264	58	442	68	432	302	198
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Columns Tested (5%): 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
Minimum Base: 30 (**), Small Base: 100 (*)

		Australia																												
	Australia Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	
		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)	1006	423	583	303	360	343	219	496	291	515	491	312	305	389	529	477	130	876	166	840	657	349	675	331	292	349	190	87	88	
	500	248	252	196	159	144	111	263	126	224	276	131	295	74	257	243	61	439	74	426	316	184	313	187	142	169	96	48	46	
Wallet	339	180	159	103	116	120	83	175	81	165	174	87	207	45	180	158	40	298	45	293	217	122	201	138	97	113	66	37	26	
	68%	73%	63%	52%	72%	83%	75%	67%	64%	73%	63%	66%	70%	61%	70%	65%	66%	68%	62%	69%	69%	66%	64%	74%	68%	67%	69%	78%	58%	
		B			C	CD	H			J			M				*	*	*	*			V					b*	*	
Smart/mobile phone or tablet	161	68	93	94	44	24	28	87	46	60	102	45	87	29	76	85	21	141	28	133	99	62	112	49	45	56	30	11	19	
	32%	27%	37%	48%	28%	17%	25%	33%	36%	27%	37%	34%	30%	39%	30%	35%	34%	32%	38%	31%	31%	34%	36%	26%	32%	33%	31%	22%	42%	
			A	DE	E				F		I			L			*		*			W						*	a*	
Sigma	500	248	252	196	159	144	111	263	126	224	276	131	295	74	257	243	61	439	74	426	316	184	313	187	142	169	96	48	46	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Minimum Base: 30 (**), Small Base: 100 (*)

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Columns Tested (5%): 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
Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total	U	North	Center	South
		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 (unwtd)	505	254	251	176	161	168	175	212	118	177	328	79	267	159	330	175	23	482	38	467	332	173	242	119	144	261	244
Base: All Respondents (wtd)	500	252	248	184	157	159	183	208	110	176	324	172	186	142	313	187	19	481	32	468	309	191	242	116	142	256	244
Wallet	247	124	122	90	77	80	86	108	52	85	162	86	82	79	155	92	8	238	16	231	161	86	46	90	111	202	45
	49%	49%	49%	49%	49%	50%	47%	52%	48%	48%	50%	50%	44%	55%	49%	49%	43%	50%	50%	49%	52%	45%	19%	78%	78%	79%	18%
									*			*		L			**		*					V*	V	Z	
Smart/mobile phone or tablet	253	127	126	94	80	79	97	99	57	91	162	86	104	63	158	95	11	242	16	238	149	105	197	26	31	54	199
	51%	51%	51%	51%	51%	50%	53%	48%	52%	52%	50%	50%	56%	45%	51%	51%	57%	50%	50%	51%	48%	55%	81%	22%	22%	21%	82%
									*			*	M				**		*				WX	*			Y
Sigma	500	252	248	184	157	159	183	208	110	176	324	172	186	142	313	187	19	481	32	468	309	191	242	116	142	256	244
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	500	507	467	335	205	258	717	32	464	543	174	567	266	466	541	146	861	183	824	673	334
Base: All Respondents (wtd)	500	232	268	285	144	71	156	333	11	208	292	157	262	81	203	297	65	435	80	420	307	193
Wallet	308	140	168	173	89	46	110	193	5	140	168	96	164	48	131	176	39	269	44	264	187	121
	62%	60%	63%	61%	62%	65%	70%	58%	49%	67%	58%	61%	63%	59%	65%	59%	60%	62%	55%	63%	61%	63%
							G		**	J												
Smart/mobile phone or tablet	192	92	100	112	55	25	46	140	6	69	124	61	98	33	71	121	26	166	36	156	120	72
	38%	40%	37%	39%	38%	35%	30%	42%	51%	33%	42%	39%	37%	41%	35%	41%	40%	38%	45%	37%	39%	37%
							F		**	I												
Sigma	500	232	268	285	144	71	156	333	11	208	292	157	262	81	203	297	65	435	80	420	307	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): 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
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region								
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	Prairies	Atlantic	Alberta	BC	Northwest	Ontario	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)		1010	518	492	289	343	378	180		400	430	508	502	379	483	148	520	490	100	910	133	877	684	326	63	82	90	132	-	387	256
Base: All Respondents (wtd)		500	247	253	178	176	146	92	201	207	232	268	186	223	91	249	251	49	451	66	434	339	161	30	41	43	63	-	194	129	
Wallet		373	190	183	111	131	131	65	152	156	186	187	148	166	59	184	189	30	343	45	329	253	120	23	30	35	46	-	136	103	
		75%	77%	72%	63%	74%	90%	71%	76%	75%	80%	70%	79%	74%	66%	74%	75%	62%	76%	67%	76%	75%	75%	74%	73%	81%	73%	-	70%	80%	
					C	CD				J		M	M				*	P		R		*	*	*	*	*			a		
Smart/mobile phone or tablet		127	57	70	66	45	15	27	49	51	47	80	38	57	31	65	62	19	108	22	105	86	41	8	11	8	17	-	58	25	
		25%	23%	28%	37%	26%	10%	29%	24%	25%	20%	30%	21%	26%	34%	26%	25%	38%	24%	33%	24%	25%	25%	26%	27%	19%	27%	-	30%	20%	
					DE	E					I			KL				Q*		S			*	*	*	*			b		
Sigma		500	247	253	178	176	146	92	201	207	232	268	186	223	91	249	251	49	451	66	434	339	161	30	41	43	63	-	194	129	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	

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Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	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)	1011	507	504	434	431	146	76	252	683	714	297	90	254	667	682	329	106	905	364	647	877	134	
Base: All Respondents (wtd)	500	249	251	200	206	94	73	185	242	350	150	295	155	50	276	224	52	448	127	373	400	100	
Wallet	228	132	96	88	95	45	32	99	97	151	77	144	67	17	129	99	31	196	59	168	178	50	
	46%	53%	38%	44%	46%	48%	44%	53%	40%	43%	51%	49%	43%	33%	47%	44%	60%	44%	47%	45%	44%	50%	
		B		*	*	*	**	*				M*	M		*	**		*			*		
Smart/mobile phone or tablet	272	117	155	113	111	48	41	86	145	199	74	151	88	33	147	125	21	251	67	205	222	50	
	54%	47%	62%	56%	54%	52%	56%	47%	60%	57%	49%	51%	57%	67%	53%	56%	40%	56%	53%	55%	56%	50%	
			A	*	*	*	**	*		*	*	*		KL	*	**		*			*		
Sigma	500	249	251	200	206	94	73	185	242	350	150	295	155	50	276	224	52	448	127	373	400	100	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	474	536	348	322	340	232	533	245	419	591	402	306	302	558	452	39	971	59	951	606	404
Base: All Respondents (wtd)	500	247	253	191	158	151	116	266	118	201	299	168	209	124	274	226	19	481	29	471	298	202
Wallet	354	175	180	117	117	120	80	194	80	160	195	123	149	82	199	155	14	340	21	334	213	141
	71%	71%	71%	62%	74%	80%	69%	73%	68%	79%	65%	73%	72%	66%	73%	69%	75%	71%	72%	71%	72%	70%
				C	C					J		M					*		*			
Smart/mobile phone or tablet	146	72	73	73	42	31	36	72	38	41	104	45	59	42	74	71	5	141	8	137	84	61
	29%	29%	29%	38%	26%	20%	31%	27%	32%	21%	35%	27%	28%	34%	27%	31%	25%	29%	28%	29%	28%	30%
				DE						I				K			*		*			
Sigma	500	247	253	191	158	151	116	266	118	201	299	168	209	124	274	226	19	481	29	471	298	202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	505	500	306	385	314	374	324	307	360	645	210	639	156	703	302	77	928	168	837	663	342
Base: All Respondents (wtd)	500	253	247	172	194	134	187	158	155	172	328	113	285	101	347	153	41	459	86	414	328	172
Wallet	418	210	208	125	166	127	156	134	128	149	269	98	242	78	290	128	31	386	68	350	270	148
	84%	83%	84%	73%	85%	95%	84%	84%	83%	87%	82%	87%	85%	76%	84%	83%	76%	84%	79%	85%	82%	86%
				C		CD						M	M				*					
Smart/mobile phone or tablet	82	43	40	47	29	7	31	25	27	23	59	15	43	24	57	25	10	73	18	64	58	24
	16%	17%	16%	27%	15%	5%	16%	16%	17%	13%	18%	13%	15%	24%	16%	17%	24%	16%	21%	15%	18%	14%
				DE	E									KL			*					
Sigma	500	253	247	172	194	134	187	158	155	172	328	113	285	101	347	153	41	459	86	414	328	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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)	508	256	252	183	170	155	196	215	11	214	294	147	265	96	260	248	41	467	37	471	270	238
Base: All Respondents (wtd)	500	244	256	202	147	152	198	204	10	202	298	129	294	77	249	251	40	460	36	464	259	241
Wallet	296	133	163	111	87	98	114	132	7	128	168	77	177	43	146	150	19	277	17	279	162	134
	59%	54%	64%	55%	59%	65%	58%	65%	67%	63%	56%	59%	60%	56%	59%	60%	48%	60%	46%	60%	62%	56%
			A						**					*			*		*			
Smart/mobile phone or tablet	204	111	93	91	60	53	84	72	3	74	130	53	117	34	102	102	21	183	20	184	97	107
	41%	46%	36%	45%	41%	35%	42%	35%	33%	37%	44%	41%	40%	44%	41%	40%	52%	40%	54%	40%	38%	44%
			B						**					*			*		*			
Sigma	500	244	256	202	147	152	198	204	10	202	298	129	294	77	249	251	40	460	36	464	259	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	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	603	399	546	326	130	384	367	251	625	377	1	121	880	568	434	277	725	516	486	818	184	
Base: All Respondents (wtd)	500	258	242	276	155	69	192	182	126	301	199	*	61	438	259	241	134	366	244	256	397	103	
Wallet	200	110	90	96	66	38	77	80	43	130	70	*	26	173	108	92	55	145	93	107	157	43	
	40%	43%	37%	35%	43%	55%	40%	44%	34%	43%	35%	100%	43%	40%	41%	38%	41%	39%	38%	42%	39%	42%	
Smart/mobile phone or tablet				C	CD			H		J		**											
	300	148	152	180	89	31	114	102	84	171	130	-	35	265	152	148	78	222	151	149	240	60	
	60%	57%	63%	65%	57%	45%	60%	56%	66%	57%	65%	-	57%	60%	59%	62%	59%	61%	62%	58%	61%	58%	
Sigma				DE	E			G		I		**											
	500	258	242	276	155	69	192	182	126	301	199	*	61	438	259	241	134	366	244	256	397	103	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Indonesia Total	Indonesia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	218	286	273	193	38	70	260	174	288	216	183	40	281	242	262	79	425	138	366	442	62
Base: All Respondents (wtd)	500	250	250	282	172	47	77	257	166	272	228	191	41	269	246	254	80	420	137	363	431	69
Wallet	258	134	125	135	97	26	39	132	88	143	115	99	18	141	130	128	38	221	61	197	227	31
	52%	54%	50%	48%	57%	55%	50%	51%	53%	53%	50%	52%	44%	53%	53%	50%	47%	53%	45%	54%	53%	45%
						*	*						*				*					*
Smart/mobile phone or tablet	242	116	125	146	75	21	38	125	79	128	113	92	23	127	115	126	42	199	76	165	204	38
	48%	46%	50%	52%	43%	45%	50%	49%	47%	47%	50%	48%	56%	47%	47%	50%	53%	47%	55%	46%	47%	55%
						*	*						*				*					*
Sigma	500	250	250	282	172	47	77	257	166	272	228	191	41	269	246	254	80	420	137	363	431	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	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	503	509	336	378	298	300	452	260	470	542	346	542	124	528	484	90	922	136	876	595	417	
Base: All Respondents (wtd)	500	250	250	181	179	140	153	219	128	238	262	243	198	58	251	249	43	457	64	436	281	219	
Wallet	339	169	169	106	127	106	113	146	80	168	170	174	131	33	175	164	30	309	42	297	187	151	
	68%	68%	68%	59%	71%	76%	74%	67%	63%	71%	65%	72%	66%	57%	70%	66%	70%	68%	65%	68%	67%	69%	
Smart/mobile phone or tablet				C	C	H						M					*						
	161	81	81	75	53	34	40	73	48	70	92	69	67	25	76	85	13	148	23	139	94	67	
	32%	32%	32%	41%	29%	24%	26%	33%	37%	29%	35%	28%	34%	43%	30%	34%	30%	32%	35%	32%	33%	31%	
Sigma				DE					F				K				*						
	500	250	250	181	179	140	153	219	128	238	262	243	198	58	251	249	43	457	64	436	281	219	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	492	516	346	287	375	637	316	55	547	461	337	246	425	476	532	35	973	78	930	671	337
Base: All Respondents (wtd)	500	251	249	186	141	174	340	141	18	266	234	295	90	115	223	277	16	484	36	464	331	169
Wallet	393	193	200	139	109	146	275	105	13	215	178	241	66	86	171	222	12	382	28	365	258	135
	79%	77%	80%	75%	77%	84%	81%	74%	71%	81%	76%	82%	74%	75%	77%	80%	73%	79%	79%	79%	78%	80%
						C	G		*			LM					**		*			
Smart/mobile phone or tablet	107	58	49	47	32	28	65	36	5	51	55	54	24	29	52	55	4	102	8	99	73	34
	21%	23%	20%	25%	23%	16%	19%	26%	29%	19%	24%	18%	26%	25%	23%	20%	27%	21%	21%	21%	22%	20%
				E				F	*				K	K			**		*			
Sigma	500	251	249	186	141	174	340	141	18	266	234	295	90	115	223	277	16	484	36	464	331	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	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	238	266	227	186	91	363	124	17	234	270	130	175	199	265	239	116	388	134	370	306	198	
Base: All Respondents (wtd)	500	239	261	270	156	74	405	88	7	210	290	321	103	76	232	268	96	404	96	404	252	248	
Wallet	261	120	142	142	80	40	226	34	1	108	153	178	52	31	119	142	42	220	43	218	121	141	
	52%	50%	54%	52%	52%	53%	56%	39%	19%	52%	53%	56%	51%	41%	51%	53%	43%	54%	45%	54%	48%	57%	
Smart/mobile phone or tablet					*	G	*	**			M					*		*					
	239	119	120	128	75	35	179	54	6	102	137	143	51	45	113	126	55	184	53	186	131	107	
	48%	50%	46%	48%	48%	47%	44%	61%	81%	48%	47%	44%	49%	59%	49%	47%	57%	46%	55%	46%	52%	43%	
Sigma					*	F*	**						K			*		*					
	500	239	261	270	156	74	405	88	7	210	290	321	103	76	232	268	96	404	96	404	252	248	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	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	275	229	188	150	166	388	100	16	261	243	75	346	83	216	288	41	463	65	439	265	239	
Base: All Respondents (wtd)	500	248	252	215	135	150	395	90	15	239	261	104	327	69	198	302	35	465	55	445	240	260	
Wallet	273	140	132	106	83	84	215	46	12	144	128	45	189	39	117	155	18	255	26	247	138	134	
	55%	57%	53%	49%	62%	56%	55%	51%	76%	60%	49%	43%	58%	57%	59%	51%	50%	55%	47%	56%	58%	52%	
				C				*	**	J		*	K	*			*		*				
Smart/mobile phone or tablet	227	108	120	109	52	66	179	44	4	94	133	59	138	30	80	147	18	209	29	198	102	125	
	45%	43%	47%	51%	38%	44%	45%	49%	24%	40%	51%	57%	42%	43%	41%	49%	50%	45%	53%	44%	42%	48%	
				D				*	**	I		L*		*			*		*				
Sigma	500	248	252	215	135	150	395	90	15	239	261	104	327	69	198	302	35	465	55	445	240	260	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		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	253	248	171	169	161	68	263	170	240	261	81	296	124	267	234	53	448	70	431	333	168	
Base: All Respondents (wtd)	500	241	259	211	163	126	71	275	154	220	280	146	266	88	245	255	50	450	65	435	314	186	
Wallet	351	165	186	140	124	87	55	193	103	154	197	107	190	54	170	181	35	316	44	307	209	142	
	70%	69%	72%	66%	76%	69%	77%	70%	67%	70%	70%	73%	71%	61%	69%	71%	69%	70%	68%	71%	67%	76%	
Smart/mobile phone or tablet							*					*	M				*		*			T	
	149	75	74	71	39	39	16	83	50	66	83	39	76	34	76	74	15	134	21	128	105	44	
	30%	31%	28%	34%	24%	31%	23%	30%	33%	30%	30%	27%	29%	39%	31%	29%	31%	30%	32%	29%	33%	24%	
Sigma							*					*		L			*		*			U	
	500	241	259	211	163	126	71	275	154	220	280	146	266	88	245	255	50	450	65	435	314	186	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	333	172	298	171	36	286	125	39	315	190	139	134	232	276	229	69	436	88	417	317	188
Base: All Respondents (wtd)	500	283	217	295	170	34	312	95	32	282	218	290	145	65	235	265	56	444	81	419	258	242
Wallet	318	186	133	194	106	18	199	61	22	185	134	195	85	39	144	175	32	286	48	270	165	154
	64%	66%	61%	66%	62%	53%	64%	64%	69%	66%	61%	67%	59%	60%	61%	66%	57%	64%	59%	65%	64%	64%
					*	**		*	**								*		*			
Smart/mobile phone or tablet	182	97	84	101	64	16	113	35	10	97	85	95	60	26	91	90	24	158	33	148	93	88
	36%	34%	39%	34%	38%	47%	36%	36%	31%	34%	39%	33%	41%	40%	39%	34%	43%	36%	41%	35%	36%	36%
					*	**		*	**								*		*			
Sigma	500	283	217	295	170	34	312	95	32	282	218	290	145	65	235	265	56	444	81	419	258	242
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	203	300	253	177	73	31	53	419	253	250	278	136	89	245	258	102	401	155	348	411	92
Base: All Respondents (wtd)	500	240	260	287	143	70	39	51	409	216	284	282	129	89	236	264	96	404	149	351	382	118
Wallet	237	106	131	118	72	46	20	29	188	105	132	142	54	41	117	119	40	197	76	161	177	60
	47%	44%	50%	41%	50%	66%	49%	57%	46%	49%	46%	50%	42%	46%	50%	45%	42%	49%	51%	46%	46%	50%
						CD*	**	*						*			*					*
Smart/mobile phone or tablet	263	134	129	168	71	24	20	22	221	111	153	140	75	48	119	144	56	207	73	191	205	58
	53%	56%	50%	59%	50%	34%	51%	43%	54%	51%	54%	50%	58%	54%	50%	55%	58%	51%	49%	54%	54%	50%
				E	E	*	**	*						*			*					*
Sigma	500	240	260	287	143	70	39	51	409	216	284	282	129	89	236	264	96	404	149	351	382	118
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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)	507	252	255	211	176	120	80	203	224	298	209	17	138	352	257	250	68	439	101	406	369	138
Base: All Respondents (wtd)	500	253	247	211	183	107	77	202	220	292	208	16	132	351	254	246	66	434	98	402	366	134
Wallet	186	93	93	58	75	52	25	83	79	111	75	6	47	134	95	91	26	159	39	147	132	54
	37%	37%	38%	28%	41%	49%	32%	41%	36%	38%	36%	34%	35%	38%	37%	37%	40%	37%	40%	37%	36%	40%
				C	C		*					**					*		*			
Smart/mobile phone or tablet	314	159	155	152	107	54	53	120	142	181	133	11	86	218	160	154	39	275	59	255	234	80
	63%	63%	62%	72%	59%	51%	68%	59%	64%	62%	64%	66%	65%	62%	63%	63%	60%	63%	60%	63%	64%	60%
				DE			*					**					*		*			
Sigma	500	253	247	211	183	107	77	202	220	292	208	16	132	351	254	246	66	434	98	402	366	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	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)	1015	497	518	381	370	264	684	281	50	459	556	624	96	295	534	481	93	922	87	928	562	453	
Base: All Respondents (wtd)	500	252	248	205	170	125	338	137	25	210	290	249	115	136	258	242	45	455	45	455	270	230	
Wallet	292	153	140	107	98	87	207	69	16	134	159	153	63	76	159	134	25	268	23	270	156	136	
	58%	61%	56%	52%	58%	70%	61%	50%	64%	64%	55%	62%	55%	56%	61%	55%	56%	59%	51%	59%	58%	59%	
						CD	G		*	J			*				*		*				
Smart/mobile phone or tablet	208	99	108	98	72	38	131	68	9	77	131	96	52	60	99	108	20	188	22	186	114	94	
	42%	39%	44%	48%	42%	30%	39%	50%	36%	36%	45%	38%	45%	44%	39%	45%	44%	41%	49%	41%	42%	41%	
				E	E			F	*	I			*				*		*				
Sigma	500	252	248	205	170	125	338	137	25	210	290	249	115	136	258	242	45	455	45	455	270	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	250	252	161	177	164	159	258	85	187	315	320	82	100	294	208	52	450	63	439	346	156
Base: All Respondents (wtd)	500	253	247	186	166	148	124	277	99	201	299	105	262	132	291	209	58	442	82	418	355	145
Wallet	307	169	138	101	105	101	74	176	57	117	190	69	154	85	192	115	33	274	53	254	223	84
	61%	67%	56%	54%	63%	68%	60%	64%	57%	58%	64%	65%	59%	64%	66%	55%	57%	62%	65%	61%	63%	58%
				*	*	*	*		*	*			*	*		*	**		*			*
Smart/mobile phone or tablet	193	85	108	84	61	47	50	101	42	84	109	36	109	48	99	94	25	168	29	164	132	61
	39%	33%	44%	46%	37%	32%	40%	36%	43%	42%	36%	35%	41%	36%	34%	45%	43%	38%	35%	39%	37%	42%
				*	*	*	*		*	*			*	*		*	**		*			*
Sigma	500	253	247	186	166	148	124	277	99	201	299	105	262	132	291	209	58	442	82	418	355	145
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		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)	508	295	213	290	177	41	20	183	305	262	246	159	78	271	275	233	67	441	169	339	351	157	
Base: All Respondents (wtd)	500	252	248	262	181	56	20	180	299	253	247	158	78	264	262	238	68	432	162	338	333	167	
Wallet	287	139	149	131	118	39	13	111	163	145	143	96	38	153	152	136	35	252	87	200	186	101	
	57%	55%	60%	50%	65%	69%	63%	62%	55%	57%	58%	61%	49%	58%	58%	57%	52%	58%	54%	59%	56%	61%	
				C	C*	**							*				*						
Smart/mobile phone or tablet	213	113	99	132	63	17	7	69	136	108	104	62	40	111	111	102	32	180	75	138	147	66	
	43%	45%	40%	50%	35%	31%	37%	38%	45%	43%	42%	39%	51%	42%	42%	43%	48%	42%	46%	41%	44%	39%	
				DE		*	**						*				*						
Sigma	500	252	248	262	181	56	20	180	299	253	247	158	78	264	262	238	68	432	162	338	333	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain Total	Great Britain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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)	1004	480	524	372	311	321	237	614	153	418	586	366	336	302	567	437	77	927	115	889	604	400
Base: All Respondents (wtd)	500	246	254	185	165	150	116	307	77	209	291	180	167	153	286	214	39	461	58	442	306	194
Wallet	306	153	153	91	101	114	74	188	45	144	162	105	98	103	182	124	21	285	33	273	186	120
	61%	62%	60%	49%	62%	76%	63%	61%	58%	69%	56%	58%	58%	68%	64%	58%	54%	62%	57%	62%	61%	62%
				C	CD					J				KL			*					
Smart/mobile phone or tablet	194	93	101	94	63	37	42	119	32	65	129	75	70	49	104	90	18	176	25	169	120	74
	39%	38%	40%	51%	38%	24%	37%	39%	42%	31%	44%	42%	42%	32%	36%	42%	46%	38%	43%	38%	39%	38%
				DE	E					I		M	M				*					
Sigma	500	246	254	185	165	150	116	307	77	209	291	180	167	153	286	214	39	461	58	442	306	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GN5. If you had to choose between your wallet or your smart/mobile phone or tablet, which one would you choose?

Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		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	484	517	329	330	342	144	453	404	606	395	373	352	276	525	476	116	885	136	865	661	340
Base: All Respondents (wtd)	500	247	253	182	158	160	81	209	210	300	200	232	127	141	257	243	54	446	65	435	325	175
Wallet	345	181	163	105	109	130	53	143	148	212	133	171	83	91	173	172	39	305	42	303	218	127
	69%	73%	65%	57%	69%	82%	66%	68%	71%	71%	66%	74%	65%	65%	67%	71%	72%	69%	65%	70%	67%	73%
		B			C	CD						LM										
Smart/mobile phone or tablet	155	66	89	78	48	29	28	66	61	88	67	61	44	50	84	71	15	140	23	133	108	48
	31%	27%	35%	43%	31%	18%	34%	32%	29%	29%	34%	26%	35%	35%	33%	29%	28%	31%	35%	30%	33%	27%
			A	DE	E								K	K								
Sigma	500	247	253	182	158	160	81	209	210	300	200	232	127	141	257	243	54	446	65	435	325	175
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%