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Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	Total	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)	18150	8814	9336	6945	6202	5003	5729	7321	4951	9337	8813	5367	6157	6626	9885	8265	1987	16163	3326	14824	12266	5884
Base: All Respondents (wtd)	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
Very important	3529	1712	1817	1501	1177	851	1203	1376	913	1784	1745	1383	1150	995	1840	1689	472	3057	744	2785	2371	1158
	29%	29%	30%	28%	30%	30%	29%	30%	30%	31%	28%	32%	27%	30%	29%	29%	37%	29%	36%	28%	30%	28%
										J		L		L			Q		S		U	
Fairly important	5346	2611	2735	2332	1736	1278	1734	2091	1466	2658	2688	1792	1954	1600	2852	2494	527	4820	933	4413	3578	1768
	45%	44%	45%	44%	45%	45%	42%	45%	48%	46%	43%	41%	45%	48%	46%	43%	41%	45%	45%	44%	46%	42%
Not very important							F	FG		J			K	KL	O		P				U	
	2050	1082	968	945	631	474	759	789	474	897	1153	688	833	529	1075	974	197	1853	269	1781	1305	745
	17%	18%	16%	18%	16%	17%	18%	17%	16%	16%	19%	16%	19%	16%	17%	17%	15%	17%	13%	18%	17%	18%
Not at all important							H				I		KM						R			
	428	269	158	215	103	109	166	164	91	159	269	166	160	102	208	219	37	390	57	371	246	182
	4%	5%	3%	4%	3%	4%	4%	4%	3%	3%	4%	4%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%
No opinion				D		D					I											T
	647	303	344	295	220	132	309	213	102	274	373	340	230	77	281	366	47	600	51	596	315	332
	5%	5%	6%	6%	6%	5%	7%	5%	3%	5%	6%	8%	5%	2%	4%	6%	4%	6%	2%	6%	4%	8%
Sigma							GH	H			I	LM	M			N		P		R		T
	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	8875	4323	4552	3833	2913	2129	2937	3467	2379	4442	4433	3176	3105	2595	4692	4183	998	7877	1677	7198	5949	2926
	74%	72%	76%	72%	75%	75%	70%	75%	78%	77%	71%	73%	72%	79%	75%	73%	78%	73%	82%	72%	76%	70%
			A		C	C		F	FG	J				KL	O		Q		S		U	
Low2Box (Not very important/Not at all important)	2478	1352	1126	1160	734	583	925	953	564	1056	1422	854	993	631	1284	1194	235	2243	326	2152	1551	927
	21%	23%	19%	22%	19%	21%	22%	21%	19%	18%	23%	20%	23%	19%	21%	21%	18%	21%	16%	22%	20%	22%
			B		D			H			I		KM				P		R			T

Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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/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)	18150	502	1007	501	1007	1001	1023	1000	1001	1001	500	1020	509	1002	1007	501	500	500	503	529	532	1001	500	503	1000
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
Very important	3529	214	137	74	279	122	164	55	73	104	99	224	287	127	65	251	99	170	181	180	98	101	115	195	118
	29%	43%	27%	15%	56%	24%	33%	11%	15%	21%	20%	45%	57%	25%	13%	50%	20%	34%	36%	36%	20%	23%	39%	24%	24%
Fairly important		BCEFGHIJMN PQTUVX	CGHIJNPTU		ABCEFGHIJK MNQRSTUW X	CGHN	CEGHUMNP TUVX		G	CGHN	CGHN	BCEFGHIJMN PQRSTUVX	ABCEFGHIJK MNOPQRST	CGHIJNPTU		BCEFGHIJMN PQRSTUVX	CGHN	BCEGHUMNP TUVX	BCEGHUMNP TUVX	BCEGHUMNP TUVX	GHN	CGHN	CGHN	CEGHUMNP TUVX*	CGHN
	5346	193	241	203	156	243	253	203	241	235	198	227	172	271	264	187	217	222	166	205	293	243	234	253	227
	45%	39%	48%	41%	31%	49%	51%	41%	48%	47%	40%	45%	34%	54%	53%	37%	43%	44%	33%	41%	59%	49%	47%	51%	45%
Not very important		D	ACDGILORS	DR		ACDGILORS	ACDGILORS	DLR	ACDGILORS	ACDGILORS	D	ADGILOR		ABCDCEGHJK LOPQRSUX	ACDGJKLOP QRSX	D	DLR	DLR		DLR	ABCDCEGHJK LNOPQRSUV X	ACDGILORS	DLOR	DLR*	ADGILOR
	2050	63	80	141	38	88	44	146	132	110	121	35	33	76	114	39	116	69	76	84	86	121	115	23	100
	17%	13%	16%	28%	8%	18%	9%	29%	26%	22%	24%	7%	7%	15%	23%	8%	23%	14%	15%	17%	17%	24%	23%	5%	20%
Not at all important		DKLOW	DFKLOW	ABDEFIKLMO QRSTWX		ADFKLOW		ABDEFIJKLM NOPQRSTU WX	ABDEFIKLMO QRSTWX	ABDEFKLMO QRSTW	ABDEFKLMO QRSTW			DFKLOW	ABDEFKLMO QRSTW		ABDEFKLMO QRSTW	DKLOW	DFKLOW	DFKLOW	DFKLOW	ABDEFKLMO QRSTWX	ABDFKLMOQ RW	*	ABDFKLMOQ W
	428	10	13	30	2	14	9	46	27	16	54	6	1	13	11	10	28	16	10	14	8	16	24	26	24
	4%	2%	3%	6%	*	3%	2%	9%	5%	3%	11%	1%	*	3%	2%	2%	6%	3%	2%	3%	2%	3%	5%	5%	5%
No opinion		DL	DKL	ABDEFIKLMN ORSTU		DKL		ABCDCEFIHKL MNOPQRST UVX	ABDEFIKLMN ORSTU	DKL	ABCDCEFIHKL MNOPQRST UVX	DL		DKL	DL	DL	ABDEFIKLMN ORST	DKL	DL	DL	DL	DKL	DKLT	DL*	ABDEFIKLMN ORT
	647	21	30	53	25	34	31	49	27	35	28	8	7	12	46	13	40	23	67	17	15	19	12	4	31
	5%	4%	6%	11%	5%	7%	6%	10%	5%	7%	6%	2%	1%	2%	9%	3%	8%	5%	13%	3%	3%	4%	2%	1%	6%
Sigma		KL	KLMOPTVW	ABDEHIJKLM OQSTUVWX	KLMO	KLMOPTUV W	KLMO	ABDEHIJKLM OQSTUVWX	KLMOPTVW	AKLMOPTUV W	KLMOPTVW				ABDHJKLMO OQSTUVWX		ADKLMOQST UVW	KLMO	ABDEHIJKL MOPTUVW	K		KL		*	KLMOPTUV W
	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%
Summary																									
Top2Box (Very important/fairly important)	8875	406	378	277	435	364	417	258	314	339	297	451	459	399	328	438	316	391	347	385	391	344	350	448	345
	74%	81%	76%	55%	87%	73%	83%	52%	63%	68%	59%	90%	92%	80%	66%	88%	63%	78%	69%	77%	78%	69%	70%	90%	69%
Low2Box (Not very important/Not at all important)		BCEGHJNP UVX	CGHIJNP		ABCEGHJMN NPQRSTUVX	CGHIJNP	BCEGHJNP UVX		CG	CGHJ	G	ABCEFGHIJ MNOPQRSTU V	ABCEFGHIJ MNOPQRSTU V	CEGHJNP VX	CGJ	ABCEGHJMN NPQRSTUVX	CG	CEGHJNP VX	CGHJ	CGHIJNP VX	CGHIJNP VX	CGHJ	CGHJ	BCEGHJMN NPQRSTUVX*	CGHJ
	2478	73	93	170	40	102	53	193	158	126	175	41	34	89	125	49	144	85	86	98	95	137	139	49	123
	21%	15%	19%	34%	8%	20%	11%	39%	32%	25%	35%	8%	7%	18%	25%	10%	29%	17%	17%	20%	19%	27%	28%	10%	25%
		DKL	DFKLO	ABDEFIKLMN OQRSTUWX		ADFKLOW		ABDEFIHKLM NOPQRSTU VWX	ABDEFIKLMN OQRSTWX	ABDEFKLMO QRSTW	ABDEFIKLMN OPQRSTUWX			DFKLO	ABDEFKLMO QRSTW		ABDEFKLMO QRSTW	DFKLO	DFKLO	DFKLOW	DFKLOW	ABDEFKLMO QRSTW	ABDEFKLMO QRSTW	*	ABDEFKLMO QRSTW

Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high commitment to social responsibility?

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	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18150	2001	2010	7006	5598	7512	3550	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Very important	3529	240	743	847	1143	833	836	555
	29%	24%	50%	19%	33%	21%	42%	37%
		CE	ACDEFG		ACE	C	ACDE	ACE
Fairly important	5346	470	536	2046	1672	1907	857	623
	45%	47%	36%	45%	48%	48%	43%	42%
		BFG		B	BCFG	BCFG	B	B
Not very important	2050	187	141	1078	461	835	187	183
	17%	19%	9%	24%	13%	21%	9%	12%
		BDFG		ABDEFG	BF	ABDFG		
Not at all important	428	38	21	254	65	167	32	50
	4%	4%	1%	6%	2%	4%	2%	3%
		BDF		ABDEFG		BDF		BF
No opinion	647	65	59	275	160	258	88	88
	5%	6%	4%	6%	5%	6%	4%	6%
		BDF		BDF		BDF		
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (Very important/fairly important)	8875	710	1279	2893	2815	2740	1693	1179
	74%	71%	85%	64%	80%	68%	85%	79%
		CE	ACDEG		ACE	C	ACDEG	ACE
Low2Box (Not very important/Not at all important)	2478	225	162	1332	526	1002	219	233
	21%	23%	11%	30%	15%	25%	11%	16%
		BDFG		ABDEFG	BF	ABDFG		BF

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	502	207	295	206	167	129	211	197	94	177	325	203	159	140	243	259	66	436	89	413	325	177	
Base: All Respondents (wtd)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
Very important	214	99	115	87	71	55	105	81	27	82	131	141	50	23	112	102	33	180	48	166	139	74	
	43%	40%	45%	35%	49%	52%	42%	46%	38%	51%	39%	43%	42%	42%	50%	37%	53%	41%	58%	40%	47%	36%	
Fairly important				C	C*				*	J					O		*		S*		U		
	193	101	91	102	51	39	90	71	31	61	132	120	49	23	81	112	20	173	26	166	111	82	
Not very important	39%	41%	36%	41%	35%	37%	36%	40%	43%	37%	39%	37%	42%	43%	36%	41%	31%	40%	32%	40%	38%	39%	
						*			*								*		*				
Not at all important	63	27	36	39	18	6	37	17	8	14	49	45	12	6	21	42	7	56	8	55	33	30	
	13%	11%	14%	16%	12%	6%	15%	10%	11%	8%	15%	14%	10%	11%	9%	15%	11%	13%	9%	13%	11%	15%	
No opinion				E		*			*								*		*				
	10	7	3	7	2	1	5	3	1	2	9	7	3	1	5	5	3	8	1	10	5	5	
Sigma	2%	3%	1%	3%	2%	1%	2%	2%	2%	1%	3%	2%	3%	1%	2%	2%	4%	2%	1%	2%	2%	3%	
						*			*								*		*				
Sigma	21	11	10	14	2	5	14	3	4	4	17	15	4	2	6	15	-	21	*	20	6	15	
	4%	4%	4%	5%	2%	5%	6%	2%	5%	3%	5%	5%	3%	3%	3%	5%	-	5%	*	5%	2%	7%	
Summary						*			*								*		*		T		
	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top2Box (Very important/fairly important)	406	200	206	189	123	95	195	152	59	143	263	260	99	46	193	213	53	353	74	332	250	156	
Low2Box (Not very important/Not at all important)	81%	82%	81%	76%	84%	89%	78%	86%	82%	88%	78%	80%	84%	84%	86%	78%	84%	81%	90%	80%	85%	75%	
						C*		F	*	J					O		*		*		U		
	73	34	39	46	20	7	43	21	9	15	58	51	15	7	26	47	10	63	8	65	37	36	
	15%	14%	15%	19%	14%	6%	17%	12%	13%	9%	17%	16%	13%	12%	12%	17%	16%	14%	10%	16%	13%	17%	
				E		*			*		I						*		*				

Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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,V/W,X/Y/Z/a/b
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 (*)

	Australia Total	Australia																												
		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)	1007	403	604	270	345	392	242	508	257	537	470	321	338	348	544	463	105	902	139	868	639	368	630	377	294	307	208	98	100	
Base: All Respondents (wtd)	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
Very important	137	73	64	38	48	51	36	64	36	63	74	28	90	19	78	59	17	120	24	113	87	50	83	54	41	46	24	13	13	
	27%	30%	25%	20%	31%	33%	29%	25%	30%	27%	28%	21%	31%	25%	31%	24%	28%	27%	31%	27%	27%	28%	27%	29%	29%	22%	27%	32%		
					C	C							K				*		*							*	*			
Fairly important	241	110	131	103	66	73	50	133	58	122	119	67	134	40	112	128	28	213	38	202	159	82	141	100	69	71	58	22	20	
	48%	44%	52%	52%	43%	48%	40%	52%	47%	52%	45%	51%	45%	54%	44%	52%	48%	48%	50%	48%	50%	45%	47%	50%	48%	45%	52%	48%	51%	
Not very important	80	42	37	34	29	17	21	40	19	32	47	21	48	11	42	37	7	72	8	71	48	32	51	29	24	22	23	4	5	
	16%	17%	15%	17%	19%	11%	17%	16%	16%	14%	18%	16%	16%	15%	17%	15%	12%	16%	11%	17%	15%	17%	17%	14%	17%	14%	21%	9%	14%	
Not at all important	13	12	1	7	2	4	5	3	5	4	9	8	4	2	8	6	2	11	3	11	6	7	9	5	3	7	2	1	1	
	3%	5%	1%	4%	1%	3%	4%	1%	4%	2%	3%	6%	1%	3%	3%	2%	4%	3%	3%	3%	2%	4%	3%	2%	2%	5%	1%	2%	1%	
		B											L			*		*		*							*	*		
No opinion	30	10	19	15	8	7	12	14	3	13	17	9	19	2	13	16	5	25	4	25	16	13	15	14	7	11	5	7	1	
	6%	4%	8%	8%	5%	5%	10%	6%	3%	5%	6%	6%	6%	3%	5%	7%	8%	6%	5%	6%	5%	7%	5%	7%	5%	7%	4%	14%	2%	
Sigma					H										*		*		*								XZb*	*		
	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
	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%	
Summary																														
Top2Box (Very important/fairly important)	378	183	194	141	114	123	87	197	94	185	193	95	224	59	190	188	45	333	62	315	245	132	224	154	111	116	82	35	33	
	76%	74%	77%	72%	75%	81%	70%	78%	77%	79%	72%	72%	76%	80%	75%	76%	76%	75%	80%	75%	78%	72%	75%	76%	77%	74%	73%	75%	83%	
Low2Box (Not very important/Not at all important)					C										*		*		*								*	*		
	93	54	39	41	31	21	26	43	24	37	56	28	52	13	50	43	9	83	11	82	54	39	59	33	27	30	25	5	6	
	19%	22%	15%	21%	20%	14%	21%	17%	20%	16%	21%	22%	18%	18%	20%	17%	16%	19%	14%	19%	17%	21%	20%	17%	19%	19%	22%	11%	15%	
		B													*		*		*								*	*		

Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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,V/W/X,Y/Z
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
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	Non	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 (unwtd)	501	252	249	124	145	232	173	197	131	203	298	102	262	137	323	178	18	483	46	455	274	227	283	92	126	210	291		
Base: All Respondents (wtd)	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280		
Very important	74	38	36	19	24	31	31	25	18	26	48	28	22	24	47	26	2	72	9	65	37	36	43	19	12	30	43		
	15%	15%	14%	10%	16%	19%	17%	13%	14%	15%	15%	16%	12%	17%	16%	13%	14%	15%	24%	14%	14%	15%	16%	20%	9%	14%	15%		
						C			*			*					**	*	*				X*	*					
Fairly important	203	100	103	68	61	74	65	87	52	71	131	71	75	57	128	75	6	197	14	189	110	93	109	46	48	91	112		
	41%	40%	41%	37%	40%	45%	35%	45%	41%	42%	40%	41%	40%	40%	43%	36%	42%	41%	37%	41%	42%	39%	39%	51%	37%	41%	40%		
Not very important	141	75	66	61	42	37	50	48	43	49	92	39	52	49	77	63	5	136	12	128	78	63	90	21	30	53	88		
	28%	30%	27%	33%	28%	22%	27%	25%	34%	29%	28%	23%	28%	35%	26%	31%	33%	28%	33%	28%	30%	26%	32%	22%	24%	24%	31%		
Not at all important	30	16	14	19	3	7	10	12	7	9	21	6	18	6	16	13	1	29	1	29	22	8	13	2	15	18	12		
	6%	6%	6%	10%	2%	5%	6%	7%	6%	5%	6%	3%	10%	4%	6%	7%	7%	6%	3%	6%	8%	3%	4%	3%	12%	8%	4%		
No opinion	53	23	30	17	21	15	28	19	6	17	36	28	19	6	26	27	1	52	1	52	14	39	25	4	24	28	25		
	11%	9%	12%	9%	14%	9%	15%	10%	5%	10%	11%	16%	10%	4%	9%	13%	5%	11%	2%	11%	5%	16%	9%	4%	19%	13%	9%		
Sigma	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280		
	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%		
Summary																													
Top2Box (Very important/fairly important)	277	138	139	87	85	105	95	112	69	97	179	99	97	81	175	101	8	269	23	253	147	130	152	65	60	121	156		
	55%	55%	56%	47%	56%	64%	52%	59%	55%	57%	55%	58%	52%	57%	59%	49%	55%	55%	62%	55%	56%	54%	54%	71%	46%	55%	56%		
Low2Box (Not very important/Not at all important)						C			*			*					**	*	*				VX*	*					
	170	91	80	80	46	44	60	60	50	58	113	45	71	55	94	77	6	165	14	157	99	71	102	23	45	71	100		
	34%	36%	32%	44%	30%	27%	33%	31%	40%	34%	34%	26%	38%	39%	32%	37%	40%	34%	36%	34%	38%	30%	37%	25%	35%	32%	36%		
						DE			*			*	K				**	*	*				*	*					

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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	486	521	478	316	213	246	733	28	447	560	157	567	283	460	547	141	866	180	827	703	304	
Base: All Respondents (wtd)	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
Very important	279	128	151	145	87	47	89	186	4	132	147	92	141	46	120	159	40	239	48	231	190	89	
	56%	55%	56%	51%	62%	62%	57%	56%	50%	62%	51%	59%	54%	56%	59%	54%	62%	55%	61%	55%	58%	52%	
					C	C			**	J													
Fairly important	156	70	86	97	38	20	48	105	3	56	100	37	89	29	62	93	19	136	25	130	100	56	
	31%	30%	32%	34%	27%	27%	30%	31%	41%	26%	35%	24%	34%	36%	30%	32%	30%	31%	32%	31%	30%	33%	
									**	I			K	K									
Not very important	38	20	18	27	8	3	11	27	*	13	25	11	22	5	13	25	4	34	4	34	22	16	
	8%	9%	7%	10%	6%	5%	7%	8%	5%	6%	9%	7%	8%	6%	6%	9%	6%	8%	5%	8%	7%	9%	
									**														
Not at all important	2	1	1	1	1	-	-	2	-	1	1	-	1	1	1	1	-	2	-	2	1	*	
	*	*	*	*	1%	-	-	*	-	*	*	-	*	1%	*	*	-	*	-	*	*	*	
									**														
No opinion	25	13	12	14	6	5	9	16	*	9	16	16	9	1	8	17	1	24	1	24	15	10	
	5%	6%	5%	5%	4%	6%	6%	5%	4%	4%	6%	10%	3%	1%	4%	6%	2%	6%	1%	6%	5%	6%	
									**			LM								R			
Sigma	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	435	198	237	243	125	67	137	290	8	188	247	130	230	75	183	252	59	375	73	361	289	145	
	87%	85%	88%	85%	89%	89%	87%	87%	91%	89%	86%	83%	88%	92%	89%	85%	92%	86%	93%	86%	88%	85%	
									**					K					S				
Low2Box (Not very important/Not at all important)	40	21	19	28	9	3	11	29	*	14	26	11	23	5	14	26	4	36	4	36	24	16	
	8%	9%	7%	10%	6%	5%	7%	9%	5%	7%	9%	7%	9%	7%	7%	9%	6%	8%	5%	8%	7%	9%	
				E					**														

Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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,V/W/X/Y/Z/a/b

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																													
	Canada 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	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) Base: All Respondents (wtd) Very important	1001	497	504	294	310	397	203	410	388	447	554	373	461	167	530	471	98	903	130	871	669	332	60	68	99	126	-	396	252		
	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	129		
	122	60	61	35	44	42	33	49	39	50	72	48	53	21	64	58	12	110	16	105	80	42	6	9	11	17	-	44	35		
	24%	24%	24%	20%	26%	27%	31%	24%	21%	24%	24%	26%	24%	23%	24%	24%	25%	24%	26%	24%	24%	25%	19%	27%	21%	28%	-	22%	28%		
Fairly important	243	114	129	89	83	72	47	98	98	102	141	87	107	48	123	120	26	217	33	210	170	73	17	16	22	28	-	101	57		
	49%	46%	51%	50%	49%	47%	44%	48%	52%	50%	48%	47%	48%	54%	47%	50%	55%	48%	52%	48%	51%	44%	58%	49%	45%	46%	-	51%	45%		
Not very important	88	48	39	36	23	29	16	39	32	36	52	29	43	15	52	36	6	82	9	78	55	32	4	6	10	11	-	33	24		
	18%	19%	16%	20%	14%	19%	15%	19%	17%	17%	18%	16%	19%	17%	20%	15%	12%	18%	15%	18%	17%	19%	12%	18%	19%	18%	-	17%	19%		
Not at all important	14	8	6	4	5	5	3	3	8	6	8	5	8	2	10	4	2	12	3	12	10	4	1	1	3	1	-	6	4		
	3%	3%	3%	2%	3%	3%	3%	2%	4%	3%	3%	2%	4%	2%	4%	2%	4%	3%	4%	3%	3%	3%	3%	3%	2%	5%	1%	-	3%	3%	
No opinion	34	16	17	14	13	6	8	15	10	12	22	17	12	4	13	21	2	31	2	31	18	15	2	1	4	4	-	13	9		
	7%	7%	7%	8%	8%	4%	8%	8%	5%	6%	7%	9%	5%	5%	5%	9%	5%	7%	4%	7%	6%	9%	8%	4%	9%	7%	-	7%	7%		
Sigma	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	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%		
Summary																															
Top2Box (Very important/fairly important)	364	174	190	124	127	114	80	147	137	152	213	135	160	69	187	178	38	327	50	315	250	115	23	25	33	46	-	145	93		
	73%	71%	75%	70%	75%	74%	75%	72%	73%	74%	72%	72%	72%	77%	71%	74%	79%	72%	77%	72%	75%	69%	77%	76%	66%	74%	-	74%	72%		
Low2Box (Not very important/Not at all important)	102	56	46	40	29	34	19	43	40	42	60	34	51	17	62	40	8	94	12	90	65	37	5	7	12	12	-	39	27		
	20%	23%	18%	22%	17%	22%	18%	21%	21%	21%	20%	18%	23%	19%	24%	17%	16%	21%	19%	21%	20%	22%	15%	20%	25%	19%	-	20%	21%		
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Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	1023	485	538	570	365	88	69	267	687	700	323	85	256	682	655	368	98	925	355	668	891	132	
Base: All Respondents (wtd)	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97	
Very important	164	70	94	84	58	22	23	57	84	95	69	96	50	18	85	79	11	152	30	134	123	41	
	33%	28%	37%	42%	28%	23%	33%	32%	33%	26%	50%	33%	32%	36%	30%	37%	28%	33%	27%	34%	31%	42%	
Fairly important		*			*	**	**	*	*		I*	*				*	**		*			*	
	253	116	137	90	107	56	25	88	140	206	47	134	89	29	146	107	16	237	62	191	213	40	
Not very important	51%	47%	54%	45%	52%	59%	37%	50%	55%	57%	33%	46%	58%	58%	51%	50%	39%	52%	57%	49%	53%	41%	
		*			*	**	**	*	*	J	*	*		K		*	**		*			*	
Not at all important	44	34	10	22	11	11	4	24	15	32	11	28	13	3	30	13	5	39	9	35	39	5	
	9%	14%	4%	11%	5%	12%	6%	14%	6%	9%	8%	10%	8%	5%	11%	6%	11%	9%	8%	9%	10%	5%	
No opinion		B*			*	**	**	*	*		*	*			*	**		*				*	
	9	5	4	5	4	-	7	2	-	6	3	8	1	-	4	5	-	9	-	9	7	2	
Sigma	2%	2%	2%	2%	2%	-	10%	1%	-	2%	2%	3%	*	-	1%	2%	-	2%	-	2%	2%	2%	
		*			*	**	**	*	*		*	*				*	**		*			*	
Summary	31	24	7	*	25	5	10	6	15	21	10	28	2	*	21	9	9	22	9	22	21	10	
	6%	10%	3%	*	12%	6%	15%	3%	6%	6%	7%	10%	1%	1%	7%	4%	22%	5%	8%	6%	5%	10%	
Top2Box (Very important/fairly important)		B*			C*	**	**	*	*		*	LM*			*	**		*				*	
	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Low2Box (Not very important/Not at all important)	417	186	230	174	165	78	48	145	223	301	116	230	139	47	231	185	27	389	92	324	336	80	
	83%	75%	92%	87%	80%	83%	70%	82%	88%	83%	83%	78%	90%	94%	80%	87%	67%	85%	84%	83%	83%	83%	
		*	A		*	**	**	*	*		*	*	K	KL		*	**		*			*	
	53	39	14	26	15	11	11	26	15	39	14	36	14	3	35	18	5	48	9	44	46	7	
	11%	15%	6%	13%	7%	12%	16%	15%	6%	11%	10%	12%	9%	5%	12%	8%	11%	10%	8%	11%	11%	7%	
		B*			*	**	**	*	*		*	*			*	**		*				*	

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	1000	492	508	357	321	322	265	518	217	399	601	408	277	315	581	419	38	962	69	931	594	406	
Base: All Respondents (wtd)	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
Very important	55	33	22	13	20	22	16	27	11	23	32	21	20	14	32	23	3	52	4	51	30	25	
	11%	13%	9%	7%	13%	15%	13%	10%	10%	12%	11%	12%	10%	11%	11%	11%	15%	11%	13%	11%	10%	12%	
Fairly important		B			C	C											*		*				
	203	105	99	66	65	72	46	112	45	82	121	65	81	57	120	84	7	196	14	189	123	80	
Not very important	41%	42%	39%	35%	41%	48%	36%	43%	42%	42%	40%	39%	39%	46%	42%	39%	40%	41%	45%	40%	42%	39%	
						C								K			*		*				
	146	72	75	64	47	36	37	78	31	58	88	46	65	35	84	63	5	142	8	138	87	59	
	29%	29%	29%	34%	29%	24%	29%	30%	29%	30%	29%	27%	31%	29%	29%	29%	27%	29%	25%	30%	29%	29%	
Not at all important				E													*		*				
	46	21	25	24	12	10	11	22	13	17	29	15	21	10	24	22	2	45	2	44	29	17	
	9%	8%	10%	12%	8%	7%	9%	8%	12%	9%	10%	9%	10%	8%	8%	10%	9%	9%	8%	9%	10%	8%	
No opinion				E													*		*				
	49	17	32	23	15	11	18	24	6	16	33	21	21	7	27	22	2	48	3	46	26	23	
	10%	7%	13%	12%	9%	7%	14%	9%	6%	8%	11%	13%	10%	5%	9%	10%	9%	10%	9%	10%	9%	11%	
			A	E			GH					M	M				*		*				
Sigma	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	258	138	121	79	85	94	63	139	56	105	153	85	101	72	152	107	10	249	18	240	153	105	
	52%	56%	48%	42%	54%	62%	48%	53%	53%	54%	50%	51%	49%	58%	53%	50%	55%	52%	58%	51%	52%	51%	
Low2Box (Not very important/Not at all important)		B			C	CD								L			*		*				
	193	93	100	88	59	46	48	100	44	75	117	61	86	46	108	85	6	186	10	182	116	77	
	39%	37%	40%	46%	37%	30%	37%	38%	41%	38%	39%	36%	41%	37%	38%	40%	36%	39%	33%	39%	39%	37%	
				DE													*		*				

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	1001	513	488	305	338	358	307	314	380	425	576	195	627	179	659	342	80	921	183	818	689	312	
Base: All Respondents (wtd)	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
Very important	73	36	37	23	27	24	25	24	25	29	45	17	42	14	43	30	6	67	14	60	47	27	
	15%	14%	15%	13%	15%	16%	16%	15%	13%	14%	15%	15%	15%	14%	13%	17%	17%	14%	16%	14%	14%	16%	
Fairly important	241	123	118	80	89	72	73	72	97	105	136	53	137	51	154	87	16	225	44	197	166	75	
	48%	49%	47%	47%	51%	47%	46%	46%	52%	52%	45%	47%	48%	50%	47%	50%	43%	49%	50%	48%	49%	47%	
Not very important										J							*						
	132	63	68	49	41	42	39	44	49	50	81	29	74	30	90	42	11	121	22	110	92	40	
	26%	25%	28%	29%	23%	27%	25%	28%	26%	25%	27%	25%	26%	29%	28%	24%	29%	26%	25%	27%	27%	25%	
Not at all important	27	17	9	7	11	9	8	8	10	9	18	9	13	5	20	6	2	24	6	20	19	8	
	5%	7%	4%	4%	6%	6%	5%	5%	5%	4%	6%	8%	5%	5%	6%	3%	6%	5%	7%	5%	6%	5%	
No opinion		B															*						
	27	12	15	13	7	7	13	7	6	8	20	5	20	2	17	10	2	25	2	25	15	12	
	5%	5%	6%	8%	4%	4%	8%	5%	3%	4%	7%	5%	7%	2%	5%	6%	5%	5%	3%	6%	5%	7%	
Sigma							H						M				*						
	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	314	160	155	103	116	95	97	95	122	134	180	71	179	65	197	117	22	292	57	257	213	102	
	63%	63%	63%	60%	66%	63%	62%	62%	65%	67%	60%	62%	63%	64%	61%	67%	60%	63%	65%	62%	63%	63%	
Low2Box (Not very important/Not at all important)										J							*						
	158	81	78	56	52	50	47	52	60	59	99	37	87	35	110	48	13	146	28	130	110	48	
	32%	32%	31%	33%	30%	33%	30%	34%	32%	30%	33%	33%	30%	34%	34%	27%	35%	31%	32%	32%	33%	30%	
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Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	500	249	251	198	153	149	199	217	9	180	320	154	253	93	267	233	33	467	34	466	294	206	
Base: All Respondents (wtd)	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
Very important	99	49	50	33	26	40	49	41	1	34	65	35	56	9	56	43	7	92	8	91	53	46	
	20%	20%	20%	17%	18%	25%	24%	19%	19%	20%	27%	19%	11%	21%	18%	21%	20%	23%	20%	18%	22%		
Fairly important	198	77	121	78	66	54	68	98	3	77	121	44	120	34	107	91	12	186	16	182	121	77	
	40%	32%	47%	39%	47%	34%	34%	45%	38%	43%	38%	34%	41%	44%	40%	39%	34%	40%	45%	39%	41%	37%	
Not very important		A			E			F	**					*			*		*				
	121	69	52	57	25	39	46	48	2	40	81	25	73	23	64	57	7	113	5	116	74	47	
Not at all important	24%	28%	20%	28%	18%	24%	23%	22%	31%	22%	25%	20%	25%	30%	24%	25%	22%	24%	15%	25%	25%	23%	
		B		D					**					*			*		*				
No opinion	54	37	17	22	13	19	26	21	1	17	37	15	31	8	28	26	6	49	4	50	30	24	
	11%	15%	7%	11%	10%	12%	13%	10%	11%	10%	11%	11%	11%	11%	11%	11%	17%	10%	12%	11%	10%	12%	
Sigma		B							**					*			*		*				
	28	12	16	11	11	7	10	11	-	10	18	11	15	3	13	15	2	26	2	26	15	13	
Sigma	6%	5%	6%	5%	7%	4%	5%	5%	-	6%	5%	8%	5%	3%	5%	6%	6%	6%	5%	6%	5%	6%	
									**					*			*		*				
	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	297	126	171	111	92	94	117	138	4	110	187	78	176	43	163	134	19	278	24	273	174	123	
	59%	52%	67%	55%	65%	59%	59%	63%	58%	62%	58%	61%	60%	56%	61%	58%	56%	60%	69%	59%	59%	59%	
Low2Box (Not very important/Not at all important)		A							**					*			*		*				
	175	106	69	80	38	57	72	69	3	57	118	40	104	31	92	83	13	162	9	166	104	72	
	35%	43%	27%	39%	27%	36%	36%	32%	42%	32%	37%	31%	35%	41%	34%	36%	39%	35%	27%	36%	35%	34%	
		B		D					**					*			*		*				

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	1020	564	456	525	344	151	383	373	264	675	345	1	125	894	555	465	248	772	482	538	786	234	
Base: All Respondents (wtd)	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129	
Very important	224	111	113	109	76	39	78	81	65	153	71	1	30	193	118	106	60	164	110	114	172	52	
	45%	43%	47%	40%	49%	55%	40%	45%	52%	50%	37%	100%	45%	45%	46%	43%	50%	43%	48%	42%	46%	40%	
Fairly important					C	C			F	J		**						S					
	227	117	110	132	67	27	91	83	53	133	94	-	27	200	114	113	50	177	99	128	171	56	
Not very important	45%	45%	46%	48%	44%	39%	47%	47%	42%	43%	49%	-	39%	46%	45%	46%	41%	47%	44%	47%	46%	44%	
												**											
Not at all important	35	20	15	25	7	3	19	11	5	16	19	-	7	28	16	19	10	26	15	20	19	16	
	7%	8%	6%	9%	5%	4%	10%	6%	4%	5%	10%	-	11%	6%	6%	8%	8%	7%	7%	7%	5%	13%	
No opinion				DE			H			I	**										T		
	6	4	2	4	1	1	2	3	1	4	2	-	1	6	2	4	*	6	2	4	4	2	
Sigma	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	2%	*	2%	1%	2%	1%	2%	
												**											
Low2Box (Not very important/Not at all important)	8	5	2	6	2	-	5	1	2	2	6	-	3	5	4	4	1	7	1	6	5	2	
	2%	2%	1%	2%	1%	-	2%	1%	2%	1%	3%	-	4%	1%	2%	2%	1%	2%	1%	2%	1%	2%	
Summary											I	**	M						R				
	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top2Box (Very important/fairly important)	451	228	223	241	143	66	169	164	117	286	164	1	57	393	232	219	109	341	209	242	343	108	
Low2Box (Not very important/Not at all important)	90%	88%	92%	87%	93%	95%	87%	92%	94%	93%	86%	100%	84%	91%	91%	89%	91%	90%	92%	89%	92%	84%	
					C	C		F	F	J		**		L							U		
	41	25	17	29	9	4	22	14	6	20	21	-	8	34	18	23	10	31	17	25	23	18	
	8%	9%	7%	11%	6%	5%	11%	8%	5%	7%	11%	-	12%	8%	7%	9%	8%	8%	7%	9%	6%	14%	
				D			H			I	**										T		

Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	509	251	258	280	183	46	58	268	183	287	222	177	37	295	249	260	71	438	129	380	439	70	
Base: All Respondents (wtd)	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
Very important	287	145	143	156	103	28	29	161	97	163	125	101	22	165	139	148	38	249	74	213	256	32	
	57%	58%	57%	56%	59%	63%	48%	61%	55%	60%	55%	57%	59%	57%	57%	58%	54%	58%	59%	57%	60%	44%	
						*	*						*				*				U	*	
Fairly important	172	86	86	101	60	11	25	79	69	90	82	54	14	104	88	84	28	144	46	126	142	30	
	34%	35%	34%	36%	34%	26%	41%	30%	39%	33%	36%	30%	38%	36%	36%	33%	40%	33%	37%	34%	33%	42%	
						*	*		G				*				*					*	
Not very important	33	14	19	20	10	3	3	20	10	16	16	16	1	16	13	19	3	30	6	27	27	6	
	7%	6%	8%	7%	6%	6%	5%	8%	6%	6%	7%	9%	3%	6%	5%	8%	4%	7%	5%	7%	6%	8%	
						*	*						*				*					*	
Not at all important	1	1	-	-	1	-	-	1	-	1	-	1	-	-	-	1	-	1	-	1	1	-	
	*	*	-	-	1%	-	-	*	-	*	-	1%	-	-	-	*	-	*	-	*	*	-	
						*	*						*				*					*	
No opinion	7	4	3	4	1	2	3	3	1	3	4	5	-	2	2	5	1	6	-	7	3	4	
	1%	2%	1%	1%	1%	4%	5%	1%	1%	1%	2%	3%	-	1%	1%	2%	1%	1%	-	2%	1%	6%	
						D*	GH*						*				*					T*	
Sigma	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	459	231	228	257	163	39	54	240	165	253	206	154	36	269	227	232	66	393	120	339	397	62	
	92%	92%	91%	91%	93%	89%	90%	91%	94%	93%	91%	88%	97%	94%	94%	90%	95%	91%	95%	91%	93%	86%	
						*	*						*	K			*				U	*	
Low2Box (Not very important/Not at all important)	34	15	19	20	11	3	3	21	10	17	16	17	1	16	13	20	3	31	6	28	28	6	
	7%	6%	8%	7%	6%	6%	5%	8%	6%	6%	7%	10%	3%	6%	5%	8%	4%	7%	5%	7%	6%	8%	
						*	*						*				*					*	

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	1002	482	520	332	393	277	276	429	297	510	492	368	475	159	508	494	100	902	153	849	630	372	
Base: All Respondents (wtd)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
Very important	127	67	60	43	49	34	40	53	35	64	63	63	48	16	65	62	12	115	16	111	75	52	
	25%	27%	24%	24%	27%	26%	27%	24%	25%	25%	26%	26%	24%	27%	26%	25%	26%	25%	23%	26%	25%	27%	
Fairly important	271	140	132	94	104	74	77	120	75	142	129	132	105	33	137	135	24	247	40	231	170	101	
	54%	56%	53%	52%	56%	56%	52%	55%	55%	56%	52%	54%	53%	58%	55%	53%	50%	55%	56%	54%	56%	51%	
Not very important	76	33	44	33	23	19	21	34	21	35	41	36	34	6	35	41	9	67	11	66	45	31	
	15%	13%	17%	18%	13%	15%	14%	16%	15%	14%	17%	15%	17%	10%	14%	16%	19%	15%	15%	15%	15%	16%	
Not at all important	13	5	8	D	4	3	4	6	4	7	6	5	M	3	4	9	1	12	2	11	6	7	
	3%	2%	3%	3%	2%	2%	2%	3%	3%	3%	2%	2%	3%	5%	2%	4%	3%	3%	2%	3%	2%	4%	
No opinion	12	6	7		5	3	5	5	2	5	7	6	6	*	6	6	1	11	3	9	7	5	
	2%	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	1%	3%	2%	3%	2%	4%	2%	2%	3%	
Sigma	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	399	206	192	137	153	108	117	172	109	206	193	196	153	49	202	197	36	362	57	342	245	154	
	80%	83%	77%	76%	82%	81%	80%	79%	80%	82%	78%	80%	77%	85%	82%	78%	76%	80%	79%	80%	81%	78%	
Low2Box (Not very important/Not at all important)	B			C										L			*						
	89	38	51	40	27	22	25	40	24	42	47	42	39	8	39	50	10	79	12	77	51	38	
	18%	15%	21%	22%	15%	17%	17%	18%	18%	17%	19%	17%	20%	14%	16%	20%	21%	17%	17%	18%	17%	19%	
		A	D														*						

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	1007	492	515	275	351	381	636	321	50	629	378	318	242	447	491	516	46	961	73	934	656	351
Base: All Respondents (wtd)	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
Very important	65	38	27	12	17	35	42	20	3	45	20	35	13	16	37	28	6	59	8	56	42	23
	13%	15%	11%	6%	11%	22%	12%	15%	20%	16%	9%	12%	15%	14%	16%	10%	25%	12%	25%	12%	14%	12%
						CD			*	J					O		Q*		S*			
Fairly important	264	132	132	95	80	89	185	69	10	154	110	145	51	67	120	144	11	253	14	249	164	99
	53%	53%	53%	51%	51%	56%	53%	52%	62%	55%	50%	49%	57%	58%	52%	53%	46%	53%	43%	53%	54%	52%
									*					K			*		*			
Not very important	114	58	56	47	42	25	85	27	2	55	60	75	18	21	55	59	5	109	8	106	75	39
	23%	23%	22%	25%	27%	16%	24%	20%	13%	20%	27%	25%	20%	19%	24%	22%	20%	23%	24%	23%	24%	20%
				E	E				*	I		M			*		*		*			
Not at all important	11	3	8	5	4	3	8	3	-	6	5	7	1	3	3	8	-	11	-	11	6	6
	2%	1%	3%	3%	2%	2%	2%	2%	-	2%	2%	2%	1%	3%	1%	3%	-	2%	-	2%	2%	3%
									*					L			*		*			
No opinion	46	20	26	27	12	8	31	15	1	20	26	33	7	7	14	32	2	44	2	44	21	26
	9%	8%	11%	14%	8%	5%	9%	11%	5%	7%	12%	11%	8%	6%	6%	12%	9%	9%	7%	9%	7%	13%
				DE					*	I		M			N	*	*		*		T	
Sigma	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	328	170	158	107	97	124	227	88	13	199	130	180	64	84	157	172	17	312	23	306	206	122
	66%	68%	64%	58%	62%	78%	65%	66%	82%	71%	59%	61%	72%	73%	68%	63%	70%	65%	69%	65%	67%	64%
						CD			F*	J			K	K			*		*			
Low2Box (Not very important/Not at all important)	125	61	64	52	46	27	93	30	2	61	64	82	18	25	58	67	5	120	8	117	81	45
	25%	24%	26%	28%	30%	17%	27%	23%	13%	22%	29%	28%	20%	22%	26%	25%	20%	25%	24%	25%	26%	23%
				E	E				*		I						*		*			

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	501	239	262	219	197	85	348	132	21	244	257	150	156	195	276	225	118	383	139	362	344	157
Base: All Respondents (wtd)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
Very important	251	106	145	122	86	43	208	35	8	122	129	165	50	36	128	123	54	197	62	188	143	108
	50%	45%	55%	45%	55%	59%	52%	41%	68%	58%	44%	51%	49%	47%	49%	51%	53%	49%	52%	50%	48%	54%
Fairly important						*		*	**	J							*		*			
	187	105	82	111	54	22	146	39	3	64	123	115	40	32	108	79	46	142	53	134	123	64
	37%	44%	32%	41%	34%	31%	36%	44%	28%	31%	42%	36%	39%	42%	42%	33%	44%	36%	44%	35%	41%	32%
Not very important		B				*		*	**	I							*		*			
	39	15	24	26	10	4	31	8	*	14	26	25	9	6	14	25	3	36	2	37	22	18
	8%	6%	9%	10%	6%	5%	8%	9%	4%	7%	9%	8%	9%	7%	5%	10%	3%	9%	2%	10%	7%	9%
Not at all important						*		*	**								*		R			
	10	7	2	6	-	3	6	4	-	3	6	8	1	*	4	6	-	10	2	7	6	4
	2%	3%	1%	2%	-	4%	1%	4%	-	2%	2%	2%	1%	1%	1%	2%	-	2%	2%	2%	2%	2%
No opinion						D*		*	**								*		*			
	13	5	8	5	8	*	11	2	-	6	7	8	2	2	6	7	-	13	*	12	5	8
	3%	2%	3%	2%	5%	1%	3%	2%	-	3%	2%	3%	2%	3%	2%	3%	-	3%	*	3%	2%	4%
Sigma						*		*	**								*		*			
	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	438	211	227	233	140	65	353	74	11	187	252	280	90	68	236	202	100	338	116	322	266	173
	88%	89%	87%	86%	89%	90%	88%	85%	96%	89%	86%	87%	88%	89%	91%	84%	97%	85%	96%	85%	89%	85%
						*		*	**								Q*		S*			
Low2Box (Not very important/Not at all important)	49	22	27	32	10	7	37	12	*	17	32	33	10	6	18	31	3	46	5	44	27	22
	10%	9%	10%	12%	6%	10%	9%	13%	4%	8%	11%	10%	10%	8%	7%	13%	3%	12%	4%	12%	9%	11%
						*		*	**								*	P	*	R		

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	500	235	265	191	157	152	396	97	7	258	242	73	330	97	220	280	48	452	72	428	284	216
Base: All Respondents (wtd)	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
Very important	99	45	54	36	30	33	79	19	1	48	51	28	58	14	38	61	10	89	14	85	46	53
	20%	18%	21%	17%	20%	24%	20%	22%	14%	20%	20%	27%	18%	20%	18%	21%	23%	20%	21%	20%	17%	23%
Fairly important								*	**			*		*			*		*			
	217	114	102	84	66	66	176	38	3	114	103	41	146	29	104	113	17	200	30	187	132	85
	43%	46%	41%	39%	46%	47%	43%	44%	40%	47%	40%	39%	45%	42%	49%	39%	37%	44%	45%	43%	48%	37%
Not very important								*	**			*		*	O		*		*		U	
	116	53	63	63	31	22	98	15	3	47	69	17	82	18	40	76	15	102	17	100	62	54
Not at all important	23%	21%	25%	29%	21%	16%	24%	17%	46%	19%	27%	16%	25%	26%	19%	26%	32%	22%	25%	23%	23%	24%
				E				*	**			*		*			*		*			
	28	21	7	11	9	7	18	10	-	15	13	8	15	5	12	16	1	27	3	25	16	12
No opinion	6%	8%	3%	5%	6%	5%	4%	11%	-	6%	5%	8%	5%	7%	6%	5%	2%	6%	5%	6%	6%	5%
		B						F*	**			*		*			*		*			
Sigma	40	15	26	20	9	11	34	6	-	19	21	11	26	4	16	24	3	37	3	37	16	24
	8%	6%	10%	9%	6%	8%	8%	7%	-	8%	8%	11%	8%	5%	8%	8%	6%	8%	4%	9%	6%	11%
Summary								*	**			*		*			*		*			
	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Very important/fairly important)	316	160	156	121	96	99	255	57	4	162	154	69	204	43	142	173	28	288	44	272	177	139
	63%	64%	62%	56%	66%	71%	63%	65%	54%	67%	60%	66%	63%	62%	68%	60%	60%	63%	66%	63%	65%	61%
						C		*	**			*		*			*		*			
Low2Box (Not very important/Not at all important)	144	74	70	74	41	29	116	25	3	62	83	25	97	23	52	92	15	129	20	124	78	66
	29%	30%	28%	35%	28%	21%	29%	28%	46%	25%	32%	24%	30%	33%	25%	32%	34%	28%	30%	29%	29%	29%
				E				*	**			*		*			*		*			

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	500	235	265	166	179	155	56	272	172	263	237	130	266	104	267	233	34	466	57	443	329	171	
Base: All Respondents (wtd)	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
Very important	170	80	90	72	62	36	16	97	57	80	90	46	95	29	90	79	10	159	20	150	103	66	
	34%	33%	35%	34%	36%	30%	26%	35%	36%	33%	35%	31%	36%	32%	36%	32%	31%	34%	34%	34%	33%	36%	
							*							*			*		*				
	222	99	123	101	67	54	24	122	76	104	118	73	115	34	105	117	17	205	29	193	145	77	
Fairly important	44%	41%	47%	48%	40%	45%	39%	44%	48%	43%	46%	50%	43%	39%	41%	48%	52%	44%	50%	44%	46%	42%	
							*							*			*		*				
Not very important	69	38	31	30	21	18	9	43	17	37	32	18	33	18	38	31	5	65	8	61	45	24	
	14%	16%	12%	14%	12%	15%	15%	15%	11%	15%	12%	13%	13%	20%	15%	13%	14%	14%	14%	14%	14%	13%	
							*							*			*		*				
	16	10	6	7	4	5	6	6	4	6	10	3	8	5	7	9	1	15	2	14	10	6	
Not at all important	3%	4%	2%	3%	3%	4%	9%	2%	3%	2%	4%	2%	3%	6%	3%	4%	3%	3%	3%	3%	3%	3%	
							GH*							*			*		*				
No opinion	23	14	9	1	15	7	7	12	5	16	8	7	14	3	14	9	-	23	-	23	14	10	
	5%	6%	4%	*	9%	6%	11%	4%	3%	7%	3%	5%	5%	4%	6%	4%	-	5%	-	5%	4%	5%	
					C	C	H*							*			*		*				
	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	391	178	213	173	128	90	40	219	133	184	207	118	210	63	195	196	28	364	49	343	248	143	
	78%	74%	82%	82%	76%	75%	65%	78%	84%	76%	81%	81%	79%	71%	77%	80%	83%	78%	84%	78%	78%	78%	
			A				*	F	F					*			*		*				
	85	48	37	37	25	23	15	49	21	43	42	21	42	22	45	40	6	79	10	75	55	30	
Low2Box (Not very important/Not at all important)	17%	20%	14%	17%	15%	19%	24%	18%	13%	18%	16%	14%	16%	25%	18%	16%	17%	17%	16%	17%	17%	16%	
							*							KL*			*		*				

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	503	304	199	305	151	47	239	127	63	305	198	130	116	257	234	269	74	429	98	405	317	186	
Base: All Respondents (wtd)	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
Very important	181	112	69	96	59	26	99	34	19	114	67	111	46	24	89	91	27	154	32	149	108	73	
	36%	40%	32%	33%	38%	52%	37%	32%	44%	40%	32%	38%	31%	37%	44%	31%	38%	36%	37%	36%	41%	31%	
Fairly important	166	86	79	106	50	10	87	40	12	86	80	87	56	23	58	108	19	147	35	130	80	86	
	33%	31%	36%	36%	32%	19%	32%	37%	28%	30%	38%	30%	39%	35%	28%	37%	28%	34%	41%	32%	30%	36%	
Not very important					*	**		*	**								*		*				
	76	51	25	45	26	5	49	18	4	44	32	34	32	10	34	42	16	60	12	64	42	34	
Not at all important	15%	18%	12%	15%	17%	11%	18%	17%	8%	15%	15%	12%	22%	16%	16%	14%	23%	14%	14%	15%	16%	14%	
					*	**		*	**				K				*		*				
No opinion	10	2	8	10	*	-	7	2	1	4	6	8	1	1	2	8	2	8	-	10	5	6	
	2%	1%	4%	3%	*	-	3%	2%	1%	1%	3%	3%	1%	1%	1%	3%	3%	2%	-	2%	2%	2%	
Sigma					*	**		*	**								*		*				
	67	31	36	38	20	9	28	12	8	41	26	50	10	7	22	45	6	62	7	61	29	39	
Sigma	13%	11%	17%	13%	13%	18%	11%	12%	19%	14%	12%	17%	7%	10%	11%	15%	8%	14%	8%	15%	11%	16%	
					*	**		*	**			L					*		*				
Summary	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top2Box (Very important/fairly important)																							
	347	199	148	202	109	35	186	74	32	200	147	198	102	47	147	199	46	301	68	279	188	159	
Low2Box (Not very important/Not at all important)	69%	70%	68%	68%	70%	71%	69%	69%	72%	69%	70%	68%	70%	73%	72%	68%	66%	70%	78%	67%	71%	67%	
					*	**		*	**								*		*				
	86	53	33	55	26	5	56	21	4	48	38	42	33	11	36	50	18	68	12	74	46	40	
	17%	19%	15%	19%	17%	11%	21%	19%	9%	17%	18%	14%	23%	17%	18%	17%	26%	16%	14%	18%	18%	17%	
					*	**		*	**								*		*				

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	529	169	360	266	185	78	40	123	366	274	255	249	157	123	283	246	98	431	171	358	459	70	
Base: All Respondents (wtd)	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
Very important	180	70	110	102	45	33	31	49	100	83	97	90	63	27	90	89	24	156	45	135	136	44	
	36%	29%	42%	36%	33%	43%	51%	42%	31%	37%	35%	39%	41%	23%	35%	38%	26%	38%	29%	39%	34%	45%	
Fairly important			A			*	**	*				M	M	*			*	P				*	
	205	99	106	120	61	24	15	46	145	85	120	82	62	61	110	95	43	161	66	139	172	33	
	41%	41%	41%	42%	45%	31%	24%	39%	45%	37%	44%	35%	41%	52%	42%	40%	47%	40%	43%	40%	43%	34%	
Not very important						*	**	*						K*			*					*	
	84	51	34	47	24	14	8	18	59	44	41	37	23	25	51	33	22	62	36	48	72	12	
	17%	21%	13%	16%	17%	18%	13%	15%	18%	19%	15%	16%	15%	21%	19%	14%	24%	15%	23%	14%	18%	13%	
Not at all important			B			*	**	*						*			*	S				*	
	14	8	5	8	3	3	3	2	8	4	9	9	2	3	4	10	2	12	5	8	10	3	
	3%	3%	2%	3%	2%	3%	6%	2%	3%	2%	3%	4%	1%	2%	1%	4%	2%	3%	3%	2%	3%	4%	
No opinion						*	**	*						*			*					*	
	17	12	5	10	5	3	4	3	11	11	7	13	2	2	7	10	1	16	2	16	13	4	
	3%	5%	2%	4%	3%	4%	7%	2%	3%	5%	2%	6%	2%	2%	3%	4%	1%	4%	1%	5%	3%	4%	
						*	**	*						*			*					*	
Sigma	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	385	169	216	222	106	57	46	95	244	168	217	171	125	88	200	184	67	318	111	274	308	77	
	77%	70%	83%	77%	77%	75%	75%	81%	76%	74%	79%	74%	83%	75%	76%	78%	73%	78%	72%	79%	76%	79%	
			A			*	**	*						*			*					*	
Low2Box (Not very important/Not at all important)	98	59	39	55	26	17	11	19	67	48	50	46	24	28	55	43	24	74	41	57	82	16	
	20%	25%	15%	19%	19%	22%	19%	17%	21%	21%	18%	20%	16%	23%	21%	18%	26%	18%	27%	16%	20%	16%	
			B			*	**	*						*			*		S			*	

Corporate Social Responsibility Section

C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	532	308	224	172	204	156	85	192	255	349	183	8	141	383	310	222	76	456	115	417	416	116	
Base: All Respondents (wtd)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133	
Very important	98	51	46	31	35	31	24	28	45	61	37	1	27	69	57	40	19	79	30	67	77	21	
	20%	20%	19%	15%	20%	28%	27%	15%	20%	21%	18%	8%	19%	20%	22%	17%	31%	18%	34%	16%	21%	15%	
Fairly important						C	G*					**					Q*		S				
	293	151	142	129	108	56	44	121	128	171	122	5	86	202	150	143	29	265	42	251	214	80	
Not very important	59%	60%	58%	61%	61%	51%	47%	66%	57%	58%	59%	52%	58%	59%	58%	60%	47%	60%	48%	61%	58%	60%	
							*	FH				**					*	P		R			
	86	44	42	37	29	20	15	31	40	49	38	1	24	62	48	39	10	76	12	74	65	21	
	17%	17%	17%	18%	16%	18%	16%	17%	18%	17%	18%	8%	16%	18%	18%	16%	17%	17%	14%	18%	18%	16%	
Not at all important							*					**					*						
	8	3	5	4	4	1	1	1	6	4	4	-	3	6	4	4	1	7	2	6	6	3	
No opinion	2%	1%	2%	2%	2%	1%	1%	*	3%	2%	2%	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
							*					**					*						
	15	3	12	10	2	2	8	1	5	8	7	3	9	3	-	15	1	13	1	13	5	9	
	3%	1%	5%	5%	1%	2%	9%	1%	2%	3%	3%	32%	6%	1%	-	6%	2%	3%	2%	3%	1%	7%	
Sigma			A	D			GH*					**	M			N	*					T	
	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	391	202	189	160	144	88	68	149	173	231	159	6	113	271	207	183	48	343	72	318	291	100	
	78%	80%	76%	76%	80%	79%	74%	82%	77%	79%	77%	60%	76%	79%	80%	76%	79%	78%	82%	77%	79%	75%	
Low2Box (Not very important/Not at all important)							*					**					*						
	95	47	47	41	33	21	16	32	47	53	42	1	26	68	52	43	11	83	14	80	71	24	
	19%	19%	19%	19%	19%	19%	17%	17%	21%	18%	20%	8%	18%	20%	20%	18%	19%	19%	16%	20%	19%	18%	
							*					**					*						

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	1001	500	501	382	397	222	715	241	45	443	558	649	81	271	485	516	90	911	93	908	545	456	
Base: All Respondents (wtd)	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
Very important	101	50	51	45	34	22	70	25	6	38	63	48	21	33	47	54	9	92	11	90	55	46	
	20%	20%	21%	22%	18%	20%	20%	21%	24%	18%	22%	19%	18%	24%	20%	21%	23%	20%	24%	20%	20%	20%	
Fairly important	243	117	126	96	89	57	177	56	10	112	131	125	54	64	117	126	21	222	20	223	131	112	
	49%	46%	51%	47%	47%	54%	50%	47%	38%	52%	46%	50%	47%	47%	48%	49%	51%	48%	42%	49%	48%	49%	
Not very important									*				*				*		*				
	121	63	57	48	53	19	83	31	7	53	67	57	31	33	63	58	9	112	13	108	68	53	
	24%	25%	23%	24%	28%	18%	23%	26%	27%	25%	24%	23%	27%	24%	26%	23%	21%	24%	27%	24%	25%	23%	
Not at all important				E					*				*				*		*				
	16	12	5	8	5	3	8	6	3	5	11	7	4	6	7	9	1	15	2	14	8	8	
No opinion	3%	5%	2%	4%	2%	3%	2%	5%	10%	2%	4%	3%	4%	4%	3%	4%	3%	3%	5%	3%	3%	4%	
		B						F	F*				*				*		*				
	19	10	9	6	8	5	17	2	-	6	13	13	4	1	9	10	1	18	1	18	9	10	
	4%	4%	4%	3%	4%	5%	5%	2%	-	3%	5%	5%	4%	1%	4%	4%	3%	4%	2%	4%	3%	4%	
Sigma									*			M	*				*		*				
	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	344	167	177	142	123	79	247	81	16	150	194	172	75	97	165	179	30	314	31	313	186	158	
	69%	66%	71%	69%	65%	74%	70%	67%	63%	70%	68%	69%	65%	71%	68%	70%	73%	68%	66%	69%	69%	69%	
Low2Box (Not very important/Not at all important)					D				*				*				*		*				
	137	75	62	57	58	22	91	37	9	59	78	64	35	38	70	67	10	127	15	122	76	61	
	27%	30%	25%	28%	31%	21%	26%	31%	37%	27%	27%	26%	31%	28%	29%	26%	24%	28%	32%	27%	28%	27%	
				E					*				*				*		*				

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	500	236	264	177	131	192	200	225	75	165	335	346	76	78	312	188	38	462	56	444	307	193
Base: All Respondents (wtd)	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
Very important	115	64	51	42	32	41	33	61	21	42	73	24	62	29	71	44	14	101	16	99	82	33
	23%	25%	21%	23%	22%	24%	17%	29%	21%	25%	22%	23%	24%	22%	22%	25%	30%	22%	23%	23%	24%	21%
Fairly important			*	*	*	*	*	*	*	*			*	*		*	**		**			*
	234	100	135	82	69	83	93	85	56	86	149	47	121	66	164	70	14	221	33	201	156	78
	47%	39%	55%	44%	48%	49%	50%	40%	55%	51%	45%	45%	46%	50%	51%	39%	29%	49%	47%	47%	46%	50%
Not very important			A*	*	*	*	*	*	*	*			*	*		*	**		**			*
	115	64	51	46	34	35	38	57	20	35	80	22	69	24	63	52	12	103	12	103	82	33
	23%	25%	21%	25%	24%	20%	20%	27%	20%	21%	24%	21%	26%	18%	20%	29%	26%	23%	17%	24%	24%	21%
Not at all important			*	*	*	*	*	*	*	*			*	*		*	**		**			*
	24	18	6	11	3	10	17	4	3	3	21	4	6	14	15	9	7	17	9	15	14	10
	5%	7%	3%	6%	2%	6%	9%	2%	3%	2%	6%	4%	2%	10%	5%	5%	14%	4%	12%	4%	4%	6%
No opinion			*	*	*	*	*	*	*	*			*	L*		*	**		**			*
	12	8	3	5	5	2	8	3	1	2	10	8	4	-	7	4	1	11	1	11	8	4
	2%	3%	1%	2%	3%	1%	4%	2%	1%	1%	3%	7%	2%	-	2%	2%	2%	2%	1%	3%	2%	2%
Sigma			*	*	*	*	*	*	*	*		LM	*	*		*	**		**			*
	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	350	164	186	124	102	124	126	146	77	128	222	71	183	95	235	115	28	322	50	300	238	111
	70%	65%	75%	67%	71%	73%	67%	69%	77%	76%	67%	68%	70%	72%	73%	64%	59%	71%	70%	70%	70%	70%
			*	*	*	*	*	*	*	*			*	*		*	**		**			*
Low2Box (Not very important/Not at all important)	139	82	57	57	37	45	55	61	23	38	101	26	75	37	78	61	19	120	21	118	96	43
	28%	32%	23%	31%	26%	26%	29%	29%	23%	22%	30%	25%	29%	28%	24%	34%	40%	27%	29%	27%	28%	27%
			*	*	*	*	*	*	*	*			*	*		*	**		**			*

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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)	503	281	222	214	238	51	10	146	347	356	147	136	79	288	326	177	80	423	200	303	385	118
Base: All Respondents (wtd)	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
Very important	195	83	112	90	72	33	2	48	145	117	78	84	26	84	111	84	29	165	63	131	152	43
	39%	33%	45%	34%	42%	51%	18%	29%	45%	35%	48%	55%	26%	35%	36%	45%	50%	37%	37%	40%	41%	33%
Fairly important			**	**		*	**	**			**	**	**			**	*	*	**			**
	253	131	122	134	89	30	5	87	160	198	54	39	72	142	186	67	22	231	97	156	200	53
	51%	52%	49%	51%	52%	46%	63%	52%	49%	59%	33%	25%	70%	58%	60%	35%	38%	52%	57%	47%	54%	41%
Not very important			**	**		*	**	**			**	**	**			**	*	*	**			**
	23	13	10	12	8	2	-	6	17	15	8	4	4	15	12	11	5	17	9	13	16	7
	5%	5%	4%	5%	5%	4%	-	4%	5%	4%	5%	2%	4%	6%	4%	6%	9%	4%	5%	4%	4%	5%
Not at all important			**	**		*	**	**			**	**	**			**	*	*	**			**
	26	23	3	24	2	-	-	24	2	4	23	24	-	2	1	25	-	26	1	25	1	25
	5%	9%	1%	9%	1%	-	-	15%	1%	1%	14%	16%	-	1%	*	13%	-	6%	1%	8%	*	19%
No opinion			**	**		*	**	**			**	**	**			**	*	*	**			**
	4	2	1	2	1	-	2	1	1	3	1	3	1	1	2	2	1	2	-	4	2	2
	1%	1%	1%	1%	1%	-	19%	*	*	1%	*	2%	1%	*	1%	1%	2%	1%	-	1%	*	1%
Sigma			**	**		*	**	**			**	**	**			**	*	*	**			**
	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	448	214	233	223	161	63	7	135	306	315	132	123	98	226	296	151	52	396	160	287	352	96
	90%	85%	94%	85%	94%	96%	81%	81%	94%	94%	81%	80%	95%	93%	95%	80%	89%	90%	94%	87%	95%	74%
			**	**		*	**	**			**	**	**			**	*	*	**			**
Low2Box (Not very important/Not at all important)	49	36	13	37	10	2	-	30	19	18	31	28	4	17	13	36	5	43	10	38	17	32
	10%	14%	5%	14%	6%	4%	-	18%	6%	5%	19%	18%	4%	7%	4%	19%	9%	10%	6%	12%	5%	25%
			**	**		*	**	**			**	**	**			**	*	*	**			**

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	1001	481	520	345	310	346	228	590	183	425	576	273	321	407	591	410	83	918	128	873	654	347
Base: All Respondents (wtd)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171
Very important	104	48	56	33	33	38	28	58	18	42	62	27	32	44	63	40	12	91	19	84	69	35
	21%	19%	22%	18%	22%	23%	25%	19%	19%	20%	21%	20%	20%	22%	21%	20%	30%	20%	30%	19%	21%	20%
Fairly important	235	107	129	88	74	73	45	144	46	97	138	63	68	104	144	92	17	219	27	208	159	77
	47%	43%	51%	47%	48%	46%	40%	49%	51%	47%	47%	47%	43%	50%	49%	45%	41%	48%	42%	48%	48%	45%
Not very important		A						F	F					L			*					
	110	62	48	37	37	36	23	66	21	52	59	25	39	46	66	44	7	103	11	99	74	36
Not at all important	22%	25%	19%	20%	24%	22%	20%	22%	23%	25%	20%	19%	24%	22%	22%	22%	18%	22%	17%	23%	23%	21%
		B															*					
No opinion	16	11	4	7	3	7	5	8	2	7	9	5	6	5	10	6	2	14	3	13	10	6
	3%	5%	2%	4%	2%	4%	5%	3%	2%	3%	3%	4%	4%	2%	3%	3%	5%	3%	5%	3%	3%	4%
Sigma		B															*					
	35	19	16	21	7	7	11	20	5	10	25	13	15	7	12	23	3	32	4	31	18	17
Sigma	7%	8%	6%	11%	4%	5%	9%	7%	5%	5%	8%	10%	9%	3%	4%	11%	6%	7%	6%	7%	5%	10%
				DE							I	M	M			N	*					T
Summary	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Very important/fairly important)	339	154	185	121	107	111	74	202	64	139	200	91	100	148	207	132	29	310	46	293	227	112
Low2Box (Not very important/Not at all important)	68%	63%	73%	65%	70%	69%	65%	68%	70%	67%	68%	68%	62%	72%	70%	64%	71%	68%	72%	67%	69%	65%
		A												L			*					
	126	73	53	43	40	43	28	75	23	58	68	30	45	51	76	50	9	117	14	112	84	42
	25%	30%	21%	23%	26%	26%	25%	25%	25%	28%	23%	23%	28%	25%	26%	25%	23%	25%	22%	26%	25%	25%
		B															*					

Corporate Social Responsibility Section
C1. When forming a decision about buying a product or service from a particular company or organization, how important is it to you that it shows a high degree of social responsibility?

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 (*)

	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)	1000	453	547	294	322	384	144	424	432	639	361	361	355	284	516	484	106	894	135	865	637	363
Base: All Respondents (wtd)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
Very important	118	57	61	34	38	46	17	53	48	79	39	55	33	30	57	61	16	103	21	97	71	47
	24%	23%	24%	19%	24%	29%	21%	26%	23%	26%	20%	24%	26%	21%	22%	25%	31%	23%	33%	22%	23%	25%
Fairly important	227	110	117	86	72	69	33	100	94	139	88	106	54	67	114	113	20	207	27	200	148	79
	45%	44%	46%	47%	45%	43%	40%	48%	45%	45%	46%	46%	42%	48%	45%	46%	40%	46%	41%	46%	47%	43%
Not very important																	*					
	100	53	46	38	31	30	15	37	47	60	39	49	26	25	54	45	11	89	11	88	65	35
Not at all important	20%	22%	18%	21%	20%	19%	19%	18%	23%	20%	20%	21%	20%	18%	21%	19%	22%	20%	17%	20%	21%	19%
																	*					
No opinion	24	17	7	10	5	9	5	7	12	14	10	5	8	11	16	8	2	21	4	20	16	8
	5%	7%	3%	5%	3%	6%	6%	3%	6%	5%	5%	2%	6%	8%	6%	3%	4%	5%	6%	5%	5%	4%
Sigma		B											K	K	O		*					
	31	11	21	15	12	5	12	11	8	15	16	17	7	7	14	17	2	30	2	29	15	17
	6%	4%	8%	8%	7%	3%	15%	5%	4%	5%	8%	7%	6%	5%	6%	7%	3%	7%	3%	7%	5%	9%
			A	E	E		GH				I						*					T
	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	345	167	179	120	109	115	49	154	142	218	127	161	86	98	172	174	36	310	49	297	220	126
	69%	67%	71%	66%	69%	72%	61%	73%	68%	71%	66%	69%	68%	69%	67%	71%	71%	69%	74%	68%	70%	68%
Low2Box (Not very important/Not at all important)								F									*					
	123	70	53	47	37	39	20	44	59	74	49	54	33	36	70	53	13	110	16	108	81	42
	25%	28%	21%	26%	23%	25%	25%	21%	28%	24%	25%	23%	26%	26%	27%	22%	26%	25%	23%	25%	26%	23%
		B						G									*					

Corporate Social Responsibility Section
C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	Total	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)	18150	8814	9336	6945	6202	5003	5729	7321	4951	9337	8813	5367	6157	6626	9885	8265	1987	16163	3326	14824	12266	5884
Base: All Respondents (wtd)	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
Very important	4052	1917	2136	1726	1349	978	1347	1608	1060	1983	2070	1438	1412	1202	2208	1845	550	3502	868	3184	2895	1158
	34%	32%	35%	33%	35%	34%	32%	35%	35%	34%	33%	33%	33%	36%	35%	32%	43%	33%	42%	32%	37%	28%
			A					F						KL	O		Q		S		U	
Fairly important	4517	2293	2224	1956	1574	987	1376	1776	1321	2297	2221	1448	1701	1368	2516	2001	459	4058	823	3694	3329	1188
	38%	38%	37%	37%	41%	35%	33%	38%	43%	40%	36%	33%	39%	41%	40%	35%	36%	38%	40%	37%	43%	28%
				CE				F	FG	J			K	K	O				S		U	
Not very important	1327	791	536	661	401	265	473	520	319	591	736	504	471	351	732	595	130	1197	190	1136	927	400
	11%	13%	9%	13%	10%	9%	11%	11%	10%	10%	12%	12%	11%	11%	12%	10%	10%	11%	9%	11%	12%	10%
		B		DE						I					O				R		U	
Not at all important	302	197	105	150	92	59	103	120	74	140	161	117	103	81	179	122	27	274	50	251	231	71
	3%	3%	2%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	2%	2%	3%	2%	3%	3%	2%
		B													O						U	
No opinion	515	243	272	262	137	117	248	179	72	207	308	231	192	92	241	275	31	485	32	484	283	232
	4%	4%	5%	5%	4%	4%	6%	4%	2%	4%	5%	5%	4%	3%	4%	5%	2%	5%	2%	5%	4%	6%
				D			GH	H			I	M	M			N		P		R		T
Not employed / Self employed	1287	538	749	534	313	439	623	429	199	555	732	631	447	209	382	905	83	1204	91	1196	152	1135
	11%	9%	12%	10%	8%	15%	15%	9%	7%	10%	12%	14%	10%	6%	6%	16%	6%	11%	4%	12%	2%	27%
			A	D		CD	GH	H			I	LM	M			N		P		R		T
Sigma	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	8569	4209	4360	3681	2923	1965	2724	3384	2381	4279	4290	2886	3114	2570	4724	3846	1010	7560	1691	6878	6224	2346
	71%	70%	72%	70%	76%	69%	65%	73%	78%	74%	69%	66%	72%	78%	75%	67%	79%	71%	82%	69%	80%	56%
			A		CE			F	FG	J			K	KL	O		Q		S		U	
Low2Box (Not very important/Not at all important)	1628	987	641	811	493	324	576	641	393	731	898	621	575	432	911	717	158	1471	240	1388	1157	471
	14%	17%	11%	15%	13%	11%	14%	14%	13%	13%	14%	14%	13%	13%	15%	12%	12%	14%	12%	14%	15%	11%
		B		DE						I					O				R		U	

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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/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)	18150	502	1007	501	1007	1001	1023	1000	1001	1001	500	1020	509	1002	1007	501	500	500	503	529	532	1001	500	503	1000
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	
Very important	4052	243	149	125	303	161	100	85	122	117	141	243	261	199	52	281	168	162	163	214	99	127	188	217	133
	34%	49%	30%	25%	61%	32%	20%	17%	24%	23%	28%	49%	52%	40%	10%	56%	34%	32%	33%	43%	20%	25%	38%	43%	27%
Fairly important		BCEFGHIJMN PQRTUVX	FGHINT	GN	ABCEFGHIJKL MNQRSTUV WX	CFGHINTUX	N	N	GNT	GN	FGINT	BCEFGHIJMN PQRTUVX	BCEFGHIJMN PQRTUVX	BCEFGHIJNP QRTUX		ABCEFGHIJK MNQRSTUV X	CFGHINTUX	CFGHINTUX	CFGHINTUX	BCEFGHIJNP QRTUX	N	GNT	BCFGHINTU X	BCFGHINTU X*	GNT
	4517	137	176	208	85	182	251	199	225	180	174	180	182	182	210	136	207	178	144	187	266	216	205	226	183
	38%	27%	35%	42%	17%	36%	50%	40%	45%	36%	35%	36%	36%	36%	42%	27%	41%	36%	29%	37%	53%	43%	41%	45%	37%
Not very important		D	ADO	ABDJOR		ADOR	ABDEGIJKLM NOPQRSX	ADOR	ABDEGIJKLM OQRSX	ADOR	ADO	ADOR	ADOR	ADOR	ABDEIJKMO QRX	D	ABDJOR	ADO	D	ADOR	ABCEDEGHIJK LMNOPQRS IUVX	ABDEIJKLMO QRX	ADOR	ADOR*	ADOR
	1327	33	51	63	36	43	74	72	71	59	51	41	28	41	102	36	62	58	65	55	86	68	36	41	54
	11%	7%	10%	13%	7%	9%	15%	14%	14%	12%	10%	8%	6%	8%	20%	7%	12%	12%	13%	11%	17%	14%	7%	8%	11%
Not at all important			AL	ADEKLMOV		L	ADEKLMOV	ABDEIJKLMO VX	ABDEIJKLMO VX	ADEKLMOV	L				ABCEDEGHIJK LMOPQRSUV WX		ADEKLMOV	ADKLMO	ADEKLMOV	ADL	ABDEIJKLMO PQSVWX	ADEKLMOV		*	ADL
	302	13	7	5	9	10	23	35	19	13	20	5	5	13	16	7	9	22	13	6	8	17	7	1	18
	3%	3%	1%	1%	2%	2%	5%	7%	4%	3%	4%	1%	1%	3%	3%	1%	2%	4%	3%	1%	2%	3%	1%	*	4%
No opinion		K				K	BCKLST	ABCEDEHIJKL MNOPRSTUV WX	BCDEKLOPST	CKL	BCDEKLOPST			CKL	BCKLS			BCDEKLOPST VW				BCKLST		*	BCDKLOPST
	515	24	23	36	19	23	15	43	24	23	47	9	7	7	40	13	28	19	30	11	21	14	13	1	25
	4%	5%	5%	7%	4%	5%	3%	9%	5%	5%	9%	2%	1%	1%	8%	3%	6%	4%	6%	2%	4%	3%	3%	*	5%
Not employed / Self employed		KLMSW	KLMSW	DFKLMOQST UVW	KLMW	KLMSW		ABDEFGHIKLM OPQSTUVWX	KLMSUW	KLMSW	ABDEFGHIKLM OPQSTUVWX				ABDEFGHIKLM OQSTUVWX		KLMOUW	KLMW	KLMOUW		KLMW	M		*	KLMSUW
	1287	51	93	63	47	81	38	66	40	108	66	22	17	58	80	27	26	60	84	27	21	58	50	14	88
	11%	10%	19%	13%	9%	16%	8%	13%	8%	22%	13%	4%	3%	12%	16%	5%	5%	12%	17%	5%	4%	12%	10%	3%	18%
Sigma		KLOPSTW	ACDFGHIJKL MOPQSTUV W	HKLOPSTW	KLOPSTW	ADFGHKLMOP QSTUVW	L	DFHKLOPST W	KLT	ACDFGHIJKL MNOPQSTU VWX	DFHKLOPST W			HKLOPSTW	ADFGHKLMOP STUVW			HKLOPSTW	ADFGHKLMOP STUVW			HKLOPSTW	KLPSTW	*	ACDFGHIJKL MOPQSTUV W
	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
Summary	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%
Top2Box (Very important/fairly important)	8569	380	325	333	388	343	351	284	346	297	315	422	443	381	262	417	375	340	307	401	364	342	394	443	315
	71%	76%	65%	67%	78%	69%	70%	57%	69%	59%	63%	84%	89%	76%	52%	83%	75%	68%	61%	80%	73%	68%	79%	89%	63%
Low2Box (Not very important/Not at all important)		BCEGHJNQ RUX	GIN	GIN	BCEFGHIJNQ RUX	GIJNRX	GINR		GIJNRX	N	GN	ABCEFGHIJ MNQRSTUX	ABCEFGHIJ KMNOPQRST UVX	BCEGHJNQ RUX		ABCEFGHIJ MNQRSTUX	BCEGHJNQ RUX	GIN	N	BCEFGHIJNQ RTUX	BCGIJNRX	GINRX	BCEGHJNQ RUX	ABCEFGHIJ MNQRSTUX*	GN
	1628	46	58	68	45	54	96	107	90	73	71	46	33	54	118	43	71	80	78	62	94	85	43	43	72
	14%	9%	12%	14%	9%	11%	19%	21%	18%	15%	14%	9%	7%	11%	24%	9%	14%	16%	16%	12%	19%	17%	9%	9%	14%
			L	DKLO		L	ABDEKLMO SVW	ABCEIJKLM OPQRSUVW X	ABCEIJKLM OSVWX	ADEKLMOV	ADKLOV			L	ABCEIJKLM MOPQRSUV WX		ADKLOV	ABDEKLMOV	ADEKLMOV	L	ABCEIJKLM OPSVWX	ABDEKLMO V		*	ADEKLMOV

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environ

Proportions/Means: - 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)	18150	2001	2010	7006	5598	7512	3550	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Very important	4052	294	827	1271	1066	1030	808	595
	34%	29%	55%	28%	30%	26%	40%	40%
		E	ACDEFG	E	CE		ACDE	ACDE
Fairly important	4517	364	358	1796	1442	1538	694	557
	38%	36%	24%	40%	41%	38%	35%	37%
		B		ABF	ABEF	BF	B	B
Not very important	1327	97	105	522	441	500	209	162
	11%	10%	7%	12%	13%	12%	10%	11%
		B		AB	ABF	ABF	B	B
Not at all important	302	28	30	138	85	146	59	21
	3%	3%	2%	3%	2%	4%	3%	1%
				BG		BDG		
No opinion	515	48	56	237	134	205	62	41
	4%	5%	4%	5%	4%	5%	3%	3%
		FG		BDFG		BDFG		
Not employed / Self employed	1287	169	126	536	332	581	168	124
	11%	17%	8%	12%	9%	15%	8%	8%
		BCDEFG		BDFG		BCDFG		
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (Very important/fairly important)	8569	658	1185	3067	2508	2568	1502	1151
	71%	66%	79%	68%	72%	64%	75%	77%
			ACDEF	E	ACE		ACDE	ACDE
Low2Box (Not very important/Not at all important)	1628	125	134	660	526	646	268	183
	14%	13%	9%	15%	15%	16%	13%	12%
		B		AB	AB	ABCFG	B	

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	502	207	295	206	167	129	211	197	94	177	325	203	159	140	243	259	66	436	89	413	325	177
Base: All Respondents (wtd)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207
Very important	243	113	131	97	80	66	108	103	32	90	153	143	67	33	135	108	35	208	51	192	168	75
	49%	46%	51%	39%	55%	63%	43%	58%	45%	56%	45%	44%	56%	60%	39%	55%	48%	61%	46%	57%	36%	
Fairly important					C	C*		F	*				K	K	O		*		S*		U	
	137	69	68	74	36	27	64	45	27	48	89	87	35	15	56	80	19	117	20	116	89	48
	27%	28%	27%	30%	25%	26%	26%	26%	37%	29%	26%	27%	30%	27%	25%	29%	31%	27%	25%	28%	30%	23%
Not very important					*			*									*		*			
	33	25	8	19	13	-	18	8	6	6	27	23	6	3	16	17	4	29	4	29	22	11
Not at all important	7%	10%	3%	8%	9%	-	7%	5%	8%	4%	8%	7%	5%	6%	7%	6%	6%	7%	5%	7%	8%	5%
		B		E	E	*			*					*			*		*			
	13	10	3	11	-	2	7	5	1	2	11	11	2	*	4	9	2	11	4	9	8	5
No opinion	3%	4%	1%	4%	-	2%	3%	3%	1%	1%	3%	3%	1%	1%	2%	3%	3%	3%	5%	2%	3%	3%
				D		*			*								*		*			
Not employed / Self employed	24	14	9	17	4	2	20	2	1	3	20	21	2	1	7	17	2	22	1	23	3	20
	5%	6%	4%	7%	3%	2%	8%	1%	2%	2%	6%	6%	2%	2%	3%	6%	3%	5%	1%	6%	1%	10%
Sigma					*		G		*								*		*		T	
	51	14	37	31	12	8	34	12	5	14	37	42	6	2	8	43	1	50	2	49	3	48
	10%	6%	14%	12%	8%	8%	14%	7%	7%	8%	11%	13%	5%	4%	3%	16%	1%	11%	3%	12%	1%	23%
Low2Box (Not very important/Not at all important)			A		*				*			LM			N	*	P	*	R		T	
	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	380	181	198	170	116	94	172	148	59	138	242	230	102	48	191	189	54	326	71	309	257	123
	76%	74%	78%	69%	79%	88%	68%	84%	82%	85%	72%	70%	86%	87%	85%	69%	86%	74%	86%	74%	88%	59%
Low2Box (Not very important/Not at all important)				C	C*		F	F*	J				K	K	O		*		S*		U	
	46	35	11	30	13	2	26	13	6	8	38	34	8	4	20	26	6	40	8	37	30	16
	9%	14%	4%	12%	9%	2%	10%	8%	9%	5%	11%	10%	7%	7%	9%	9%	9%	9%	10%	9%	10%	8%
		B		E	E	*			*		I						*		*			

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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,V/W,X/Y/Z/a/b

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 (*)

		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)	1007	403	604	270	345	392	242	508	257	537	470	321	338	348	544	463	105	902	139	868	639	368	630	377	294	307	208	98	100	
Base: All Respondents (wtd)	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
Very important	149	75	74	55	47	47	29	79	41	63	86	31	93	26	79	70	20	129	28	122	111	38	90	60	45	47	28	14	16	
	30%	30%	29%	28%	31%	31%	23%	31%	34%	27%	32%	23%	31%	35%	31%	28%	34%	29%	36%	29%	35%	21%	30%	30%	31%	30%	25%	30%	39%	
									F				K	K			*		*		U						*	Z*		
Fairly important	176	88	88	67	60	49	28	104	44	94	82	45	105	27	97	79	25	151	31	145	141	36	106	70	51	54	44	15	12	
	35%	36%	35%	34%	40%	32%	22%	41%	36%	40%	31%	34%	35%	37%	38%	32%	43%	34%	40%	34%	45%	19%	36%	35%	35%	35%	39%	31%	31%	
								F		F	J						*		*		U						*	*		
Not very important	51	30	22	25	16	10	12	24	16	23	28	17	28	6	27	24	3	48	4	48	36	15	31	20	15	15	15	5	1	
	10%	12%	9%	13%	11%	7%	10%	9%	13%	10%	11%	13%	10%	8%	11%	10%	6%	11%	5%	11%	11%	8%	11%	10%	11%	10%	13%	11%	2%	
				E											*		*		*		b			b	b	b	b*	*		
Not at all important	7	4	3	4	2	2	2	4	1	4	2	2	3	2	5	2	1	6	3	4	6	1	3	4	3	2	2	*	*	
	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	4%	1%	2%	1%	1%	2%	2%	1%	1%	*	1%	
															*		*		S*								*	*		
No opinion	23	10	13	11	6	6	8	12	3	10	13	7	12	4	11	12	2	21	3	20	12	11	16	7	6	7	2	3	4	
	5%	4%	5%	6%	4%	4%	7%	5%	3%	4%	5%	6%	4%	5%	4%	5%	3%	5%	4%	5%	4%	6%	5%	3%	4%	5%	2%	6%	11%	
															*		*		*								*	*	Z*	
Not employed / Self employed	93	40	53	35	21	37	46	32	16	40	54	30	54	10	34	59	8	85	9	85	11	83	52	41	24	32	21	10	7	
	19%	16%	21%	18%	14%	25%	37%	13%	13%	17%	20%	23%	18%	13%	14%	24%	14%	19%	11%	20%	3%	45%	18%	20%	17%	20%	19%	20%	17%	
				D			GH					M			N	*	*		*		T						*	*		
Sigma	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
	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%	
Summary																														
Top2box (Very important/fairly important)	325	163	162	121	108	96	57	183	86	157	168	75	197	53	177	149	45	280	59	267	252	74	196	129	96	101	72	29	28	
	65%	66%	64%	62%	71%	64%	46%	72%	71%	67%	63%	57%	67%	72%	70%	60%	76%	64%	76%	63%	80%	40%	66%	64%	66%	64%	64%	62%	70%	
								F		F			K	K	O		Q*		S*		U						*	*		
Low2box (Not very important/Not at all important)	58	34	24	29	18	12	14	28	16	27	31	19	31	8	32	26	4	54	7	51	41	17	34	24	18	17	17	5	1	
	12%	14%	10%	15%	12%	8%	11%	11%	14%	12%	12%	15%	11%	10%	13%	11%	7%	12%	9%	12%	13%	9%	11%	12%	13%	11%	15%	12%	3%	
				E											*		*		*				b	b	b	b	*	*		

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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,V/W/X,Y/Z
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
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	Total	Non	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 (unwtd)	501	252	249	124	145	232	173	197	131	203	298	102	262	137	323	178	18	483	46	455	274	227	283	92	126	210	291
Base: All Respondents (wtd)	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
Very important	125	48	76	46	35	44	54	46	24	35	90	44	40	40	74	51	5	120	14	111	71	54	67	35	23	58	67
	25%	19%	31%	25%	23%	26%	30%	24%	19%	20%	28%	26%	22%	28%	25%	25%	33%	25%	38%	24%	27%	22%	24%	38%	18%	26%	24%
Fairly important	208	118	90	80	69	59	58	89	61	74	134	63	83	62	131	78	6	202	15	193	134	74	118	40	50	87	121
	42%	47%	36%	43%	46%	36%	32%	46%	49%	43%	41%	37%	45%	44%	44%	38%	44%	42%	40%	42%	52%	31%	42%	44%	39%	39%	43%
Not very important	63	38	25	25	22	16	21	25	17	24	38	18	29	16	41	22	2	61	8	55	39	23	40	5	17	22	41
	13%	15%	10%	14%	15%	9%	11%	13%	13%	14%	12%	10%	16%	11%	14%	11%	15%	12%	21%	12%	15%	10%	14%	6%	14%	10%	15%
Not at all important	5	4	1	1	2	2	1	1	2	2	3	-	3	2	4	1	*	4	-	5	4	1	3	-	2	2	3
	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	-	2%	1%	1%	*	3%	1%	-	1%	1%	*	1%	-	2%	1%	1%
No opinion	36	18	19	13	9	15	17	13	6	16	20	14	15	6	19	17	-	36	-	36	10	26	25	3	8	11	25
	7%	7%	8%	7%	6%	9%	9%	7%	5%	9%	6%	8%	8%	4%	6%	8%	-	7%	-	8%	4%	11%	9%	3%	6%	5%	9%
Not employed / Self employed	63	26	37	19	14	30	32	17	15	21	42	32	15	16	27	37	1	63	1	63	1	62	26	8	29	40	23
	13%	10%	15%	11%	9%	18%	17%	9%	12%	12%	13%	19%	8%	11%	9%	18%	5%	13%	2%	14%	1%	26%	9%	9%	23%	18%	8%
Sigma	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
	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%
Summary																											
Top2Box (Very important/fairly important)	333	166	167	126	104	103	113	135	85	109	224	108	123	102	204	129	11	322	29	304	205	128	185	75	73	144	189
	67%	66%	67%	68%	69%	62%	61%	71%	68%	63%	68%	62%	66%	72%	69%	63%	76%	66%	77%	66%	79%	53%	66%	82%	56%	66%	67%
Low2Box (Not very important/Not at all important)	68	41	26	26	24	17	22	27	19	26	41	18	32	18	45	23	3	65	8	60	43	24	43	5	20	24	43
	14%	16%	11%	14%	16%	10%	12%	14%	15%	15%	13%	10%	17%	12%	15%	11%	19%	13%	21%	13%	17%	10%	15%	6%	15%	11%	15%
									*			*					**		*				W	*	*		

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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	486	521	478	316	213	246	733	28	447	560	157	567	283	460	547	141	866	180	827	703	304
Base: All Respondents (wtd)	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172
Very important	303	138	165	155	96	51	84	214	5	138	165	93	156	55	134	169	43	260	53	251	212	91
	61%	59%	62%	54%	69%	69%	54%	64%	60%	66%	57%	59%	59%	68%	65%	57%	66%	60%	67%	59%	65%	53%
Fairly important					C	C		F	**	J				L	O						U	
	85	37	48	54	22	9	23	60	2	33	53	19	52	15	36	50	14	71	17	69	60	25
	17%	16%	18%	19%	16%	12%	15%	18%	23%	16%	18%	12%	20%	18%	17%	17%	22%	16%	21%	16%	18%	14%
Not very important				E				**					K									
	36	20	16	26	10	1	12	24	*	11	25	13	19	4	12	24	3	33	6	31	24	12
	7%	9%	6%	9%	7%	2%	7%	7%	4%	5%	9%	9%	7%	4%	6%	8%	5%	8%	7%	7%	7%	7%
Not at all important				E	E			**														
	9	6	3	8	1	-	4	5	-	2	7	4	4	1	2	7	1	8	1	8	6	3
	2%	3%	1%	3%	1%	-	3%	2%	-	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%
No opinion				DE				**														
	19	9	9	14	2	3	11	7	-	5	13	8	9	2	6	12	1	18	1	18	10	8
	4%	4%	4%	5%	1%	4%	7%	2%	-	3%	5%	5%	3%	2%	3%	4%	1%	4%	1%	4%	3%	5%
Not employed / Self employed				D			G	**											R			
	47	21	26	27	10	10	23	24	1	21	26	20	23	5	14	33	2	45	2	46	15	33
	9%	9%	10%	10%	7%	14%	14%	7%	13%	10%	9%	13%	9%	6%	7%	11%	4%	10%	2%	11%	4%	19%
Sigma				D		G		**				M			N		P		R			
	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	388	175	213	210	118	60	108	274	7	171	217	111	207	70	170	219	57	331	69	319	273	116
	78%	76%	80%	74%	85%	81%	68%	82%	83%	81%	75%	71%	79%	86%	83%	74%	88%	76%	88%	76%	83%	67%
				C			F	**				K	KL	O		Q		S		U		
Low2Box (Not very important/Not at all important)	45	26	19	34	10	1	16	29	*	14	32	17	24	5	14	31	5	41	7	38	31	15
	9%	11%	7%	12%	7%	2%	10%	9%	4%	6%	11%	11%	9%	6%	7%	10%	7%	9%	9%	9%	9%	9%
		B		E	E			**		I												

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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,V/W/X/Y/Z/a/b
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																													
	Canada 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	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)	1001	497	504	294	310	397	203	410	388	447	554	373	461	167	530	471	98	903	130	871	669	332	60	68	99	126	-	396	252		
	500	247	253	178	169	154	108	205	194	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	129		
	161	82	80	49	55	57	32	65	64	71	91	57	72	32	86	76	16	145	23	138	124	38	8	13	22	27	-	57	47		
Very important	32%	33%	31%	28%	33%	37%	30%	32%	34%	34%	31%	31%	32%	35%	33%	32%	34%	32%	36%	32%	37%	23%	27%	39%	27%	36%	-	29%	37%		
					C												*				U		*	*	*						
Fairly important	182	81	101	70	66	45	31	80	71	70	112	62	84	36	96	86	22	159	27	154	145	36	12	14	17	24	-	71	43		
	36%	33%	40%	40%	39%	29%	29%	39%	38%	34%	38%	33%	38%	39%	37%	36%	47%	35%	43%	35%	43%	22%	40%	42%	35%	39%	-	36%	33%		
			A	E	E			F	F								Q*				U		*	*	*						
Not very important	43	28	15	19	10	14	10	13	20	17	27	15	21	8	30	13	2	42	5	38	32	11	2	2	7	4	-	17	11		
	9%	11%	6%	11%	6%	9%	9%	6%	11%	8%	9%	8%	9%	9%	11%	6%	3%	9%	8%	9%	10%	7%	8%	6%	15%	7%	-	9%	8%		
		B		D				G	O						O		*						*	*	y*						
Not at all important	10	8	2	3	2	6	2	5	3	7	3	5	4	1	8	2	1	9	2	9	7	4	-	*	1	1	-	6	2		
	2%	3%	1%	1%	1%	4%	2%	3%	2%	3%	1%	3%	2%	1%	3%	1%	2%	2%	3%	2%	2%	2%	-	1%	2%	1%	-	3%	2%		
		B						H	J						O		*						*	*	*						
No opinion	23	12	11	9	9	5	5	12	5	10	13	11	9	3	13	10	1	22	1	22	16	7	2	1	2	3	-	10	5		
	5%	5%	4%	5%	5%	3%	5%	6%	3%	5%	4%	6%	4%	3%	5%	4%	2%	5%	2%	5%	5%	4%	5%	2%	4%	5%	-	5%	4%		
								I	K								*						*	*	*						
Not employed / Self employed	81	36	45	27	26	27	27	30	24	32	49	37	33	11	29	51	5	75	6	75	10	71	6	3	8	8	-	35	21		
	16%	15%	18%	15%	16%	18%	25%	14%	13%	15%	17%	20%	15%	12%	11%	21%	11%	17%	9%	17%	3%	42%	21%	10%	16%	12%	-	18%	16%		
								GH				M			N	*				R	T	*	*	*							
Sigma	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	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%	100%	
Summary																															
Top2Box (Very important/fairly important)	343	163	180	119	121	102	63	145	135	140	202	119	157	67	181	161	38	304	51	292	269	74	20	27	31	46	-	129	90		
	69%	66%	71%	67%	72%	67%	59%	71%	72%	68%	69%	64%	70%	74%	69%	68%	81%	67%	79%	67%	81%	44%	67%	82%	62%	75%	-	65%	70%		
							F	F	F					K		Q*				U	*	*	3a*	*	3a						
Low2Box (Not very important/Not at all important)	54	37	17	22	12	20	12	18	24	24	30	20	25	9	38	16	3	51	7	47	39	15	2	2	9	5	-	23	13		
	11%	15%	7%	12%	7%	13%	11%	9%	13%	12%	10%	11%	11%	10%	15%	7%	5%	11%	10%	11%	12%	9%	8%	7%	17%	7%	-	12%	10%		
		B		D		D									O		*					*	*	y*							

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	1023	485	538	570	365	88	69	267	687	700	323	85	256	682	655	368	98	925	355	668	891	132
Base: All Respondents (wtd)	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97
Very important	100	53	47	62	28	10	13	22	65	58	42	57	30	13	55	45	8	92	17	83	78	22
	20%	21%	19%	31%	14%	11%	19%	12%	26%	16%	30%	19%	19%	25%	19%	21%	21%	20%	15%	21%	19%	22%
		*		D	*	**	**	*	G*		I*	*				*	**		*			*
Fairly important	251	113	139	91	117	42	26	92	133	188	63	129	91	31	144	107	10	241	61	190	218	33
	50%	45%	55%	46%	57%	45%	37%	52%	52%	52%	45%	44%	59%	62%	50%	51%	25%	52%	55%	49%	54%	34%
		*			*	**	**	*	*		*	*	K	K		*	**		*		U	*
Not very important	74	39	35	33	21	19	13	35	26	56	18	45	23	5	41	33	9	65	15	59	56	17
	15%	16%	14%	17%	10%	20%	19%	20%	10%	15%	13%	15%	15%	10%	14%	15%	21%	14%	13%	15%	14%	18%
		*			*	**	**	*	*		*	*	*			*	**		*			*
Not at all important	23	13	10	7	11	5	4	8	10	23	*	20	3	1	18	5	-	23	4	19	22	1
	5%	5%	4%	3%	5%	5%	6%	5%	4%	6%	*	7%	2%	1%	6%	2%	-	5%	4%	5%	5%	1%
		*			*	**	**	*	*		*	*				*	**		*			*
No opinion	15	11	4	5	8	2	2	9	4	10	5	8	6	1	10	5	-	15	*	15	15	-
	3%	4%	1%	3%	4%	2%	2%	5%	2%	3%	4%	3%	4%	2%	3%	2%	-	3%	*	4%	4%	-
		*			*	**	**	*	*		*	*				*	**		*			*
Not employed / Self employed	38	21	17	2	19	16	12	11	15	26	12	36	2	*	20	18	13	24	13	24	14	24
	8%	8%	7%	1%	9%	17%	17%	6%	6%	7%	8%	12%	1%	*	7%	8%	33%	5%	12%	6%	3%	25%
		*			C*	**	**	*	*		*	LM*				*	**		*			T*
Sigma	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	351	165	186	153	146	52	39	114	198	246	105	186	121	44	199	152	19	332	78	274	296	55
	70%	66%	74%	76%	71%	56%	56%	65%	78%	68%	75%	63%	78%	87%	69%	71%	46%	72%	71%	70%	74%	57%
		*			*	**	**	*	*		*	*	K	KL		*	**		*			*
Low2Box (Not very important/Not at all important)	96	52	45	40	32	24	17	43	36	78	18	65	26	6	59	38	9	88	19	78	78	18
	19%	21%	18%	20%	16%	25%	25%	24%	14%	22%	13%	22%	17%	11%	20%	18%	21%	19%	17%	20%	19%	19%
		*			*	**	**	*	*		*	M*				*	**		*			*

Corporate Social Responsibility Section
C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	1000	492	508	357	321	322	265	518	217	399	601	408	277	315	581	419	38	962	69	931	594	406
Base: All Respondents (wtd)	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205
Very important	85	46	39	26	28	31	18	43	24	36	49	29	30	26	50	35	3	81	6	78	52	33
	17%	19%	15%	14%	18%	20%	14%	16%	22%	18%	16%	17%	14%	21%	17%	16%	20%	17%	20%	17%	17%	16%
Fairly important					C				F					L			*		*			
	199	99	100	67	77	55	49	108	42	81	118	66	79	54	124	75	7	192	13	185	140	59
	40%	40%	39%	35%	49%	36%	38%	41%	40%	41%	39%	39%	38%	44%	43%	35%	41%	40%	43%	40%	47%	29%
Not very important					CE										O		*		*		U	
	72	39	33	31	21	19	16	38	18	27	44	20	36	16	44	28	3	68	3	68	45	27
Not at all important	14%	16%	13%	16%	13%	13%	12%	14%	17%	14%	15%	12%	17%	13%	15%	13%	20%	14%	11%	15%	15%	13%
															*		*		*			
	35	18	17	17	12	5	9	19	7	11	24	11	16	8	18	17	*	35	2	33	28	7
No opinion	7%	7%	7%	9%	8%	3%	7%	7%	6%	6%	8%	7%	8%	6%	6%	8%	2%	7%	5%	7%	9%	4%
				E	E												*		*		U	
	43	19	25	23	9	11	16	22	5	14	29	17	18	8	25	19	1	42	3	40	25	18
Not employed / Self employed	9%	8%	10%	12%	5%	8%	12%	9%	5%	7%	10%	10%	9%	6%	9%	9%	7%	9%	10%	9%	8%	9%
				D			H										*		*			
	66	26	40	26	11	29	21	35	10	28	39	24	30	12	26	40	2	64	3	63	6	60
Sigma	13%	11%	16%	14%	7%	19%	16%	13%	10%	14%	13%	14%	14%	10%	9%	19%	11%	13%	10%	14%	2%	29%
			A	D		CD	H								N	*	*		*		T	
	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205
Summary	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Very important/fairly important)	284	145	139	93	105	86	67	150	66	116	168	95	109	80	173	110	11	273	20	264	191	92
	57%	59%	55%	49%	66%	57%	52%	57%	62%	59%	55%	57%	52%	65%	61%	51%	60%	57%	64%	56%	65%	45%
					CE	C			F					KL	O		*		*		U	
Low2Box (Not very important/Not at all important)	107	57	50	49	34	24	25	56	25	39	68	31	52	24	62	45	4	103	5	101	72	34
	21%	23%	20%	26%	21%	16%	20%	21%	23%	20%	22%	19%	25%	19%	22%	21%	22%	21%	16%	22%	25%	17%
				E													*		*		U	

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	1001	513	488	305	338	358	307	314	380	425	576	195	627	179	659	342	80	921	183	818	689	312	
Base: All Respondents (wtd)	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
Very important	122	61	60	36	39	46	39	38	45	52	70	32	65	24	79	43	10	111	27	95	83	39	
	24%	24%	24%	21%	22%	30%	25%	24%	24%	26%	23%	28%	23%	24%	24%	24%	28%	24%	30%	23%	24%	24%	
Fairly important						CD											*		S				
	225	114	111	74	87	64	63	67	94	95	129	47	130	48	147	78	13	212	34	190	164	61	
	45%	45%	45%	43%	50%	42%	40%	44%	50%	47%	43%	41%	46%	47%	45%	44%	35%	46%	39%	46%	48%	38%	
Not very important					E				F								*				U		
	71	37	34	31	25	15	21	24	25	24	47	13	43	15	49	22	3	67	12	58	51	19	
	14%	15%	14%	18%	14%	10%	13%	16%	13%	12%	16%	12%	15%	15%	15%	12%	9%	15%	14%	14%	15%	12%	
Not at all important				E													*						
	19	12	7	5	9	6	3	8	9	10	9	7	8	4	15	4	2	17	5	14	16	3	
	4%	5%	3%	3%	5%	4%	2%	5%	5%	5%	3%	6%	3%	4%	5%	2%	6%	4%	5%	3%	5%	2%	
No opinion								F					L				*				U		
	24	9	15	12	8	5	10	7	8	8	17	3	18	4	13	12	1	23	1	24	14	10	
	5%	4%	6%	7%	4%	3%	6%	4%	4%	4%	6%	3%	6%	3%	4%	7%	3%	5%	1%	6%	4%	6%	
Not employed / Self employed				E													*		R				
	40	19	21	15	8	17	21	11	8	13	27	11	22	7	22	18	7	33	9	31	10	30	
	8%	8%	8%	8%	5%	11%	13%	7%	4%	6%	9%	10%	8%	7%	7%	10%	19%	7%	10%	8%	3%	19%	
Sigma						D	GH										Q*				T		
	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top28Box (Very important/fairly important)	346	175	171	110	126	110	103	105	138	147	199	79	195	72	226	121	23	323	61	285	246	100	
	69%	69%	69%	64%	72%	72%	65%	68%	74%	73%	67%	70%	68%	71%	70%	69%	63%	70%	70%	69%	73%	62%	
				C	C				F	J							*				U		
Low28Box (Not very important/Not at all important)	90	49	41	36	34	20	24	32	34	34	56	20	51	19	64	26	6	84	17	73	68	22	
	18%	19%	16%	21%	19%	13%	15%	21%	18%	17%	19%	18%	18%	19%	20%	15%	15%	18%	20%	18%	20%	14%	
				E	E												*				U		

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	500	249	251	198	153	149	199	217	9	180	320	154	253	93	267	233	33	467	34	466	294	206	
Base: All Respondents (wtd)	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
Very important	141	62	79	51	47	43	52	74	1	45	96	37	82	22	89	53	8	133	7	134	99	42	
	28%	26%	31%	25%	33%	27%	26%	34%	19%	26%	30%	29%	28%	29%	33%	23%	25%	29%	21%	29%	34%	20%	
Fairly important									**					*	O		*		*		U		
	174	80	94	74	54	47	60	83	2	70	104	47	99	28	95	79	12	162	15	159	117	57	
	35%	33%	37%	37%	38%	30%	30%	38%	32%	39%	32%	37%	34%	36%	35%	34%	35%	35%	44%	34%	40%	27%	
Not very important									**					*			*		*		U		
	51	38	13	23	16	12	20	24	1	11	40	11	31	9	29	22	5	45	3	48	37	14	
Not at all important	10%	16%	5%	11%	11%	8%	10%	11%	10%	6%	12%	8%	11%	12%	11%	9%	16%	10%	9%	10%	13%	7%	
		B							**		I			*			*		*		U		
	20	15	5	13	5	2	6	8	2	5	15	2	13	5	12	8	-	20	1	19	16	4	
No opinion	4%	6%	2%	6%	4%	1%	3%	4%	23%	3%	5%	1%	5%	6%	5%	3%	-	4%	3%	4%	5%	2%	
		B		E					**					K*			*		*				
	47	21	27	15	11	21	21	18	1	20	28	15	27	6	27	20	5	42	5	42	19	28	
Not employed / Self employed	9%	9%	10%	8%	8%	13%	10%	8%	16%	11%	9%	11%	9%	8%	10%	9%	15%	9%	14%	9%	7%	13%	
									**					*			*		*		T		
	66	28	38	26	8	33	39	13	-	27	40	18	41	7	17	50	3	63	3	63	4	63	
Sigma	13%	12%	15%	13%	5%	21%	20%	6%	-	15%	12%	14%	14%	9%	6%	22%	9%	14%	9%	14%	1%	30%	
				D		CD			**					*		N	*		*		T		
	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	315	142	173	125	101	90	113	157	4	115	200	85	181	50	183	132	20	295	22	293	216	99	
	63%	58%	68%	62%	72%	57%	57%	72%	52%	65%	62%	65%	62%	65%	68%	57%	59%	63%	65%	63%	74%	48%	
Low2Box (Not very important/Not at all important)		A			E			F	**					*	O		*		*		U		
	71	53	18	36	21	14	27	32	3	16	54	12	45	14	42	29	5	65	4	67	53	18	
	14%	22%	7%	18%	15%	9%	13%	14%	33%	9%	17%	9%	15%	18%	15%	13%	16%	14%	11%	14%	18%	9%	
		B		E					**		I			K*			*		*		U		

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	1020	564	456	525	344	151	383	373	264	675	345	1	125	894	555	465	248	772	482	538	786	234	
Base: All Respondents (wtd)	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129	
Very important	243	120	122	124	81	38	88	88	66	158	85	1	28	215	125	118	66	177	121	122	188	55	
	49%	47%	51%	45%	52%	55%	45%	49%	53%	51%	44%	100%	41%	50%	49%	48%	55%	47%	53%	45%	51%	42%	
Fairly important					C	C				J		**					Q		S		U		
	180	93	87	105	53	21	69	67	44	113	67	-	24	156	89	91	38	142	80	100	134	46	
	36%	36%	36%	38%	35%	31%	35%	37%	35%	37%	35%	-	35%	36%	35%	37%	31%	37%	35%	37%	36%	36%	
Not very important												**											
	41	20	21	27	11	3	19	14	8	20	21	-	5	37	26	15	11	30	20	21	34	7	
	8%	8%	9%	10%	7%	5%	9%	8%	7%	6%	11%	-	7%	8%	10%	6%	9%	8%	9%	8%	9%	5%	
Not at all important					E					I	**						O				U		
	5	4	*	3	1	*	2	2	1	3	2	-	1	4	4	1	1	4	2	2	3	2	
	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	*	1%	1%	1%	1%	1%	2%	
No opinion												**											
	9	6	4	6	2	1	6	2	1	4	5	-	3	6	4	5	1	8	1	8	6	3	
	2%	2%	1%	2%	1%	2%	3%	1%	1%	1%	3%	-	5%	1%	2%	2%	1%	2%	1%	3%	2%	3%	
Not employed / Self employed							GH					**	M							R			
	22	15	8	11	6	5	11	6	5	11	11	-	7	15	7	15	4	19	3	19	6	16	
	4%	6%	3%	4%	4%	7%	6%	4%	4%	4%	6%	-	11%	4%	3%	6%	3%	5%	1%	7%	2%	13%	
Sigma												**	M				N			R		T	
	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	422	213	210	229	134	60	157	155	110	271	151	1	51	370	214	209	104	319	201	222	322	101	
	84%	83%	87%	83%	87%	86%	81%	86%	88%	88%	79%	100%	76%	86%	84%	85%	86%	84%	88%	81%	87%	78%	
Low2Box (Not very important/Not at all important)							F	F	F	J		**	L					S		U			
	46	25	21	30	12	4	21	16	9	22	23	-	6	40	29	17	12	34	22	24	37	9	
	9%	10%	9%	11%	8%	5%	10%	9%	7%	7%	12%	-	8%	9%	12%	7%	10%	9%	10%	9%	10%	7%	
				E						I	**				O								

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	509	251	258	280	183	46	58	268	183	287	222	177	37	295	249	260	71	438	129	380	439	70	
Base: All Respondents (wtd)	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
Very important	261	133	128	141	94	26	26	142	93	152	109	83	19	160	132	129	42	219	71	190	236	25	
	52%	53%	51%	50%	54%	59%	43%	54%	53%	56%	48%	47%	50%	56%	55%	50%	61%	51%	56%	51%	55%	35%	
Fairly important						*	*						*			*				U	*		
	182	90	92	101	68	13	21	88	73	96	86	63	15	103	91	91	22	160	46	136	158	24	
	36%	36%	37%	36%	39%	30%	35%	34%	41%	35%	38%	36%	41%	36%	38%	35%	31%	37%	37%	36%	37%	33%	
Not very important						*	*						*			*					*		
	28	17	12	20	7	2	3	18	7	12	16	16	2	10	13	16	2	27	6	22	23	5	
	6%	7%	5%	7%	4%	4%	5%	7%	4%	5%	7%	9%	5%	4%	5%	6%	3%	6%	5%	6%	5%	7%	
Not at all important						*	*					M	*			*					*		
	5	3	2	3	2	-	-	5	-	3	2	-	-	5	2	3	2	3	2	3	4	1	
	1%	1%	1%	1%	1%	-	-	2%	-	1%	1%	-	-	2%	1%	1%	3%	1%	2%	1%	1%	1%	
No opinion						*	*						*			*					*		
	7	4	3	6	1	-	4	2	1	2	5	5	-	2	2	5	2	5	1	6	4	3	
	1%	2%	1%	2%	1%	-	7%	1%	1%	1%	2%	3%	-	1%	1%	2%	3%	1%	1%	2%	1%	5%	
Not employed / Self employed						*	GH*						*			*					T*		
	17	4	13	11	3	3	6	8	3	7	10	9	1	6	2	15	-	17	-	17	4	13	
	3%	2%	5%	4%	2%	6%	10%	3%	2%	3%	4%	5%	3%	2%	1%	6%	-	4%	-	5%	1%	18%	
Sigma			A			*	GH*						*			N	*			R		T*	
	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	443	222	221	241	162	39	47	231	165	249	194	145	34	263	224	219	64	379	117	325	393	50	
	89%	89%	88%	86%	93%	89%	78%	88%	94%	91%	86%	83%	92%	92%	92%	85%	92%	88%	93%	87%	92%	69%	
Low2Box (Not very important/Not at all important)					C	*	*						*	K	O		*				U	*	
	33	19	14	23	9	2	3	23	7	15	18	16	2	15	15	18	4	29	8	25	27	6	
	7%	8%	5%	8%	5%	4%	5%	9%	4%	6%	8%	9%	5%	5%	6%	7%	5%	7%	6%	7%	6%	9%	
						*	*	H					*			*						*	

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	1002	482	520	332	393	277	276	429	297	510	492	368	475	159	508	494	100	902	153	849	630	372	
Base: All Respondents (wtd)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
Very important	199	97	102	69	81	49	60	90	48	103	96	95	75	29	105	93	19	180	30	168	133	66	
	40%	39%	41%	38%	44%	37%	41%	42%	36%	41%	39%	39%	38%	50%	43%	37%	40%	40%	43%	39%	44%	33%	
Fairly important														KL			*				U		
	182	100	83	61	70	51	41	83	59	98	84	84	78	20	98	84	21	161	32	151	129	54	
Not very important	36%	40%	33%	34%	38%	39%	28%	38%	43%	39%	34%	34%	39%	35%	40%	33%	44%	36%	44%	35%	43%	27%	
		B						F	F						O		*		S		U		
	41	20	21	15	15	11	11	15	14	20	21	22	15	4	25	16	4	37	5	36	27	14	
Not at all important	8%	8%	8%	8%	8%	9%	8%	7%	10%	8%	9%	9%	8%	7%	10%	6%	8%	8%	7%	8%	9%	7%	
															O		*						
	13	5	8	7	3	2	4	5	3	5	7	6	6	1	6	7	*	12	*	12	7	5	
No opinion	3%	2%	3%	4%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	3%	1%	3%	1%	3%	2%	3%	
																	*						
	7	3	4	4	2	1	2	3	2	2	5	3	3	-	3	4	1	6	1	6	3	4	
Not employed / Self employed	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	-	1%	2%	1%	1%	2%	1%	1%	2%	
																	*						
	58	26	32	26	15	18	29	20	10	24	34	34	21	4	10	48	3	56	3	56	3	55	
Sigma	12%	10%	13%	14%	8%	13%	19%	9%	7%	10%	14%	14%	11%	7%	4%	19%	5%	12%	4%	13%	1%	28%	
				D		D	GH				I	M				N	*	P		R		T	
	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	381	196	185	130	151	100	101	174	107	201	180	179	153	49	204	178	40	341	62	319	262	119	
	76%	79%	74%	72%	81%	75%	69%	80%	79%	80%	73%	74%	77%	85%	82%	70%	85%	75%	87%	75%	87%	60%	
Low2Box (Not very important/Not at all important)				C			F	F	J					KL	O		Q*		S		U		
	54	25	29	22	18	14	16	21	17	25	28	27	21	5	31	23	4	49	6	48	34	19	
	11%	10%	11%	12%	10%	10%	11%	9%	13%	10%	11%	11%	11%	8%	12%	9%	9%	11%	8%	11%	11%	10%	
																	*						

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	1007	492	515	275	351	381	636	321	50	629	378	318	242	447	491	516	46	961	73	934	656	351
Base: All Respondents (wtd)	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
Very important	52	26	26	11	17	24	30	20	2	31	21	27	10	16	27	26	5	47	7	46	33	19
	10%	10%	10%	6%	11%	15%	9%	15%	12%	11%	10%	9%	11%	14%	12%	9%	23%	10%	20%	10%	11%	10%
Fairly important						C		F	*					K			Q*		S*			
	210	106	104	74	69	67	150	53	7	126	84	113	41	55	108	102	7	203	12	198	147	63
	42%	42%	42%	40%	44%	42%	43%	40%	46%	45%	38%	38%	46%	48%	47%	38%	29%	43%	35%	42%	48%	33%
Not very important									*					K	O		*		*		U	
	102	58	44	38	37	27	76	23	3	54	48	62	20	21	53	49	6	96	9	93	76	26
Not at all important	20%	23%	18%	21%	24%	17%	22%	17%	22%	19%	22%	21%	22%	18%	23%	18%	27%	20%	28%	20%	25%	13%
					E				*								*		*		U	
	16	11	5	7	5	4	13	3	-	8	8	9	3	4	8	8	*	16	-	16	13	3
No opinion	3%	4%	2%	4%	3%	2%	4%	2%	-	3%	4%	3%	3%	3%	3%	3%	1%	3%	-	3%	4%	2%
		B							*								*		*			
	40	21	19	21	12	7	27	12	2	17	23	28	4	8	20	21	2	38	3	37	32	8
Not employed / Self employed	8%	8%	8%	11%	8%	5%	8%	9%	10%	6%	11%	10%	5%	7%	9%	8%	9%	8%	9%	8%	11%	4%
				E					*		I						*		*		U	
	80	28	51	33	16	30	56	23	1	43	37	56	12	12	14	66	3	77	3	77	7	73
Sigma	16%	11%	21%	18%	10%	19%	16%	17%	9%	15%	17%	19%	14%	10%	6%	24%	11%	16%	9%	16%	2%	38%
			A	D		D			*			M				N	*		*		T	
	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
Summary	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Very important/fairly important)	262	132	130	85	86	91	180	73	9	157	105	140	51	71	135	127	12	250	18	244	179	83
	52%	53%	52%	46%	55%	57%	51%	55%	58%	56%	48%	47%	57%	62%	59%	47%	52%	52%	55%	52%	58%	43%
					C				*	J			K	K	O		*		*		U	
Low2Box (Not very important/Not at all important)	118	70	48	46	42	31	89	25	3	62	56	71	22	25	61	57	7	111	9	109	89	29
	24%	28%	19%	25%	27%	19%	25%	19%	22%	22%	25%	24%	25%	21%	26%	21%	28%	23%	28%	23%	29%	15%
		B			E				*								*		*		U	

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	501	239	262	219	197	85	348	132	21	244	257	150	156	195	276	225	118	383	139	362	344	157
Base: All Respondents (wtd)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
Very important	281	125	156	142	95	44	226	48	8	131	150	174	62	45	153	128	75	206	79	202	177	104
	56%	52%	60%	53%	60%	60%	56%	54%	68%	63%	52%	54%	60%	60%	59%	53%	73%	52%	65%	53%	59%	51%
Fairly important						*		*	**								Q*		*			
	136	62	74	77	46	12	103	30	3	49	87	88	27	21	76	60	23	113	33	102	91	45
	27%	26%	28%	29%	29%	17%	26%	34%	29%	23%	30%	27%	26%	27%	29%	25%	22%	28%	28%	27%	30%	22%
Not very important						*		*	**								*		*			
	36	25	11	31	1	3	31	4	*	12	24	28	5	3	15	21	4	32	3	33	17	18
	7%	10%	4%	12%	1%	4%	8%	5%	4%	6%	8%	9%	4%	3%	6%	9%	4%	8%	2%	9%	6%	9%
Not at all important		B		D		*		*	**								*		*			
	7	5	3	7	*	*	7	1	-	1	6	5	2	1	5	3	1	7	3	4	6	1
	1%	2%	1%	2%	*	1%	2%	1%	-	1%	2%	1%	2%	2%	2%	1%	1%	2%	3%	1%	2%	1%
No opinion						*		*	**								*		*			
	13	5	8	4	7	2	12	1	-	3	10	9	2	2	4	9	-	13	3	10	3	10
	3%	2%	3%	1%	4%	3%	3%	2%	-	2%	3%	3%	2%	3%	1%	4%	-	3%	2%	3%	1%	5%
Not employed / Self employed						*		*	**								*		*			
	27	18	10	9	7	11	23	4	-	13	14	17	6	4	9	19	-	27	-	27	3	24
	5%	7%	4%	3%	5%	15%	6%	5%	-	6%	5%	5%	6%	5%	3%	8%	-	7%	-	7%	1%	12%
Sigma						CD*		*	**								*	P	*	R		T
	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	417	186	230	219	141	56	329	77	11	180	237	262	89	66	228	188	98	318	112	304	268	149
	83%	78%	88%	81%	90%	77%	82%	88%	96%	86%	81%	82%	86%	87%	88%	78%	95%	80%	93%	80%	90%	74%
		A		E		*		*	**						O		Q*		S*		U	
Low2Box (Not very important/Not at all important)	43	29	14	38	2	4	38	5	*	13	30	33	6	4	19	24	5	38	6	37	24	20
	9%	12%	5%	14%	1%	5%	9%	6%	4%	6%	10%	10%	6%	5%	7%	10%	5%	10%	5%	10%	8%	10%
		B		D		*		*	**								*		*			

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	500	235	265	191	157	152	396	97	7	258	242	73	330	97	220	280	48	452	72	428	284	216	
Base: All Respondents (wtd)	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228	
Very important	168	70	99	61	53	54	142	26	-	89	80	35	114	19	70	98	14	154	21	147	80	88	
	34%	28%	39%	28%	37%	39%	35%	30%	-	37%	31%	34%	35%	27%	33%	34%	30%	34%	32%	34%	30%	39%	
Fairly important			A			C		*	**			*		*			*		*			T	
	207	112	95	89	60	58	163	38	6	104	102	34	143	30	90	117	20	187	31	176	129	78	
Not very important	41%	45%	38%	42%	41%	41%	40%	44%	85%	43%	40%	32%	44%	43%	43%	40%	44%	41%	46%	41%	47%	34%	
								*	**			*		*			*		*		U		
	62	40	22	30	19	13	47	14	1	24	38	15	34	13	26	36	8	54	8	54	39	23	
	12%	16%	9%	14%	13%	10%	12%	16%	15%	10%	15%	14%	10%	19%	12%	12%	17%	12%	12%	13%	14%	10%	
Not at all important			B					*	**			*		L*			*		*				
	9	5	4	5	2	2	6	3	-	2	6	2	6	1	3	6	3	6	4	4	4	5	
	2%	2%	1%	2%	1%	1%	1%	3%	-	1%	3%	1%	2%	1%	1%	2%	5%	1%	6%	1%	1%	2%	
								*	**			*		*			Q*		S*				
No opinion	28	12	16	11	10	8	23	5	-	19	9	8	16	4	14	15	1	27	1	27	18	11	
	6%	5%	6%	5%	7%	5%	6%	6%	-	8%	3%	8%	5%	6%	6%	5%	2%	6%	1%	6%	6%	5%	
Not employed / Self employed								*	**	J		*		*			*		*				
	26	9	17	20	2	5	24	2	-	4	23	10	13	3	8	18	1	26	2	24	3	24	
Sigma	5%	4%	7%	9%	1%	3%	6%	2%	-	1%	9%	10%	4%	4%	4%	6%	1%	6%	3%	6%	1%	10%	
				DE				*	**		I	L*		*			*		*		T		
	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	375	182	194	150	113	112	304	65	6	193	182	69	258	48	159	216	34	341	52	323	209	166	
	75%	73%	77%	70%	78%	80%	75%	74%	85%	80%	71%	66%	79%	70%	76%	74%	74%	75%	78%	75%	77%	73%	
Low2Box (Not very important/Not at all important)						C		*	**	J		*	K	*			*		*				
	71	45	26	35	21	15	53	16	1	27	44	17	40	14	29	42	10	60	12	59	43	28	
	14%	18%	10%	16%	14%	11%	13%	19%	15%	11%	17%	16%	12%	20%	14%	14%	23%	13%	18%	14%	16%	12%	
			B					*	**			*		*			*		*				

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	500	235	265	166	179	155	56	272	172	263	237	130	266	104	267	233	34	466	57	443	329	171
Base: All Respondents (wtd)	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183
Very important	162	74	87	76	48	39	17	97	47	77	85	38	97	27	87	75	12	150	22	139	102	59
	32%	31%	34%	36%	28%	32%	28%	35%	30%	32%	33%	26%	37%	30%	34%	30%	37%	32%	38%	32%	32%	33%
Fairly important	178	81	98	71	68	40	10	99	69	87	91	50	97	32	96	82	16	163	29	149	138	40
	36%	34%	38%	33%	40%	33%	17%	35%	43%	36%	35%	34%	36%	36%	38%	33%	47%	35%	50%	34%	44%	22%
							*	F	F					*			*		5*		U	
Not very important	58	34	24	27	12	18	8	35	15	29	29	16	28	14	33	25	3	55	5	53	40	18
	12%	14%	9%	13%	7%	15%	13%	12%	10%	12%	11%	11%	11%	16%	13%	10%	10%	12%	8%	12%	13%	10%
Not at all important						D	*							*			*		*			
	22	15	7	9	8	5	5	10	7	11	11	12	5	5	12	10	1	21	1	21	18	5
	4%	6%	3%	4%	5%	4%	8%	4%	5%	5%	4%	8%	2%	6%	5%	4%	3%	5%	2%	5%	6%	3%
No opinion							*					L		*			*		*			
	19	12	7	7	9	3	5	9	6	10	9	5	12	3	15	4	1	18	1	18	16	4
	4%	5%	3%	3%	5%	3%	8%	3%	4%	4%	4%	3%	4%	3%	6%	2%	3%	4%	1%	4%	5%	2%
Not employed / Self employed							*							*	O		*		*			
	60	24	37	21	24	15	16	30	14	29	32	26	26	8	11	50	-	60	-	60	3	58
	12%	10%	14%	10%	14%	13%	26%	11%	9%	12%	12%	18%	10%	9%	4%	20%	-	13%	-	14%	1%	31%
Sigma							GH*					L		*		N	*	P	*	R		T
	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top28box (Very important/fairly important)	340	155	185	146	115	78	28	196	116	164	176	88	194	58	183	157	28	312	52	288	241	99
	68%	64%	71%	69%	68%	65%	45%	70%	73%	68%	68%	60%	73%	66%	72%	64%	84%	67%	88%	65%	76%	54%
							*	F	F				K	*			Q*		S*		U	
Low28box (Not very important/Not at all important)	80	49	31	37	21	23	13	45	23	40	40	28	34	19	45	35	4	76	6	74	58	22
	16%	20%	12%	17%	12%	19%	21%	16%	14%	17%	16%	19%	13%	22%	18%	14%	13%	16%	10%	17%	18%	12%
		B					*							L*			*		*			

Corporate Social Responsibility Section
C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	503	304	199	305	151	47	239	127	63	305	198	130	116	257	234	269	74	429	98	405	317	186	
Base: All Respondents (wtd)	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
Very important	163	98	66	94	51	18	86	35	19	97	66	85	53	25	82	81	25	138	33	130	104	59	
	33%	34%	30%	32%	33%	36%	32%	33%	42%	34%	31%	29%	36%	39%	40%	28%	36%	32%	39%	31%	40%	25%	
Fairly important					*	**		*	**						O		*		*		U		
	144	87	57	71	60	14	82	33	13	95	49	79	43	22	71	73	26	118	30	114	88	56	
	29%	31%	26%	24%	38%	28%	30%	31%	31%	33%	23%	27%	30%	33%	35%	25%	37%	28%	35%	28%	34%	24%	
Not very important					C*	**		*	**								*		*				
	65	42	23	43	16	6	43	11	3	39	27	33	24	9	30	35	10	55	11	55	41	24	
	13%	15%	11%	14%	11%	12%	16%	10%	8%	13%	13%	11%	16%	14%	15%	12%	14%	13%	12%	13%	16%	10%	
Not at all important					*	**		*	**								*		*				
	13	7	7	8	5	-	8	4	*	5	8	7	5	2	3	11	1	12	2	11	5	8	
	3%	2%	3%	3%	3%	-	3%	4%	1%	2%	4%	2%	3%	3%	1%	4%	1%	3%	2%	3%	2%	3%	
No opinion					*	**		*	**								*		*				
	30	10	20	26	1	3	18	3	1	9	21	22	6	3	7	23	3	27	1	29	10	20	
	6%	4%	9%	9%	1%	6%	7%	3%	3%	3%	10%	7%	4%	5%	3%	8%	5%	6%	2%	7%	4%	9%	
Not employed / Self employed				D	*	**		*	**		I						*		*				
	84	39	45	54	21	9	34	22	7	44	40	65	15	4	13	71	5	79	9	75	15	69	
	17%	14%	21%	18%	14%	18%	12%	20%	15%	15%	19%	22%	10%	7%	6%	24%	7%	18%	10%	18%	6%	29%	
Sigma					*	**		*	**			LM				N	*		*		T		
	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	307	185	123	164	111	32	168	68	32	192	116	164	96	47	153	154	51	257	63	244	192	115	
	61%	65%	57%	56%	72%	64%	62%	63%	73%	66%	55%	57%	66%	72%	74%	52%	73%	60%	73%	59%	73%	49%	
Low2Box (Not very important/Not at all important)					C*	**		*	**	J				K	O		*		*		U		
	78	49	29	51	21	6	51	15	4	44	35	39	28	11	33	46	11	68	13	66	46	33	
	16%	17%	14%	17%	14%	12%	19%	14%	8%	15%	16%	14%	20%	16%	16%	16%	16%	16%	15%	16%	17%	14%	
					*	**		*	**								*		*				

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	529	169	360	266	185	78	40	123	366	274	255	249	157	123	283	246	98	431	171	358	459	70	
Base: All Respondents (wtd)	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
Very important	214	85	129	117	68	29	32	55	128	101	113	112	68	35	119	95	33	181	66	148	178	36	
	43%	35%	50%	41%	50%	38%	52%	47%	40%	45%	41%	49%	45%	29%	45%	40%	36%	44%	43%	43%	44%	37%	
Fairly important			A			*	**	*				M	M	*			*					*	
	187	98	89	106	53	27	15	45	128	83	104	74	59	53	100	87	38	149	64	123	161	26	
	37%	41%	34%	37%	39%	36%	24%	38%	40%	37%	38%	32%	39%	45%	38%	37%	41%	36%	41%	36%	40%	27%	
Not very important						*	**	*						K*			*					*	
	55	37	19	38	12	6	2	13	41	19	36	21	15	19	30	25	13	42	20	35	45	11	
	11%	15%	7%	13%	9%	8%	3%	11%	13%	9%	13%	9%	10%	16%	12%	10%	15%	10%	13%	10%	11%	11%	
Not at all important		B				*	**	*						*			*					*	
	6	5	2	4	-	3	-	-	6	4	3	3	2	1	5	2	2	4	2	4	6	-	
	1%	2%	1%	1%	-	3%	-	-	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	-	
No opinion						D*	**	*						*			*					*	
	11	5	5	8	2	-	-	2	9	4	6	4	1	5	6	5	3	7	1	10	10	1	
	2%	2%	2%	3%	2%	-	-	1%	3%	2%	2%	2%	1%	4%	2%	2%	4%	2%	*	3%	2%	1%	
Not employed / Self employed						*	**	*						*			*					*	
	27	10	17	14	2	11	13	3	10	14	12	15	7	4	3	24	2	25	2	25	3	23	
	5%	4%	6%	5%	1%	14%	22%	3%	3%	6%	4%	7%	5%	4%	1%	10%	2%	6%	1%	7%	1%	24%	
Sigma						CD*	**	*						*		N	*			R		T*	
	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	401	183	218	223	121	57	47	99	255	185	217	187	127	88	219	182	71	330	130	271	339	62	
	80%	76%	84%	78%	89%	74%	76%	85%	79%	81%	79%	81%	83%	75%	83%	77%	78%	81%	84%	78%	84%	64%	
Low2Box (Not very important/Not at all important)					CE	*	**	*						*			*				U	*	
	62	41	20	41	12	9	2	13	47	23	38	24	17	20	35	26	15	46	22	40	51	11	
	12%	17%	8%	14%	9%	11%	3%	11%	15%	10%	14%	10%	11%	17%	13%	11%	17%	11%	14%	12%	13%	11%	
		B				*	**	*						*			*					*	

Corporate Social Responsibility Section
C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	532	308	224	172	204	156	85	192	255	349	183	8	141	383	310	222	76	456	115	417	416	116	
Base: All Respondents (wtd)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133	
Very important	99	51	47	34	28	36	25	27	47	61	38	2	27	69	56	42	17	82	27	72	80	18	
	20%	20%	19%	16%	16%	33%	27%	15%	21%	21%	18%	21%	18%	20%	22%	18%	28%	19%	31%	17%	22%	14%	
Fairly important						CD	G*					**					*		S				
	266	137	128	105	107	53	36	102	127	164	102	4	75	187	141	124	31	235	47	219	198	68	
Not very important	53%	54%	52%	50%	60%	48%	40%	56%	56%	56%	49%	40%	50%	55%	54%	52%	51%	53%	53%	53%	54%	51%	
					E		*	F	F			**					*						
Not at all important	86	48	38	39	33	15	15	34	37	48	38	2	24	60	49	37	9	78	11	76	65	21	
	17%	19%	16%	19%	18%	13%	17%	19%	16%	16%	18%	24%	16%	18%	19%	16%	14%	18%	12%	18%	18%	16%	
No opinion							*					**					*						
	8	4	4	5	3	1	1	4	3	5	3	-	-	8	6	2	2	6	2	6	7	1	
Not employed / Self employed	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	-	-	2%	2%	1%	4%	1%	2%	2%	2%	1%	
							*					**					*						
Sigma	21	5	16	14	4	3	6	6	8	8	13	-	12	9	6	15	-	21	-	21	13	7	
	4%	2%	6%	6%	2%	3%	7%	3%	4%	3%	6%	-	8%	3%	2%	6%	-	5%	-	5%	4%	5%	
Summary			A				*					**	M			N	*		R				
	21	7	14	13	4	3	8	9	4	6	15	2	10	9	2	19	2	19	2	19	3	18	
Top2Box (Very important/fairly important)	4%	3%	6%	6%	2%	3%	9%	5%	2%	2%	7%	16%	7%	3%	1%	8%	4%	4%	2%	5%	1%	13%	
							H*				I	**	M			N	*					T	
Low2Box (Not very important/Not at all important)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	364	189	176	140	135	89	61	129	174	225	140	6	102	256	198	167	48	317	74	290	278	86	
	73%	75%	71%	66%	76%	81%	67%	71%	77%	77%	67%	60%	69%	75%	76%	69%	79%	72%	84%	71%	76%	65%	
Low2Box (Not very important/Not at all important)						C	*			J		**					*		S		U		
	94	52	42	44	35	15	16	38	40	53	41	2	24	68	55	40	11	84	12	82	72	22	
	19%	21%	17%	21%	20%	14%	17%	21%	18%	18%	20%	24%	16%	20%	21%	16%	18%	19%	14%	20%	20%	17%	
							*					**					*						

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	1001	500	501	382	397	222	715	241	45	443	558	649	81	271	485	516	90	911	93	908	545	456	
Base: All Respondents (wtd)	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
Very important	127	62	65	52	42	33	91	28	8	53	74	61	28	37	71	56	11	116	14	113	76	51	
	25%	25%	26%	25%	22%	31%	26%	23%	33%	25%	26%	24%	25%	27%	29%	22%	27%	25%	29%	25%	28%	22%	
Fairly important						D			*				*		O		*		*				
	216	108	107	88	86	42	144	60	11	94	122	100	54	62	111	104	22	193	25	190	133	83	
Not very important	43%	43%	43%	43%	45%	40%	41%	50%	44%	44%	43%	40%	47%	45%	46%	41%	54%	42%	54%	42%	49%	36%	
						F			*				*				Q*		S*		U		
	68	40	28	31	25	12	47	17	4	31	37	37	10	21	35	33	5	63	5	63	40	28	
	14%	16%	11%	15%	13%	12%	13%	14%	17%	15%	13%	15%	9%	15%	14%	13%	12%	14%	12%	14%	15%	12%	
Not at all important									*				*				*		*				
	17	15	2	5	9	3	13	4	1	8	9	7	7	4	11	6	*	17	1	17	13	5	
	3%	6%	1%	3%	5%	3%	4%	3%	2%	4%	3%	3%	6%	3%	5%	2%	1%	4%	1%	4%	5%	2%	
		B							*				*				*		*		U		
No opinion	14	7	7	7	6	1	11	3	-	6	8	11	1	2	3	11	1	13	1	14	6	8	
	3%	3%	3%	4%	3%	1%	3%	2%	-	3%	3%	4%	1%	2%	1%	4%	2%	3%	1%	3%	2%	3%	
Not employed / Self employed									*			M	*			N	*		*				
	58	19	39	22	22	14	48	9	1	22	37	33	14	11	12	46	2	57	1	57	3	56	
Sigma	12%	8%	16%	11%	12%	13%	14%	7%	4%	10%	13%	13%	12%	8%	5%	18%	4%	12%	2%	13%	1%	24%	
			A				G		*			M	*			N	*	P	*	R		T	
	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	342	170	172	140	128	75	235	88	19	147	195	161	82	99	182	160	33	309	39	303	209	133	
	68%	68%	69%	68%	67%	71%	66%	73%	78%	69%	68%	65%	72%	72%	75%	62%	80%	67%	84%	67%	77%	58%	
Low2Box (Not very important/Not at all important)									*				*	K	O		Q*		S*		U		
	85	55	30	36	34	16	60	20	5	39	46	44	17	25	46	39	5	80	6	79	53	33	
	17%	22%	12%	18%	18%	15%	17%	17%	19%	18%	16%	18%	15%	18%	19%	15%	13%	17%	13%	18%	19%	14%	
		B							*				*				*		*				

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	500	236	264	177	131	192	200	225	75	165	335	346	76	78	312	188	38	462	56	444	307	193
Base: All Respondents (wtd)	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
Very important	188	89	99	54	57	78	55	86	47	78	110	28	100	60	128	60	20	168	38	150	138	50
	38%	35%	40%	29%	40%	45%	29%	41%	47%	47%	33%	27%	38%	46%	40%	34%	42%	37%	53%	35%	40%	32%
			*	*	*	C*	*	*	*	*			*	K*		*	**		**			*
Fairly important	205	111	94	85	65	55	80	84	42	58	147	40	124	42	130	75	17	188	21	184	158	48
	41%	44%	38%	46%	45%	32%	42%	40%	41%	35%	44%	38%	47%	31%	41%	42%	36%	42%	30%	43%	46%	30%
			*	*	*	*	*	*	*	*			*	*		*	**		**		U	*
Not very important	36	16	20	14	9	12	12	16	7	13	23	10	15	10	21	14	3	32	6	30	33	2
	7%	6%	8%	7%	6%	7%	6%	8%	7%	8%	7%	10%	6%	8%	7%	8%	7%	7%	8%	7%	10%	1%
			*	*	*	*	*	*	*	*			*	*		*	**		**		U	*
Not at all important	7	7	1	3	2	2	2	4	2	1	7	2	-	5	6	1	2	6	2	6	6	1
	1%	3%	*	2%	2%	1%	1%	2%	2%	*	2%	2%	-	4%	2%	1%	4%	1%	2%	1%	2%	1%
			*	*	*	*	*	*	*	*		L	*	L*		*	**		**			*
No opinion	13	6	7	4	2	7	8	5	-	6	7	9	3	2	5	9	-	13	-	13	3	10
	3%	2%	3%	2%	1%	4%	4%	2%	-	4%	2%	8%	1%	1%	1%	5%	-	3%	-	3%	1%	7%
			*	*	*	*	*	*	*	*		LM	*	*		*	**		**			T*
Not employed / Self employed	50	25	25	25	8	17	31	16	3	12	39	16	21	13	30	20	5	45	5	45	4	46
	10%	10%	10%	14%	6%	10%	17%	8%	3%	7%	12%	15%	8%	10%	9%	11%	10%	10%	7%	11%	1%	29%
			*	*	*	*	H*	*	*	*			*	*		*	**		**			T*
Sigma	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	394	200	194	139	122	133	135	170	89	137	257	68	223	102	258	135	37	357	59	335	296	98
	79%	79%	79%	75%	85%	78%	72%	81%	88%	82%	77%	65%	85%	77%	81%	75%	79%	79%	83%	78%	87%	62%
			*	*	*	*	*	*	*	*			K*	K*		*	**		**		U	*
Low2Box (Not very important/Not at all important)	43	23	20	17	12	15	14	20	9	13	30	12	15	16	27	16	5	38	7	36	39	4
	9%	9%	8%	9%	8%	8%	7%	10%	9%	8%	9%	12%	6%	12%	9%	9%	11%	8%	10%	8%	12%	2%
			*	*	*	*	*	*	*	*			*	*		*	**		**		U	*

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	503	281	222	214	238	51	10	146	347	356	147	136	79	288	326	177	80	423	200	303	385	118
Base: All Respondents (wtd)	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
Very important	217	91	126	97	90	30	2	52	163	128	89	90	27	99	121	96	29	188	67	150	172	45
	43%	36%	51%	37%	52%	46%	26%	31%	50%	38%	55%	59%	27%	41%	39%	51%	50%	42%	39%	46%	46%	35%
Fairly important						*	**	**			**	**	**			**	*	*	**			**
	226	127	99	124	69	33	3	80	143	185	41	30	69	127	174	51	23	202	94	132	182	44
	45%	50%	40%	47%	40%	50%	35%	48%	44%	55%	25%	20%	67%	52%	56%	27%	40%	46%	55%	40%	49%	34%
Not very important						*	**	**			**	**	**			**	*	*	**			**
	41	33	8	33	7	1	-	29	12	14	28	28	3	10	11	31	4	37	9	32	13	28
	8%	13%	3%	13%	4%	2%	-	18%	4%	4%	17%	18%	3%	4%	3%	16%	7%	8%	5%	10%	4%	22%
Not at all important						*	**	**			**	**	**			**	*	*	**			**
	1	-	1	1	1	-	-	1	1	1	1	-	1	1	1	-	-	1	1	1	1	-
	*	-	1%	*	*	-	-	*	*	*	*	-	1%	*	*	-	-	*	*	*	*	-
No opinion						*	**	**			**	**	**			**	*	*	**			**
	1	-	1	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1	1	-
	*	-	*	-	*	-	-	*	-	*	-	*	-	-	*	-	-	*	-	*	*	-
Not employed / Self employed						*	**	**			**	**	**			**	*	*	**			**
	14	2	12	8	4	2	3	4	7	9	5	5	3	7	3	11	1	13	-	14	1	13
	3%	1%	5%	3%	3%	2%	38%	2%	2%	3%	3%	3%	3%	3%	1%	6%	2%	3%	-	4%	*	10%
Sigma						*	**	**			**	**	**			**	*	*	**			**
	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Very important/fairly important)	443	217	226	221	159	63	5	132	306	313	130	120	96	226	296	147	53	390	161	282	354	89
	89%	86%	91%	84%	92%	96%	62%	79%	94%	93%	80%	78%	94%	93%	95%	78%	91%	88%	94%	86%	95%	69%
						*	**	**			**	**	**			**	*	*	**			**
Low2Box (Not very important/Not at all important)	43	33	10	34	8	1	-	30	13	14	28	28	4	11	12	31	4	38	10	33	15	28
	9%	13%	4%	13%	5%	2%	-	18%	4%	4%	17%	18%	4%	4%	4%	16%	7%	9%	6%	10%	4%	22%
						*	**	**			**	**	**			**	*	*	**			**

Corporate Social Responsibility Section
C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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)	1001	481	520	345	310	346	228	590	183	425	576	273	321	407	591	410	83	918	128	873	654	347	
Base: All Respondents (wtd)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
Very important	117	57	60	34	45	37	20	70	27	51	66	26	36	55	78	38	13	104	23	94	98	19	
	23%	23%	24%	18%	30%	23%	18%	24%	30%	25%	23%	19%	23%	27%	27%	19%	32%	23%	36%	22%	30%	11%	
Fairly important				C					F					K	O		*		S		U		
	180	86	94	78	54	49	30	113	37	77	103	41	54	85	112	68	12	168	21	159	142	38	
Not very important	36%	35%	37%	42%	35%	30%	27%	38%	40%	37%	35%	31%	33%	42%	38%	33%	30%	37%	33%	36%	43%	22%	
				E				F	F					KL			*				U		
Not at all important	59	35	25	23	22	14	8	38	13	24	35	18	20	21	40	19	6	53	7	52	48	11	
	12%	14%	10%	12%	14%	9%	7%	13%	14%	11%	12%	13%	13%	10%	14%	9%	14%	12%	12%	12%	15%	6%	
No opinion		B		E				F	F					O			*				U		
	13	9	4	6	4	3	2	8	4	6	8	3	4	7	9	5	2	12	3	11	11	2	
Not employed / Self employed	3%	4%	2%	3%	2%	2%	1%	3%	4%	3%	3%	2%	2%	3%	3%	2%	4%	3%	4%	2%	3%	1%	
																	*				U		
Sigma	23	12	11	11	7	5	7	14	2	9	14	8	6	9	11	12	1	22	2	21	16	7	
	5%	5%	4%	6%	4%	3%	6%	5%	2%	4%	5%	6%	4%	4%	4%	6%	2%	5%	3%	5%	5%	4%	
Summary							H										*						
	108	48	60	33	23	53	46	52	10	42	66	38	40	29	45	63	7	100	8	100	13	94	
Top2Box (Very important/fairly important)	22%	20%	23%	18%	15%	33%	40%	18%	11%	20%	22%	28%	25%	14%	15%	31%	18%	22%	12%	23%	4%	55%	
						CD	GH	H				M	M			N	*			R		T	
Low2Box (Not very important/Not at all important)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	297	143	154	112	99	86	50	183	64	128	169	67	90	140	191	106	25	272	44	253	240	57	
	59%	58%	61%	60%	64%	53%	45%	62%	70%	61%	58%	50%	56%	68%	65%	52%	62%	59%	69%	58%	73%	33%	
Low2Box (Not very important/Not at all important)				E				F	FG					KL	O		*		S		U		
	73	43	29	29	26	17	10	47	16	29	43	21	24	28	49	24	7	65	10	63	59	13	
	15%	18%	11%	16%	17%	11%	9%	16%	18%	14%	15%	16%	15%	13%	16%	12%	18%	14%	16%	14%	18%	8%	
		B		E	E			F	F						O		*				U		

Corporate Social Responsibility Section

C2. Thinking now about the organization that you work for, how important is it to you that your own employer is responsible to society and the environment?

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 (*)

	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)	1000	453	547	294	322	384	144	424	432	639	361	361	355	284	516	484	106	894	135	865	637	363	
Base: All Respondents (wtd)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185	
Very important	133	62	71	44	42	47	16	62	55	85	48	59	33	41	74	59	19	114	24	109	100	33	
	27%	25%	28%	24%	27%	29%	20%	29%	26%	28%	25%	25%	26%	29%	29%	24%	38%	25%	36%	25%	32%	18%	
Fairly important								F									Q*		S		U		
	183	97	85	70	59	53	27	71	84	114	68	83	42	58	103	80	14	169	24	159	136	47	
Not very important	37%	39%	34%	38%	38%	33%	34%	34%	40%	37%	35%	36%	33%	41%	40%	33%	28%	38%	36%	37%	43%	25%	
														L	O		*				U		
Not at all important	54	33	21	21	20	13	7	23	24	32	22	19	16	19	36	18	6	48	6	48	40	14	
	11%	13%	8%	11%	13%	8%	9%	11%	11%	10%	11%	8%	12%	14%	14%	7%	12%	11%	9%	11%	13%	7%	
No opinion		B												K	O		*				U		
	18	12	6	8	4	5	2	5	11	11	7	3	6	9	14	4	3	15	4	13	16	2	
Not employed / Self employed	4%	5%	2%	5%	3%	3%	2%	2%	5%	4%	3%	1%	4%	7%	5%	2%	6%	3%	7%	3%	5%	1%	
		B							G					K	K	O		*			U		
Sigma	25	11	14	12	7	5	9	9	6	12	13	14	6	5	13	12	2	23	2	23	17	8	
	5%	4%	6%	7%	4%	3%	11%	4%	3%	4%	7%	6%	5%	3%	5%	5%	4%	5%	3%	5%	5%	4%	
Sigma							GH										*						
	88	33	55	27	26	36	19	39	30	53	35	55	25	9	17	71	7	82	6	82	7	81	
Sigma	18%	13%	22%	15%	16%	22%	23%	19%	14%	17%	18%	23%	20%	6%	7%	29%	13%	18%	9%	19%	2%	44%	
			A			C	H					M	M			N	*			R		T	
Summary	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Very important/fairly important)	315	159	156	114	101	100	44	133	138	199	116	142	75	99	176	139	33	282	48	267	236	80	
	63%	64%	62%	62%	64%	63%	54%	63%	66%	65%	60%	61%	59%	70%	69%	57%	65%	63%	73%	62%	75%	43%	
Low2Box (Not very important/Not at all important)									F					KL	O		*		S		U		
	72	45	27	29	24	19	9	28	35	43	29	22	21	29	50	22	9	63	10	62	56	16	
	14%	18%	11%	16%	15%	12%	11%	13%	17%	14%	15%	9%	17%	20%	20%	9%	18%	14%	15%	14%	18%	9%	
		B											K	K	O		*				U		

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	18150	8814	9336	6945	6202	5003	5729	7321	4951	9337	8813	5367	6157	6626	9885	8265	1987	16163	3326	14824	12266	5884
Base: All Respondents (wtd)	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
Strongly agree	6266	3063	3202	2775	2075	1416	2248	2395	1543	3125	3140	2350	2180	1735	3284	2982	660	5605	1124	5141	4065	2201
	52%	51%	53%	52%	54%	50%	54%	52%	51%	54%	50%	54%	50%	53%	52%	52%	52%	52%	55%	52%	52%	53%
				E	E		H			J		L							S			
Tend to agree	3799	1876	1922	1616	1199	984	1221	1493	1049	1791	2008	1307	1392	1100	1958	1841	367	3432	607	3192	2499	1300
	32%	31%	32%	31%	31%	35%	29%	32%	34%	31%	32%	30%	32%	33%	31%	32%	29%	32%	30%	32%	32%	31%
				CD			F	F						K				P				
Neither agree nor disagree	1457	776	681	658	467	331	502	576	356	673	783	537	581	339	766	690	185	1272	240	1216	973	483
	12%	13%	11%	12%	12%	12%	12%	12%	12%	12%	13%	12%	13%	10%	12%	12%	14%	12%	12%	12%	12%	12%
		B										M	M				Q					
Tend to disagree	234	130	104	106	61	66	83	90	58	111	123	73	83	78	129	105	39	195	47	187	156	78
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
					D												Q					
Strongly disagree	80	56	24	33	24	24	37	19	23	33	48	34	24	22	44	36	15	65	20	60	41	40
	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		B					G										Q					T
Don't know / No opinion	165	76	89	100	41	24	81	59	15	39	126	68	67	29	76	89	15	150	15	150	82	83
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%
				DE			GH	H		I		M	M				R					T
Sigma	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	10064	4940	5125	4391	3274	2400	3469	3888	2593	4916	5148	3657	3573	2835	5241	4823	1027	9038	1731	8333	6564	3501
	84%	83%	85%	83%	85%	84%	83%	84%	85%	85%	83%	84%	83%	86%	84%	84%	80%	84%	84%	84%	84%	84%
			A							J				KL				P				
Low2Box (Tend to disagree/Strongly disagree)	314	187	127	139	85	90	120	109	81	143	171	107	107	100	173	141	53	261	67	247	196	118
	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	3%	3%	2%	4%	2%	3%	2%	3%	3%
		B				D									Q							

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?
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/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)	18150	502	1007	501	1007	1001	1023	1000	1001	1001	500	1020	509	1002	1007	501	500	500	503	529	532	1001	500	503	1000
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
Strongly agree	6266	365	168	210	392	214	251	175	216	170	228	290	335	271	108	378	243	263	389	275	243	288	203	427	165
	52%	73%	34%	42%	78%	43%	50%	35%	43%	34%	46%	58%	67%	54%	22%	76%	49%	53%	78%	55%	49%	58%	41%	85%	33%
		BCEFGHIJL MNPOSTUVX	N	BGINX	ABCEFGHIJL MNPOSTUVX	BGINX	BGINX	N	BGINX	N	BGINX	BCEFGHIJNP TVX	BCEFGHIJLM NPQSTUVX	BCEGHJINPV X		BCEFGHIJL MNPOSTUVX	BEGINX	BCEGHJINVX	BCEFGHIJL MNPOSTUVX	BCEGHJINVX	BCEGHINX	BCEGHJINPT VX	NX	ABCEFGHIJL MNPOSTUVX	N
Tend to agree	3799	88	214	211	67	203	174	200	187	225	155	150	111	149	242	95	171	143	74	137	207	154	178	59	205
	32%	18%	43%	42%	13%	41%	35%	40%	37%	45%	31%	30%	22%	30%	48%	19%	34%	29%	15%	27%	41%	31%	36%	12%	41%
			ADFHJLMOPQ RSUW	ADJIKLMOPQ RSUW		ADJIKLMOPQ RSUW	ADLORW	ADJIKLMOPQ RSUW	ADJIKLMOPQ SUW	ADEFGHIJL MOPQRSUV W	ADLORW	ADLORW	DRW	ADLORW	ABDEFGHIJL MOPQRSTUV WX	D	ADLORSW	ADLORW		ADORW	ADJIKLMOPQ RSUW	ADLORW	ADLORSW	*	ADJIKLMOPQ RSUW
Neither agree nor disagree	1457	34	90	54	25	64	61	78	85	83	80	40	52	62	124	18	63	83	23	68	32	43	91	11	92
	12%	7%	18%	11%	5%	13%	12%	16%	17%	17%	16%	8%	10%	12%	25%	4%	13%	17%	5%	14%	6%		18%	2%	18%
			ACDEFKLMO PRTUW	ADORTW		ADKORTUW	ADORTW	ACDKLORTU W	ACDEKLMO PRTUW	ACDEKLMO PRTUW	ACDKLORTU W	DORW	DORTW	ADKORTUW	ABCDGHIJ KLMOQRST UVWX		ADKORTUW	ACDKLMORT UW		ADKORTUW		DORW	ACDKLMORT UW	*	ACDEFKLMO PRTUW
Tend to disagree	234	7	14	11	7	12	3	26	5	10	16	10	2	12	8	4	12	7	2	12	11	8	13	2	21
	2%	1%	3%	2%	1%	2%	1%	5%	1%	2%	3%	2%	*	2%	2%	1%	2%	1%	*	2%	2%	2%	3%	*	4%
			FHLOR	LR		HLOR		ABCEFGHIKL MNOQRST UW		LR	DFHLOR	LR		FHLOR	L		HLR			LR	LR	L	L	*	ADEFGHIKLM NOQRSTUW
Strongly disagree	80	3	7	4	*	3	*		2	2	10	4	-	4	*	2	5	1	-	8	4	3	2	2	10
	1%	1%	1%	1%	*	1%	*	1%	*	*	2%	1%	-	1%	*	*	1%	*	-	2%	1%	1%	*	*	2%
			DFHLNQJR			DLN		DLNR			DEFHILNOQR U	DLN		DLN			DLN			DFHLNQJR	L			*	ADEFGHIKLM NOQRU
Don't know / No opinion	165	3	6	10	8	4	12	17	6	9	12	6	1	2	17	5	6	3	12	-	3	5	13	1	6
	1%	1%	1%	2%	2%	1%	2%	3%	1%	2%	2%	1%	*	*	3%	1%	1%	1%	2%	-	1%	3%	3%	*	1%
			LS	LMS	LMS	S	LMS	ABDEHIKLM OPOSTUX	S	ELMQST	AELMQSTU	LS			ABDEHIKLM OPOSTUX		S		LMQS			S	LMS	*	LS
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%
Summary																									
Top2Box (Strongly agree/Tend to agree)	10064	453	383	421	459	417	425	375	403	395	383	440	445	419	350	473	413	406	463	412	451	442	381	485	370
	84%	91%	77%	84%	92%	83%	85%	75%	81%	79%	77%	88%	89%	84%	70%	95%	83%	81%	93%	82%	90%	88%	76%	97%	74%
		BCEGHJMN PQSVX	N	BGINVX	BCEFGHIJLM NPQSVX	BGINVX	BGINVX	N	GNX	GNX	N	BEGHJMN PQSVX	BCEGHJMN PQSVX	BGINVX		BCEFGHIJL MNPOSTUVX	BGINX	GNX	BCEFGHIJLM NPQSVX	BGINX	BCEGHJMN PQSVX	BEGHJMN PQSVX		ABCEFGHIJL MNPOSTUVX	*
Low2Box (Tend to disagree/Strongly disagree)	314	10	21	15	7	15	3	30	7	12	25	14	2	16	8	5	17	8	2	20	14	11	15	3	31
	3%	2%	4%	3%	1%	3%	1%	6%	1%	2%	5%	3%	*	3%	2%	1%	3%	2%	*	4%	3%	2%	3%	1%	6%
		L	DFHLNOQRU	FLR	L	DFHLOR		ACDEFHIKLM NOPORTUW		FLR	ADFGHIKLM OQRUW			DFHLNOR	L		DFHLOR	L		DFHLNOQR	FLR	LR	LR	*	ACDEFHIKLM NOPORTUW

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	18150	2001	2010	7006	5598	7512	3550	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Strongly agree	6266	379	1135	2003	1658	1582	1196	1091
	52%	38%	76%	45%	47%	40%	60%	73%
			ACDEF	AE	ACE		ACDE	ACDEF
Tend to agree	3799	408	250	1630	1241	1554	534	269
	32%	41%	17%	36%	35%	39%	27%	18%
		BCDFG		BFG	BFG	BCDFG	BG	
Neither agree nor disagree	1457	156	77	640	482	672	209	102
	12%	16%	5%	14%	14%	17%	10%	7%
		BFG		BFG	BFG	BCDFG	BG	
Tend to disagree	234	33	18	113	54	102	27	16
	2%	3%	1%	3%	2%	3%	1%	1%
		BDFG		BDFG		BDFG		
Strongly disagree	80	13	5	36	16	27	5	10
	1%	1%	*	1%	*	1%	*	1%
		BDEF		F		F		
Don't know / No opinion	165	10	15	79	48	64	28	12
	1%	1%	1%	2%	1%	2%	1%	1%
				A				
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (Strongly agree/Tend to agree)	10064	787	1385	3632	2899	3135	1730	1360
	84%	79%	92%	81%	83%	78%	86%	91%
			ACDEF	E	ACE		ACDE	ACDEF
Low2Box (Tend to disagree/Strongly disagree)	314	46	23	149	70	129	32	26
	3%	5%	2%	3%	2%	3%	2%	2%
		BCDEFG		BDF		BDF		

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	502	207	295	206	167	129	211	197	94	177	325	203	159	140	243	259	66	436	89	413	325	177	
Base: All Respondents (wtd)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
Strongly agree	365	163	202	162	116	87	183	139	43	138	227	232	94	39	176	189	42	323	58	307	215	150	
	73%	66%	79%	65%	80%	82%	73%	79%	60%	85%	67%	71%	79%	72%	78%	69%	67%	74%	70%	74%	73%	72%	
Tend to agree			A		C	C*		H		J					O		*		*				
	88	50	38	55	19	13	45	25	18	14	74	61	15	13	35	53	10	78	15	73	51	37	
Neither agree nor disagree	18%	21%	15%	22%	13%	13%	18%	14%	25%	8%	22%	19%	12%	23%	15%	19%	17%	18%	18%	18%	18%	18%	
				D		*			G*		I			L			*		*				
Tend to disagree	34	20	13	20	10	4	14	12	9	8	25	25	7	2	10	24	8	26	8	26	23	11	
	7%	8%	5%	8%	7%	3%	5%	7%	12%	5%	8%	8%	6%	4%	4%	9%	12%	6%	10%	6%	8%	5%	
Strongly disagree						*			*						*		*		*				
	7	6	1	6	-	1	5	1	1	1	6	5	2	-	3	4	1	6	1	6	2	5	
Don't know / No opinion	1%	2%	1%	2%	-	1%	2%	1%	2%	1%	2%	2%	2%	-	1%	2%	2%	1%	2%	1%	1%	2%	
						*			*								*		*				
Sigma	3	2	*	2	-	1	2	*	*	1	2	2	-	1	*	2	*	2	*	2	1	2	
	1%	1%	*	1%	-	1%	1%	*	1%	1%	1%	1%	-	2%	*	1%	1%	1%	1%	1%	*	1%	
Summary						*			*								*		*				
	3	3	-	3	-	-	3	-	-	-	3	2	1	-	1	2	1	2	-	3	-	3	
Top2Box (Strongly agree/Tend to agree)	1%	1%	-	1%	-	-	1%	-	-	-	1%	1%	1%	-	*	1%	1%	*	-	1%	-	1%	
						*			*								*		*				
Low2Box (Tend to disagree/Strongly disagree)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	453	213	240	218	135	101	229	163	61	152	301	293	108	52	211	242	52	401	72	381	267	186	
	91%	87%	94%	88%	93%	95%	91%	93%	86%	93%	89%	90%	92%	95%	94%	88%	83%	92%	88%	91%	91%	90%	
Low2Box (Tend to disagree/Strongly disagree)			A			*			*								*		*				
	10	8	2	8	-	2	7	1	2	2	8	7	2	1	3	7	2	8	2	8	3	7	
	2%	3%	1%	3%	-	2%	3%	1%	3%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	3%	
						*			*								*		*				

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?
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,V/W,X/Y/Z/a/b
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 (*)

		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)	1007	403	604	270	345	392	242	508	257	537	470	321	338	348	544	463	105	902	139	868	639	368	630	377	294	307	208	98	100	
Base: All Respondents (wtd)	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
Strongly agree	168	83	85	65	58	46	45	79	44	65	103	39	100	29	89	80	17	144	26	142	102	66	101	67	47	55	32	19	15	
	34%	34%	34%	33%	38%	30%	36%	31%	36%	28%	39%	30%	34%	39%	35%	32%	29%	34%	34%	34%	32%	36%	34%	33%	33%	35%	29%	40%	37%	
										I				K			*		*									*	*	
Tend to agree	214	99	115	82	64	68	47	115	52	107	107	58	127	30	104	110	20	194	30	185	136	78	131	84	65	63	49	17	20	
	43%	40%	46%	42%	42%	45%	38%	45%	43%	46%	40%	44%	43%	40%	41%	45%	34%	44%	39%	44%	43%	42%	44%	42%	45%	40%	44%	36%	51%	
																	*		*									*	*	
Neither agree nor disagree	90	48	42	39	24	27	23	49	19	49	41	26	50	13	47	43	18	73	17	73	63	27	51	39	26	27	25	8	5	
	18%	19%	17%	20%	16%	18%	18%	19%	16%	21%	15%	20%	17%	18%	19%	17%	30%	16%	22%	17%	20%	15%	17%	19%	18%	17%	22%	16%	12%	
																	Q*		*									*	*	
Tend to disagree	14	11	3	4	2	8	4	9	1	7	6	2	11	1	8	6	2	12	2	11	8	5	10	4	3	5	5	1	*	
	3%	4%	1%	2%	2%	5%	3%	3%	1%	3%	2%	1%	4%	1%	3%	2%	4%	3%	3%	3%	3%	3%	3%	2%	2%	3%	5%	2%	*	
																	*		*									*	*	
Strongly disagree	7	5	2	5	1	1	1	2	4	4	3	4	2	1	3	4	1	6	1	6	3	4	4	3	3	4	-	1	-	
	1%	2%	1%	2%	1%	1%	1%	1%	3%	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	-	1%	-	
										G				L			*		*									*	*	
Don't know / No opinion	6	2	4	3	2	1	5	1	1	2	4	2	4	-	3	4	1	5	1	5	3	4	2	4	1	3	-	3	-	
	1%	1%	2%	1%	2%	1%	4%	*	1%	1%	2%	2%	2%	-	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	-	5%	-	
																	*		*									XZ*	*	
Sigma	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
	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%	
Summary																														
Top2Box (Strongly agree/Tend to agree)	383	182	200	147	122	114	92	194	96	172	211	97	227	59	193	190	37	345	56	327	238	144	232	151	112	119	82	36	35	
	77%	73%	80%	75%	80%	75%	74%	76%	79%	73%	79%	74%	77%	79%	76%	77%	63%	78%	72%	77%	76%	78%	78%	75%	78%	76%	73%	76%	87%	
																	*	p	*									*	YZ*	
Low2Box (Tend to disagree/Strongly disagree)	21	16	5	8	4	9	5	10	5	11	10	6	13	2	10	10	3	18	3	18	11	10	13	7	5	8	5	1	*	
	4%	6%	2%	4%	2%	6%	4%	4%	4%	5%	4%	5%	4%	3%	4%	4%	5%	4%	4%	4%	3%	5%	4%	4%	4%	5%	5%	3%	*	
		B															*		*									*	*	

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?
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,Y/Z
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
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	Total	Non	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 (unwtd)	501	252	249	124	145	232	173	197	131	203	298	102	262	137	323	178	18	483	46	455	274	227	283	92	126	210	291
Base: All Respondents (wtd)	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
Strongly agree	210	103	107	63	71	76	87	73	49	73	136	82	70	57	127	83	5	204	17	193	101	108	100	53	56	109	100
	42%	41%	43%	34%	47%	46%	48%	38%	39%	43%	42%	48%	38%	40%	43%	40%	36%	42%	45%	42%	39%	45%	36%	58%	44%	50%	36%
						C			*			*					**		*				V*	*	Z		
Tend to agree	211	110	102	83	57	71	60	90	61	75	137	69	81	61	123	89	6	205	17	194	120	92	126	28	58	85	126
	42%	44%	41%	45%	38%	43%	33%	47%	49%	43%	42%	40%	44%	43%	42%	43%	43%	42%	45%	42%	46%	38%	45%	30%	45%	39%	45%
						F			F*			*					**		*			W	*	*	*		
Neither agree nor disagree	54	29	25	25	17	12	24	18	12	18	36	15	24	15	32	22	2	52	3	51	28	26	39	6	9	15	39
	11%	11%	10%	13%	11%	7%	13%	10%	9%	10%	11%	9%	13%	11%	11%	10%	12%	11%	8%	11%	11%	11%	14%	7%	7%	7%	14%
									*			*					**		*				*	*	*	Y	
Tend to disagree	11	4	7	4	3	4	1	7	3	6	6	3	4	4	6	5	1	10	1	11	7	4	8	4	-	4	8
	2%	2%	3%	2%	2%	2%	1%	3%	3%	3%	2%	2%	2%	3%	2%	3%	9%	2%	2%	2%	3%	2%	3%	4%	-	2%	3%
									*			*					**		*				*	*	*		
Strongly disagree	4	1	3	1	3	-	3	1	-	-	4	2	2	-	4	-	-	4	-	4	2	2	1	1	2	2	2
	1%	*	1%	1%	2%	-	2%	*	-	-	1%	1%	1%	-	1%	-	-	1%	-	1%	1%	1%	*	1%	2%	1%	1%
									*			*					**		*				*	*	*		
Don't know / No opinion	10	6	4	9	-	1	7	2	-	*	9	-	5	4	3	7	-	10	-	10	2	7	5	1	4	5	5
	2%	2%	2%	5%	-	1%	4%	1%	-	*	3%	-	3%	3%	1%	3%	-	2%	-	2%	1%	3%	2%	1%	3%	2%	2%
				D			H		*			*					**		*				*	*	*		
Sigma	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
	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%
Summary																											
Top2Box (Strongly agree/Tend to agree)	421	212	209	146	127	148	148	163	110	148	273	152	151	119	249	172	11	410	34	387	221	200	226	81	114	194	227
	84%	84%	84%	79%	84%	90%	80%	85%	88%	86%	83%	88%	81%	84%	85%	84%	80%	84%	90%	84%	85%	83%	81%	88%	88%	88%	81%
						C			*			*					**		*				*	*	Z		
Low2Box (Tend to disagree/Strongly disagree)	15	5	11	5	6	4	4	8	3	6	10	6	6	4	10	5	1	14	1	15	9	6	9	4	2	6	10
	3%	2%	4%	3%	4%	2%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	9%	3%	2%	3%	4%	3%	3%	5%	2%	3%	3%
									*			*					**		*				*	*	*		

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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	486	521	478	316	213	246	733	28	447	560	157	567	283	460	547	141	866	180	827	703	304	
Base: All Respondents (wtd)	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
Strongly agree	392	177	215	216	112	64	123	264	5	177	215	130	199	63	161	231	47	345	60	332	261	131	
	78%	76%	80%	76%	80%	86%	78%	79%	56%	84%	74%	83%	76%	78%	79%	78%	73%	79%	76%	79%	80%	76%	
						C			**	J													
Tend to agree	67	32	36	40	21	7	19	46	3	19	48	17	39	12	27	40	11	57	12	55	43	25	
	13%	14%	13%	14%	15%	10%	12%	14%	32%	9%	17%	11%	15%	15%	13%	14%	16%	13%	16%	13%	13%	14%	
									**	I													
Neither agree nor disagree	25	11	14	20	2	3	9	16	*	6	19	4	17	4	9	16	5	20	5	21	16	9	
	5%	5%	5%	7%	2%	4%	6%	5%	4%	3%	7%	3%	7%	5%	4%	6%	8%	5%	6%	5%	5%	5%	
				D					**	I													
Tend to disagree	7	5	2	4	3	*	2	5	*	3	4	2	4	1	2	5	2	6	1	6	3	4	
	1%	2%	1%	1%	2%	1%	1%	1%	4%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	
									**														
Strongly disagree	*	*	-	*	-	-	-	*	-	*	-	-	-	*	*	-	-	*	-	*	*	-	
	*	*	-	*	-	-	-	*	-	*	-	-	-	*	*	-	-	*	-	*	*	-	
									**														
Don't know / No opinion	8	6	1	5	3	-	4	3	*	5	3	4	3	1	5	3	1	7	1	7	5	3	
	2%	3%	1%	2%	2%	-	3%	1%	4%	2%	1%	3%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	
		B							**														
Sigma	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	459	209	250	256	132	71	142	310	7	197	263	146	238	75	188	271	58	402	72	387	304	155	
	92%	90%	93%	90%	94%	96%	90%	93%	88%	93%	91%	94%	91%	92%	92%	92%	89%	92%	92%	92%	93%	90%	
					C	C			**														
Low2Box (Tend to disagree/Strongly disagree)	7	5	2	4	3	*	2	5	*	4	4	2	4	1	3	5	2	6	1	6	4	4	
	1%	2%	1%	2%	2%	1%	1%	1%	4%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	
									**														

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?
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,V/W/X/Y/Z/a/b
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	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)	1001	497	504	294	310	397	203	410	388	447	554	373	461	167	530	471	98	903	130	871	669	332	60	68	99	126	-	396	252		
	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	129		
	214	97	117	78	74	62	53	89	72	80	134	82	93	39	105	109	15	199	20	193	141	72	13	18	14	29	-	76	63		
Strongly agree	43%	39%	46%	44%	44%	40%	49%	43%	39%	39%	46%	44%	41%	43%	40%	46%	31%	44%	32%	44%	42%	44%	43%	54%	29%	47%	-	39%	49%		
		A					H		*		I						*	P		R			*	Xa*	*	X			Xa		
Tend to agree	203	98	105	69	68	67	38	83	82	90	113	72	92	39	110	93	21	182	31	172	135	68	11	13	25	27	-	85	44		
	41%	40%	41%	39%	40%	43%	36%	40%	44%	44%	38%	39%	41%	43%	42%	39%	44%	40%	49%	39%	40%	41%	36%	38%	50%	44%	-	43%	34%		
															*		*					*	*	b*				b			
Neither agree nor disagree	64	39	25	25	20	19	12	26	26	27	37	21	32	10	37	27	8	56	9	55	43	21	6	3	8	4	-	27	16		
	13%	16%	10%	14%	12%	12%	11%	12%	14%	13%	13%	12%	15%	11%	14%	11%	16%	12%	14%	13%	13%	12%	19%	9%	17%	6%	-	14%	13%		
		B													*		*					Y*		Y*				Y			
Tend to disagree	12	8	4	4	3	5	2	4	6	6	6	6	4	2	7	5	3	9	2	9	8	4	1	-	2	1	-	6	2		
	2%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	7%	2%	4%	2%	2%	2%	3%	-	3%	2%	-	3%	2%		
																	Q*						*	*	*						
Strongly disagree	3	3	-	-	2	1	1	1	1	1	2	2	1	-	2	1	-	3	1	2	3	*	-	-	-	*	-	3	-		
	1%	1%	-	-	1%	1%	1%	1%	*	*	1%	1%	1%	-	1%	*	-	1%	1%	1%	1%	*	*	*	*	1%	-	1%	-		
		B			C										*		*					*	*	*	*	-	1%	-	1%	-	
Don't know / No opinion	4	1	3	2	2	*	1	3	1	2	2	2	2	-	1	3	1	3	1	3	3	1	-	-	*	-	-	1	3		
	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	-	*	1%	3%	1%	1%	1%	1%	1%	-	-	1%	-	-	*	2%		
																	Q*					*	*	*	*						
Sigma	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	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%		
Summary																															
Top2Box (Strongly agree/Tend to agree)	417	196	221	147	142	129	91	171	154	170	247	154	184	79	215	202	36	382	52	365	276	141	24	30	39	56	-	161	107		
	83%	79%	88%	83%	84%	84%	85%	84%	82%	83%	84%	83%	82%	87%	82%	85%	75%	84%	80%	84%	83%	85%	79%	91%	79%	91%	-	82%	83%		
			A														*	P				*	VX*	*	VXa						
Low2Box (Tend to disagree/Strongly disagree)	15	11	4	4	5	6	3	5	7	7	8	8	5	2	9	6	3	12	3	12	11	4	1	-	2	-	8	2			
	3%	4%	2%	2%	3%	4%	3%	2%	3%	3%	3%	4%	2%	2%	3%	3%	7%	3%	5%	3%	3%	2%	3%	-	3%	3%	-	4%	2%		
		B															Q*					*	*	*							

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	1023	485	538	570	365	88	69	267	687	700	323	85	256	682	655	368	98	925	355	668	891	132
Base: All Respondents (wtd)	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97
Strongly agree	251	131	119	105	101	45	37	88	126	182	69	148	75	28	141	110	17	233	52	198	194	57
	50%	53%	48%	52%	49%	48%	54%	50%	49%	51%	49%	50%	48%	56%	49%	52%	43%	51%	48%	51%	48%	59%
Tend to agree		*			*	**	**	*	*		*	*		L		*	**	*	*		*	*
	174	84	90	58	75	41	12	61	101	140	34	100	55	19	106	68	14	160	42	132	147	27
	35%	34%	36%	29%	37%	44%	17%	34%	40%	39%	25%	34%	36%	37%	37%	32%	34%	35%	38%	34%	37%	27%
Neither agree nor disagree		*			*	**	**	*	*	J	*	*			*	**	*	*	*		*	*
	61	29	32	30	22	8	14	20	26	35	26	36	22	3	29	32	9	51	16	45	53	8
Tend to disagree	12%	12%	13%	15%	11%	9%	21%	12%	10%	10%	19%	12%	14%	6%	10%	15%	23%	11%	14%	12%	13%	8%
		*			*	**	**	*	*		*	*	M		*	*	**	*	*		*	*
	3	*	2	3	-	-	-	3	-	2	1	2	1	-	*	2	-	3	-	3	3	-
Strongly disagree	1%	*	1%	1%	-	-	-	1%	-	1%	*	1%	*	-	*	1%	-	1%	-	1%	1%	-
		*			*	**	**	*	*		*	*			*	*	**	*	*	*	*	*
	*	*	-	*	-	-	*	-	*	-	*	-	-	*	*	*	-	*	*	*	*	*
Don't know / No opinion		*	-	*	-	-	*	-	*	-	*	-	-	*	*	*	-	*	*	*	*	*
		*			*	**	**	*	*		*	*			*	*	**	*	*	*	*	*
	12	5	7	5	7	-	5	6	1	2	10	9	2	*	11	1	-	12	-	12	6	5
Sigma	2%	2%	3%	2%	3%	-	8%	3%	*	*	7%	3%	1%	*	4%	*	-	3%	-	3%	2%	6%
		*			*	**	**	*	*		J*	*			*	*	**	*	*	*	*	*
	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97
Summary	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly agree/Tend to agree)	425	215	210	163	176	86	49	148	227	322	103	248	130	47	247	178	31	393	94	331	341	83
	85%	86%	84%	81%	86%	91%	71%	84%	89%	89%	74%	84%	84%	93%	86%	84%	77%	86%	86%	85%	85%	86%
Low2Box (Tend to disagree/Strongly disagree)		*			*	**	**	*	*	J	*	*		KL	*	*	**	*	*	*	*	*
	3	*	2	3	-	-	*	3	*	2	1	2	1	*	*	2	-	3	*	3	3	*
	1%	*	1%	1%	-	-	*	1%	*	1%	*	1%	*	*	*	1%	-	1%	*	1%	1%	*
		*			*	**	**	*	*		*	*			*	*	**	*	*	*	*	*

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	1000	492	508	357	321	322	265	518	217	399	601	408	277	315	581	419	38	962	69	931	594	406	
Base: All Respondents (wtd)	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
Strongly agree	175	89	85	57	60	58	48	94	32	70	104	67	65	43	100	75	4	170	8	167	99	75	
	35%	36%	34%	30%	38%	38%	37%	36%	30%	36%	34%	40%	31%	35%	35%	35%	25%	35%	26%	36%	34%	37%	
Tend to agree				C	C							L				*		*					
	200	101	99	73	64	63	50	102	48	80	120	64	85	51	123	77	8	192	14	186	119	81	
	40%	41%	39%	38%	41%	41%	38%	39%	45%	41%	39%	38%	41%	41%	43%	36%	46%	40%	44%	40%	40%	40%	
Neither agree nor disagree															O		*		*				
	78	34	44	38	23	18	21	40	17	31	47	25	37	16	37	41	2	76	3	75	50	28	
	16%	14%	18%	20%	14%	12%	17%	15%	16%	16%	16%	15%	18%	13%	13%	19%	11%	16%	10%	16%	17%	14%	
Tend to disagree				E											N		*		*				
	26	12	14	12	8	6	4	13	8	8	17	4	12	9	16	10	2	24	4	22	16	10	
	5%	5%	6%	6%	5%	4%	3%	5%	8%	4%	6%	3%	6%	8%	5%	5%	11%	5%	12%	5%	5%	5%	
Strongly disagree													K	K			*		S*				
	4	3	2	2	*	2	2	2	*	2	2	2	2	*	2	2	1	4	1	3	2	2	
	1%	1%	1%	1%	*	2%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	5%	1%	4%	1%	1%	1%	
Don't know / No opinion																	Q*		S*				
	17	8	9	9	3	4	4	12	1	5	12	5	8	4	9	8	*	17	1	16	9	8	
	3%	3%	3%	5%	2%	3%	3%	5%	1%	2%	4%	3%	4%	3%	3%	4%	2%	3%	4%	3%	3%	4%	
Sigma								H									*		*				
	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	375	191	184	130	124	120	98	196	81	151	224	131	149	94	223	152	13	362	22	353	218	157	
	75%	77%	73%	68%	78%	80%	76%	74%	76%	77%	74%	78%	72%	76%	78%	71%	71%	75%	69%	75%	74%	76%	
Low2Box (Tend to disagree/Strongly disagree)					C	C									O		*		*				
	30	15	16	14	8	8	6	16	8	10	20	7	14	10	18	13	3	27	5	25	18	12	
	6%	6%	6%	7%	5%	5%	5%	6%	8%	5%	7%	4%	7%	8%	6%	6%	16%	6%	17%	5%	6%	6%	
													K				Q*		S*				

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	1001	513	488	305	338	358	307	314	380	425	576	195	627	179	659	342	80	921	183	818	689	312	
Base: All Respondents (wtd)	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
Strongly agree	216	112	104	60	78	78	72	65	79	87	129	49	121	46	141	75	15	201	40	176	143	73	
	43%	44%	42%	35%	44%	51%	46%	42%	42%	43%	43%	43%	42%	46%	44%	43%	41%	43%	46%	43%	42%	45%	
Tend to agree					C	C											*						
	187	91	96	72	64	51	54	60	73	80	107	44	108	35	118	69	12	175	29	158	131	56	
Neither agree nor disagree	37%	36%	39%	42%	37%	33%	34%	39%	39%	40%	36%	38%	38%	35%	36%	39%	32%	38%	33%	38%	39%	35%	
				E													*						
Tend to disagree	85	43	41	33	29	22	27	25	32	32	53	19	49	16	58	27	8	76	17	67	57	27	
	17%	17%	17%	19%	17%	14%	17%	16%	17%	16%	18%	17%	17%	16%	18%	15%	22%	17%	20%	16%	17%	17%	
Strongly disagree																	*						
	5	2	3	1	2	1	2	1	1	1	4	1	3	2	3	2	1	4	1	4	4	1	
Don't know / No opinion	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	2%	1%	1%	4%	1%	2%	1%	1%	1%	
																	Q*						
Sigma	2	1	*	*	1	-	-	1	1	1	1	-	2	-	1	*	*	1	*	1	2	-	
	*	*	*	*	1%	-	-	1%	*	*	*	-	1%	-	*	*	1%	*	*	*	*	-	
Top2Box (Strongly agree/Tend to agree)																	*						
	6	3	3	4	1	*	2	2	1	*	5	1	3	1	3	3	-	6	-	6	1	4	
Low2Box (Tend to disagree/Strongly disagree)	1%	1%	1%	3%	*	*	2%	1%	1%	*	2%	1%	1%	1%	1%	2%	-	1%	-	1%	*	3%	
				DE							I						*				T		
Summary	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top2Box (Strongly agree/Tend to agree)																							
	403	203	200	132	142	129	126	126	152	167	236	93	229	82	259	144	27	376	69	334	274	129	
Low2Box (Tend to disagree/Strongly disagree)	81%	80%	81%	77%	81%	85%	80%	81%	81%	83%	79%	82%	80%	81%	80%	82%	73%	81%	78%	81%	81%	80%	
						C											*						
Top2Box (Strongly agree/Tend to agree)	7	3	3	2	4	1	2	2	2	2	5	1	4	2	5	2	2	5	2	5	6	1	
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	*	2%	2%	1%	1%	5%	1%	2%	1%	2%	1%	
Low2Box (Tend to disagree/Strongly disagree)																	Q*						

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	500	249	251	198	153	149	199	217	9	180	320	154	253	93	267	233	33	467	34	466	294	206
Base: All Respondents (wtd)	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208
Strongly agree	228	111	117	97	67	64	95	103	1	72	156	65	139	25	122	106	10	218	10	218	131	97
	46%	45%	46%	48%	48%	40%	48%	47%	16%	41%	48%	50%	47%	33%	45%	46%	30%	47%	29%	47%	45%	47%
Tend to agree									**			M	M	*			*		*			
	155	64	90	65	40	50	63	67	2	57	98	35	87	33	84	70	13	142	13	142	96	58
	31%	26%	35%	32%	28%	32%	31%	31%	32%	32%	30%	27%	29%	43%	31%	30%	38%	30%	36%	31%	33%	28%
Neither agree nor disagree			A						**					KL*			*		*			
	80	49	31	25	27	28	27	37	2	36	44	22	48	10	42	38	5	75	6	74	44	36
	16%	20%	12%	12%	19%	18%	13%	17%	30%	20%	14%	17%	16%	13%	16%	16%	15%	16%	16%	16%	15%	17%
Tend to disagree			B						**					*			*		*			
	16	8	8	5	4	7	6	7	-	6	10	3	7	5	9	7	3	13	2	14	9	6
	3%	3%	3%	2%	3%	4%	3%	3%	-	3%	3%	3%	2%	7%	3%	3%	8%	3%	6%	3%	3%	3%
Strongly disagree									**					*			*		*			
	10	7	2	3	1	6	3	3	2	5	5	2	4	3	7	3	2	8	4	5	6	3
	2%	3%	1%	1%	1%	4%	1%	2%	22%	3%	1%	2%	1%	5%	2%	1%	6%	2%	12%	1%	2%	2%
Don't know / No opinion									**					L*			*		S*			
	12	5	7	7	2	3	6	1	-	2	10	3	9	-	5	7	1	11	-	12	5	7
	2%	2%	3%	3%	1%	2%	3%	1%	-	1%	3%	2%	3%	-	2%	3%	3%	2%	-	3%	2%	4%
Sigma									**					*			*		*			
	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	383	175	208	163	107	113	158	170	4	129	254	99	225	58	206	177	23	360	23	360	227	156
	77%	72%	81%	81%	76%	72%	79%	78%	48%	72%	79%	77%	77%	76%	77%	76%	68%	77%	66%	77%	78%	75%
			A						**					*			*		*			
Low2Box (Tend to disagree/Strongly disagree)	25	16	10	8	5	13	9	10	2	11	14	6	11	9	15	10	5	20	6	19	15	10
	5%	6%	4%	4%	3%	8%	4%	5%	22%	6%	4%	5%	4%	11%	6%	4%	14%	4%	18%	4%	5%	5%
									**					KL*			Q*		S*			

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	1020	564	456	525	344	151	383	373	264	675	345	1	125	894	555	465	248	772	482	538	786	234
Base: All Respondents (wtd)	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129
Strongly agree	290	150	140	149	97	44	105	106	79	190	100	-	34	256	152	138	73	217	142	148	219	71
	58%	58%	58%	54%	63%	63%	54%	59%	63%	62%	52%	-	50%	59%	60%	56%	61%	57%	62%	54%	59%	55%
Tend to agree				C					F	J								S				
	150	74	76	91	39	20	58	55	37	88	62	1	23	126	71	79	34	116	63	87	108	42
	30%	29%	32%	33%	25%	29%	30%	31%	29%	28%	33%	100%	34%	29%	28%	32%	28%	31%	28%	32%	29%	32%
Neither agree nor disagree				D								**										
	40	23	17	22	13	5	21	13	6	21	19	-	7	33	22	17	9	30	14	26	31	9
Tend to disagree	8%	9%	7%	8%	9%	7%	11%	7%	5%	7%	10%	-	11%	8%	9%	7%	8%	8%	6%	10%	8%	7%
				H								**										
	10	5	5	6	3	*	6	2	1	7	3	-	1	9	5	5	3	7	5	4	6	4
Strongly disagree	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	-	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%
												**										
Don't know / No opinion	4	4	-	2	1	1	2	2	*	2	2	-	1	3	2	2	1	3	1	3	2	2
	1%	2%	-	1%	1%	1%	1%	1%	*	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		B										**										
Sigma	6	3	4	6	*	-	3	1	2	1	5	-	1	5	1	5	1	5	2	5	4	2
	1%	1%	1%	2%	*	-	2%	1%	2%	*	3%	-	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
				D							I	**										
Low2Box (Tend to disagree/Strongly disagree)	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	440	224	216	240	136	64	163	161	116	278	162	1	57	382	223	217	107	334	205	235	327	113
	88%	87%	89%	87%	88%	91%	84%	90%	92%	90%	85%	100%	85%	89%	88%	88%	88%	88%	90%	86%	88%	87%
Low2Box (Tend to disagree/Strongly disagree)								F	F	J		**										
	14	9	5	8	4	1	8	4	2	9	5	-	2	12	8	6	3	10	7	7	8	6
	3%	3%	2%	3%	3%	2%	4%	2%	1%	3%	3%	-	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%
												**										

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	509	251	258	280	183	46	58	268	183	287	222	177	37	295	249	260	71	438	129	380	439	70	
Base: All Respondents (wtd)	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
Strongly agree	335	175	159	197	106	31	36	183	115	189	145	111	27	196	164	170	43	292	81	253	279	56	
	67%	70%	64%	70%	61%	72%	61%	70%	65%	69%	64%	63%	72%	69%	68%	66%	61%	68%	65%	68%	65%	77%	
				D		*	*						*				*					*	
Tend to agree	111	55	55	55	48	8	12	54	45	55	56	40	9	61	57	53	18	93	30	80	101	9	
	22%	22%	22%	20%	27%	17%	21%	20%	25%	20%	24%	23%	25%	21%	24%	21%	25%	22%	24%	21%	24%	13%	
						*	*						*				*				U	*	
Neither agree nor disagree	52	16	36	28	19	5	10	25	17	27	25	25	1	25	20	32	9	43	13	38	46	6	
	10%	6%	14%	10%	11%	11%	17%	9%	9%	10%	11%	14%	3%	9%	8%	12%	12%	10%	11%	10%	11%	9%	
			A			*	*						*				*					*	
Tend to disagree	2	2	-	-	2	-	-	2	-	2	-	-	-	2	1	1	1	1	1	1	2	-	
	*	1%	-	-	1%	-	-	1%	-	1%	-	-	-	1%	*	*	1%	*	1%	*	*	-	
						*	*						*				*					*	
Don't know / No opinion	1	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	1	-	1	
	*	*	-	*	-	-	2%	-	-	-	1%	-	-	*	-	*	-	*	-	*	-	2%	
						*	G*						*				*					T*	
Sigma	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	445	231	214	252	154	39	49	237	159	244	201	151	36	258	222	224	60	385	112	333	380	65	
	89%	92%	86%	90%	88%	89%	81%	90%	91%	89%	89%	86%	97%	90%	91%	87%	86%	89%	89%	89%	89%	90%	
		B				*	*						*				*					*	
Low2Box (Tend to disagree/Strongly disagree)	2	2	-	-	2	-	-	2	-	2	-	-	-	2	1	1	1	1	1	1	2	-	
	*	1%	-	-	1%	-	-	1%	-	1%	-	-	-	1%	*	*	1%	*	1%	*	*	-	
						*	*						*				*					*	

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	1002	482	520	332	393	277	276	429	297	510	492	368	475	159	508	494	100	902	153	849	630	372	
Base: All Respondents (wtd)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
Strongly agree	271	135	136	88	107	76	85	110	76	140	130	133	103	35	133	137	25	245	36	235	160	111	
	54%	54%	54%	49%	57%	57%	58%	51%	56%	56%	53%	54%	52%	60%	54%	54%	53%	54%	50%	55%	53%	56%	
Tend to agree				C	C												*						
	149	78	71	59	47	42	38	71	40	78	71	72	59	18	77	71	11	137	19	129	92	57	
Neither agree nor disagree	30%	31%	28%	33%	25%	32%	26%	33%	30%	31%	29%	30%	30%	31%	31%	28%	24%	30%	27%	30%	30%	29%	
				D													*						
Tend to disagree	62	29	33	22	27	14	19	28	15	27	35	28	30	4	29	33	9	54	13	49	41	21	
	12%	12%	13%	12%	14%	10%	13%	13%	11%	11%	14%	11%	15%	7%	12%	13%	18%	12%	18%	12%	14%	11%	
Strongly disagree													M				*		S				
	12	5	7	8	3	1	3	6	3	5	7	8	4	1	7	6	2	10	3	9	8	4	
Don't know / No opinion	2%	2%	3%	4%	2%	1%	2%	3%	2%	2%	3%	3%	2%	1%	3%	2%	4%	2%	4%	2%	3%	2%	
				E													*						
Sigma	4	1	3	2	2	-	1	2	1	2	2	3	1	-	1	3	*	4	*	4	1	3	
	1%	*	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	1%	*	1%		
Summary																	*						
	2	2	*	2	*	-	1	*	1	-	2	1	1	-	*	2	-	2	-	2	1	1	
Top2Box (Strongly agree/Tend to agree)	*	1%	*	1%	*	-	1%	*	1%	-	1%	*	1%	-	*	1%	-	*	-	*	*	1%	
										I							*						
Low2Box (Tend to disagree/Strongly disagree)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
	419	212	207	147	154	118	122	181	116	218	201	204	162	53	210	209	37	382	55	364	252	168	
Low2Box (Tend to disagree/Strongly disagree)	84%	85%	83%	81%	83%	89%	83%	83%	85%	86%	81%	84%	81%	91%	85%	83%	77%	85%	77%	85%	83%	85%	
						CD				J				KL			*			R			
	16	7	10	10	5	1	5	8	4	8	9	10	5	1	7	9	2	14	3	13	9	7	
	3%	3%	4%	6%	3%	1%	3%	4%	3%	3%	4%	4%	3%	1%	3%	4%	5%	3%	5%	3%	3%	4%	
				E													*						

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	1007	492	515	275	351	381	636	321	50	629	378	318	242	447	491	516	46	961	73	934	656	351
Base: All Respondents (wtd)	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
Strongly agree	108	57	52	27	33	49	77	28	3	71	37	63	23	23	52	56	5	103	8	101	67	42
	22%	23%	21%	14%	21%	31%	22%	21%	19%	25%	17%	21%	25%	20%	23%	21%	23%	22%	23%	22%	22%	22%
Tend to agree						CD			*	J							*		*			
	242	118	124	87	74	81	177	56	9	134	108	137	43	61	111	131	11	231	16	226	150	92
	48%	47%	50%	47%	47%	51%	50%	42%	56%	48%	49%	47%	48%	53%	48%	48%	45%	49%	47%	49%	49%	48%
Neither agree nor disagree									*								*		*			
	124	67	57	57	43	24	82	39	3	64	60	78	20	26	57	67	7	118	9	115	79	46
Tend to disagree	25%	27%	23%	31%	28%	15%	23%	29%	21%	23%	27%	26%	22%	23%	25%	25%	28%	25%	27%	25%	26%	24%
				E	E				*								*		*			
	8	5	3	5	2	2	7	1	-	3	5	6	1	1	4	4	*	8	*	8	6	2
Strongly disagree	2%	2%	1%	3%	1%	1%	2%	1%	-	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%
									*								*		*			
	*	*	-	-	*	-	*	-	-	-	*	-	-	*	*	-	-	*	-	*	-	*
Don't know / No opinion									-	-	*	-	-	*	*	-	-	*	-	*	-	*
	17	4	13	9	4	4	8	8	1	8	9	11	3	3	5	13	1	16	1	16	6	11
	3%	2%	5%	5%	3%	2%	2%	6%	4%	3%	4%	4%	3%	3%	2%	5%	4%	3%	3%	4%	2%	6%
Sigma			A					F	*								*		*			T
	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	350	174	176	114	106	130	254	85	12	204	146	200	66	84	163	187	16	334	23	327	216	134
	70%	69%	71%	61%	68%	82%	72%	64%	75%	73%	66%	68%	74%	73%	71%	69%	67%	70%	69%	70%	70%	69%
						CD	G		*								*		*			
Low2Box (Tend to disagree/Strongly disagree)	8	6	3	5	2	2	7	1	-	3	5	6	1	2	4	4	*	8	*	8	6	2
	2%	2%	1%	3%	1%	1%	2%	1%	-	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%
									*								*		*			

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	501	239	262	219	197	85	348	132	21	244	257	150	156	195	276	225	118	383	139	362	344	157	
Base: All Respondents (wtd)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202	
Strongly agree	378	180	198	188	128	62	302	67	9	168	210	235	79	63	208	170	79	299	93	285	225	153	
	76%	75%	76%	70%	81%	85%	75%	76%	85%	80%	72%	73%	77%	83%	80%	71%	76%	75%	77%	75%	76%	76%	
Tend to agree					C	C*		*	**					K			*		*				
	95	39	56	59	27	9	78	16	2	37	58	68	15	12	41	54	20	75	23	72	62	33	
	19%	16%	22%	22%	17%	12%	19%	18%	15%	18%	20%	21%	15%	15%	16%	23%	19%	19%	19%	19%	21%	16%	
					*	*		*	**								*		*				
Neither agree nor disagree	18	12	6	14	2	1	14	4	-	3	14	13	4	1	6	11	4	14	3	14	7	10	
	4%	5%	2%	5%	1%	2%	3%	4%	-	2%	5%	4%	3%	1%	2%	5%	4%	4%	3%	4%	2%	5%	
					*	*		*	**								*		*				
Tend to disagree	4	4	-	4	-	-	4	-	-	-	4	2	1	*	4	-	-	4	1	3	3	*	
	1%	1%	-	1%	-	-	1%	-	-	-	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	*	
					*	*		*	**								*		*				
Strongly disagree	2	2	-	1	-	1	1	1	-	1	1	-	2	-	1	1	-	2	-	2	-	2	
	*	1%	-	*	-	1%	*	1%	-	*	*	-	2%	-	*	*	-	*	-	*	-	1%	
					*	*		*	**				K				*		*				
Don't know / No opinion	5	3	2	5	-	-	4	1	-	-	5	2	2	-	1	4	1	4	1	4	1	4	
	1%	1%	1%	2%	-	-	1%	1%	-	-	2%	1%	2%	-	*	2%	1%	1%	1%	1%	*	2%	
					*	*		*	**								*		*				
Sigma	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	473	219	254	247	155	71	379	82	11	205	268	303	95	75	249	224	98	374	116	357	287	186	
	95%	92%	97%	91%	99%	97%	95%	94%	100%	98%	92%	94%	92%	98%	96%	93%	96%	94%	96%	94%	96%	92%	
			A		C	*		*	**	J				L			*		*				
Low2Box (Tend to disagree/Strongly disagree)	5	5	-	4	-	1	4	1	-	1	4	2	2	*	4	1	-	5	1	4	3	2	
	1%	2%	-	2%	-	1%	1%	1%	-	*	1%	1%	2%	1%	2%	*	-	1%	1%	1%	1%	1%	
					*	*		*	**								*		*				

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	500	235	265	191	157	152	396	97	7	258	242	73	330	97	220	280	48	452	72	428	284	216
Base: All Respondents (wtd)	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
Strongly agree	243	119	124	93	70	79	200	42	-	129	114	56	156	30	107	136	18	225	29	213	128	115
	49%	48%	49%	43%	48%	57%	49%	48%	-	53%	44%	54%	48%	43%	51%	47%	40%	49%	44%	49%	47%	50%
Tend to agree						C		*	**	J				*			*		*			
	171	93	78	74	51	46	130	35	6	76	95	29	110	32	71	100	14	157	26	144	101	70
	34%	37%	31%	34%	35%	33%	32%	40%	85%	31%	37%	28%	34%	45%	34%	34%	30%	35%	39%	33%	37%	31%
Neither agree nor disagree								*	**			*		KL*			*		*			
	63	27	36	33	20	11	54	8	1	28	36	10	48	5	25	38	8	55	5	58	30	34
Tend to disagree	13%	11%	14%	15%	14%	8%	13%	9%	15%	11%	14%	10%	15%	7%	12%	13%	18%	12%	8%	13%	11%	15%
				E				*	**			*		*			*		*			
	12	5	7	8	3	2	12	1	-	7	6	4	7	1	6	7	-	12	1	11	9	4
Strongly disagree	2%	2%	3%	4%	2%	1%	3%	1%	-	3%	2%	4%	2%	2%	3%	2%	-	3%	2%	3%	3%	2%
								*	**			*		*			*		*			
Don't know / No opinion	5	2	3	3	1	1	4	1	-	1	4	3	1	1	1	4	4	1	4	1	2	3
	1%	1%	1%	1%	*	1%	1%	1%	-	*	1%	3%	*	1%	*	1%	9%	*	6%	*	1%	1%
								*	**			L*		*			Q*		S*			
Sigma	6	2	4	4	1	1	5	1	-	2	4	2	4	1	1	5	2	4	1	5	4	3
	1%	1%	2%	2%	1%	*	1%	1%	-	1%	2%	1%	1%	1%	*	2%	4%	1%	1%	1%	1%	1%
Low2Box (Tend to disagree/Strongly disagree)								*	**			*		*			*		*			
	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
Summary	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly agree/Tend to agree)	413	212	202	167	121	125	330	77	6	205	209	85	267	62	178	236	32	382	56	358	228	185
	83%	85%	80%	78%	83%	90%	81%	88%	85%	85%	81%	82%	82%	89%	84%	81%	69%	84%	84%	83%	84%	81%
						C		*	**			*		*			*	P	*			
Low2Box (Tend to disagree/Strongly disagree)	17	7	10	11	4	3	16	1	-	8	9	7	8	2	7	10	4	13	5	12	10	7
	3%	3%	4%	5%	3%	2%	4%	2%	-	3%	4%	7%	2%	3%	3%	4%	9%	3%	7%	3%	4%	3%
								*	**			L*		*			Q*		*			

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	500	235	265	166	179	155	56	272	172	263	237	130	266	104	267	233	34	466	57	443	329	171	
Base: All Respondents (wtd)	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
Strongly agree	263	136	127	103	90	70	27	148	88	135	128	65	160	38	146	117	14	249	28	235	178	85	
	53%	57%	49%	49%	53%	58%	44%	53%	56%	56%	50%	44%	60%	43%	57%	48%	41%	53%	48%	53%	56%	47%	
Tend to agree							*						KM	*	O		*		*				
	143	57	86	62	48	33	17	85	41	63	80	51	60	32	64	79	9	134	15	128	84	58	
Neither agree nor disagree	29%	24%	33%	30%	28%	27%	28%	30%	26%	26%	31%	35%	23%	37%	25%	32%	28%	29%	26%	29%	27%	32%	
			A				*					L		L*			*		*				
	83	39	44	39	29	15	13	42	28	42	41	26	43	15	38	45	9	74	15	68	49	35	
	17%	16%	17%	19%	17%	12%	20%	15%	18%	17%	16%	18%	16%	16%	15%	18%	29%	16%	25%	15%	15%	19%	
Tend to disagree							*							*			*		*				
	7	6	1	6	-	1	4	3	1	1	6	4	1	3	4	4	1	7	1	7	4	4	
	1%	2%	1%	3%	-	1%	6%	1%	*	1%	2%	3%	1%	3%	1%	2%	2%	1%	1%	1%	1%	2%	
Strongly disagree				D			GH*					L		L*			*		*				
	1	1	-	-	1	-	1	-	-	-	1	-	1	-	1	-	-	1	-	1	1	-	
	*	*	-	-	1%	-	2%	-	-	-	*	-	*	-	*	-	-	*	-	*	*	-	
Don't know / No opinion							G*							*			*		*				
	3	1	1	-	2	1	-	2	1	1	2	1	1	1	2	1	-	3	-	3	1	1	
	1%	*	1%	-	1%	1%	-	1%	*	*	1%	1%	*	1%	1%	*	-	1%	-	1%	*	1%	
							*							*			*		*				
Sigma	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	406	193	212	166	137	103	44	233	129	198	208	115	220	70	210	196	23	383	43	363	262	143	
	81%	80%	82%	79%	81%	86%	72%	83%	81%	82%	81%	79%	83%	80%	82%	80%	69%	82%	73%	82%	83%	78%	
Low2Box (Tend to disagree/Strongly disagree)							*							*			*		*				
	8	7	1	6	1	1	5	3	1	1	7	4	2	3	5	4	1	8	1	8	5	4	
	2%	3%	1%	3%	1%	1%	8%	1%	*	1%	3%	3%	1%	3%	2%	2%	2%	2%	1%	2%	1%	2%	
							GH*							*			*		*				

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	503	304	199	305	151	47	239	127	63	305	198	130	116	257	234	269	74	429	98	405	317	186
Base: All Respondents (wtd)	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237
Strongly agree	389	226	163	218	130	41	217	89	32	243	146	219	118	52	162	227	52	337	64	325	198	191
	78%	80%	75%	74%	84%	82%	80%	83%	73%	84%	69%	75%	81%	80%	79%	77%	75%	78%	74%	79%	75%	80%
Tend to agree	74	33	41	52	16	6	39	12	10	32	42	44	21	10	24	50	12	62	17	57	43	32
	15%	12%	19%	18%	10%	12%	14%	11%	23%	11%	20%	15%	14%	15%	12%	17%	17%	14%	20%	14%	16%	13%
Neither agree nor disagree					*	**		*	**		I						*		*			
	23	16	7	14	9	*	6	6	2	11	12	15	6	2	13	11	4	20	3	20	13	10
Tend to disagree	5%	6%	3%	5%	6%	1%	2%	6%	3%	4%	6%	5%	4%	4%	6%	4%	5%	5%	3%	5%	5%	4%
					*	**		*	**								*		*			
Don't know / No opinion	2	2	-	2	-	-	2	-	-	-	2	2	-	*	2	*	-	2	-	2	2	-
	*	1%	-	1%	-	-	1%	-	-	-	1%	1%	-	*	1%	*	-	*	-	*	1%	-
Sigma					*	**		*	**								*		*			
	12	5	7	9	*	3	6	-	*	3	9	11	-	1	5	7	2	10	2	10	7	5
Sigma	2%	2%	3%	3%	*	5%	2%	-	1%	1%	4%	4%	-	1%	2%	2%	3%	2%	3%	2%	3%	2%
					*	**		*	**								*		*			
	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	463	260	203	270	146	47	255	101	42	274	189	262	139	62	186	277	64	399	81	382	240	223
	93%	92%	94%	92%	94%	94%	95%	94%	96%	95%	89%	90%	96%	95%	91%	94%	92%	93%	94%	92%	92%	94%
Low2Box (Tend to disagree/Strongly disagree)					*	**		*	**								*		*			
	2	2	-	2	-	-	2	-	-	-	2	2	-	*	2	*	-	2	-	2	2	-
	*	1%	-	1%	-	-	1%	-	-	-	1%	1%	-	*	1%	*	-	*	-	*	1%	-
					*	**		*	**								*		*			

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	529	169	360	266	185	78	40	123	366	274	255	249	157	123	283	246	98	431	171	358	459	70	
Base: All Respondents (wtd)	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
Strongly agree	275	122	153	176	66	33	44	75	156	110	165	145	75	55	136	140	41	235	73	203	212	63	
	55%	51%	59%	62%	48%	44%	72%	65%	48%	49%	60%	63%	49%	47%	52%	59%	44%	58%	47%	59%	53%	66%	
				DE		*	**	H*			I	LM		*			*	P		R		*	
Tend to agree	137	66	70	68	47	22	4	24	108	76	61	51	50	36	72	65	29	108	48	89	122	15	
	27%	28%	27%	24%	34%	28%	7%	21%	34%	33%	22%	22%	33%	31%	27%	27%	31%	26%	31%	26%	30%	15%	
					C	*	**	*	G	J			K	*			*				U	*	
Neither agree nor disagree	68	37	31	37	17	14	10	16	42	27	41	26	20	22	46	22	16	52	25	43	54	14	
	14%	15%	12%	13%	13%	19%	16%	14%	13%	12%	15%	11%	13%	18%	17%	9%	17%	13%	16%	12%	13%	14%	
						*	**	*						*	O		*				*		
Tend to disagree	12	7	4	2	5	5	-	1	11	8	3	3	5	3	5	6	4	8	4	8	11	1	
	2%	3%	2%	1%	4%	6%	-	1%	3%	4%	1%	2%	4%	2%	2%	3%	4%	2%	3%	2%	3%	1%	
					C	C*	**	*						*			*					*	
Strongly disagree	8	7	1	3	2	3	3	-	5	5	3	4	2	2	4	5	3	5	4	4	5	3	
	2%	3%	*	1%	2%	3%	6%	-	2%	2%	1%	2%	1%	2%	1%	2%	3%	1%	3%	1%	1%	4%	
						*	**	*						*			*					*	
Sigma	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	412	188	224	244	113	55	49	99	264	186	226	196	125	91	207	205	69	343	121	291	334	78	
	82%	78%	86%	85%	82%	72%	79%	85%	82%	82%	83%	85%	82%	77%	79%	86%	75%	84%	78%	84%	83%	81%	
				E		*	**	*						*			*					*	
Low2Box (Tend to disagree/Strongly disagree)	20	14	6	6	7	7	3	1	16	13	7	8	7	5	9	11	7	13	9	12	15	5	
	4%	6%	2%	2%	5%	10%	6%	1%	5%	6%	2%	3%	5%	4%	3%	5%	7%	3%	6%	3%	4%	5%	
						C*	**	*						*			*					*	

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	532	308	224	172	204	156	85	192	255	349	183	8	141	383	310	222	76	456	115	417	416	116	
Base: All Respondents (wtd)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133	
Strongly agree	243	128	116	92	93	58	48	86	110	147	96	5	80	159	133	110	27	216	45	198	180	64	
	49%	51%	47%	44%	52%	53%	52%	47%	49%	50%	46%	45%	54%	47%	51%	46%	44%	49%	51%	48%	49%	48%	
Tend to agree							*					**					*						
	207	99	108	87	75	45	30	81	96	121	86	4	54	149	101	106	25	182	36	171	147	60	
Neither agree nor disagree	41%	39%	44%	42%	42%	40%	33%	44%	43%	42%	41%	40%	36%	44%	39%	44%	42%	41%	41%	42%	40%	45%	
							*					**					*						
Tend to disagree	32	17	15	21	5	6	7	12	13	16	16	-	8	24	19	13	6	26	4	28	26	6	
	6%	7%	6%	10%	3%	5%	7%	7%	6%	6%	8%	-	5%	7%	7%	5%	10%	6%	5%	7%	7%	5%	
Strongly disagree				D			*					**					*						
	11	6	5	4	5	1	3	3	5	6	4	-	4	7	4	6	1	9	2	9	11	-	
Don't know / No opinion	2%	2%	2%	2%	3%	1%	3%	1%	2%	2%	2%	-	3%	2%	2%	3%	2%	2%	2%	2%	3%	-	
							*					**					*						
Sigma	4	2	2	3	1	-	3	-	1	1	3	2	1	1	1	3	1	3	1	3	1	3	
	1%	1%	1%	1%	*	-	3%	-	*	*	1%	16%	1%	*	*	1%	1%	1%	1%	1%	*	2%	
Summary							GH*					**					*				T		
	3	1	2	2	-	1	1	1	1	1	2	-	1	2	1	2	-	3	-	3	3	-	
Top2Box (Strongly agree/Tend to agree)	1%	*	1%	1%	-	1%	1%	1%	*	*	1%	-	1%	1%	*	1%	-	1%	-	1%	1%	-	
							*					**					*						
Low2Box (Tend to disagree/Strongly disagree)	14	8	7	7	6	1	6	3	6	7	7	2	5	8	5	9	2	12	2	12	12	3	
	3%	3%	3%	4%	3%	1%	7%	1%	2%	2%	4%	16%	4%	2%	2%	4%	4%	3%	3%	3%	3%	2%	
							G*					**					*						

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	1001	500	501	382	397	222	715	241	45	443	558	649	81	271	485	516	90	911	93	908	545	456
Base: All Respondents (wtd)	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230
Strongly agree	288	140	148	119	108	60	207	70	11	119	168	143	62	82	137	150	21	266	20	267	149	139
	58%	55%	60%	58%	57%	57%	58%	58%	43%	56%	59%	57%	54%	60%	56%	59%	52%	58%	43%	59%	55%	60%
Tend to agree									*				*				*		*	R		
	154	82	72	62	55	37	106	37	11	71	83	75	42	37	75	79	12	142	17	137	86	68
	31%	33%	29%	30%	29%	35%	30%	31%	42%	33%	29%	30%	37%	27%	31%	31%	30%	31%	36%	30%	32%	30%
Neither agree nor disagree									*				*				*		*			
	43	22	21	17	21	5	29	11	3	19	24	25	7	12	24	19	5	38	7	36	28	16
	9%	9%	9%	8%	11%	5%	8%	9%	13%	9%	8%	10%	6%	8%	10%	7%	13%	8%	14%	8%	10%	7%
Tend to disagree					E				*				*				*		*			
	8	5	3	4	3	1	5	2	-	3	5	4	-	4	5	3	1	7	1	6	4	4
	2%	2%	1%	2%	2%	1%	1%	2%	-	1%	2%	1%	-	3%	2%	1%	2%	1%	3%	1%	1%	2%
Strongly disagree									*				*				*		*			
	3	1	2	2	-	1	2	*	1	2	1	2	-	2	1	3	-	3	-	3	1	2
	1%	1%	1%	1%	-	1%	1%	*	2%	1%	*	1%	-	1%	*	1%	-	1%	-	1%	1%	1%
Don't know / No opinion									*				*				*		*			
	5	2	2	1	2	1	5	-	-	*	4	1	3	1	1	3	1	3	1	3	3	2
	1%	1%	1%	1%	1%	1%	1%	-	-	*	1%	*	3%	*	1%	1%	3%	1%	3%	1%	1%	1%
Sigma									*				*				Q*		S*			
	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	442	222	220	181	163	98	314	107	21	190	251	218	105	119	213	229	34	408	37	405	235	207
	88%	88%	89%	88%	86%	92%	88%	89%	85%	89%	88%	88%	91%	87%	87%	89%	82%	89%	79%	89%	87%	90%
									*				*				*		*	R		
Low2Box (Tend to disagree/Strongly disagree)	11	6	5	6	3	2	7	3	1	5	6	5	-	6	5	6	1	10	1	9	5	5
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	-	4%	2%	2%	2%	2%	3%	2%	2%	2%
									*				*	L			*		*			

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	500	236	264	177	131	192	200	225	75	165	335	346	76	78	312	188	38	462	56	444	307	193
Base: All Respondents (wtd)	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
Strongly agree	203	83	120	75	55	74	69	94	40	73	131	38	114	51	130	73	15	188	20	183	143	61
	41%	33%	49%	40%	38%	43%	37%	45%	40%	43%	39%	36%	44%	38%	41%	41%	32%	42%	28%	43%	42%	38%
Tend to agree			A*	*	*	*	*	*	*	*			*	*	*	*	**		**			*
	178	97	81	67	45	66	74	70	33	52	126	40	87	51	111	67	15	163	30	148	111	68
	36%	38%	33%	36%	31%	38%	39%	33%	33%	31%	38%	38%	33%	39%	35%	38%	31%	36%	42%	35%	32%	43%
Neither agree nor disagree			*	*	*	*	*	*	*	*			*	*	*	*	**		**			*
	91	61	30	32	35	25	35	33	23	37	54	20	51	20	60	31	13	78	17	74	70	21
Tend to disagree	18%	24%	12%	17%	24%	14%	19%	15%	23%	22%	16%	19%	20%	15%	19%	17%	27%	17%	24%	17%	21%	13%
			B	*	*	*	*	*	*	*			*	*	*	*	**		**			*
	13	4	9	4	2	7	6	6	*	5	8	2	3	8	7	6	4	9	4	9	9	4
Strongly disagree	3%	2%	4%	2%	2%	4%	3%	3%	*	3%	2%	2%	1%	6%	2%	3%	8%	2%	5%	2%	3%	2%
			*	*	*	*	*	*	*	*			*	*	*	*	**		**			*
	2	2	*	-	2	*	2	-	-	1	2	1	-	2	2	*	-	2	-	2	*	2
Don't know / No opinion	*	1%	*	-	2%	*	1%	-	-	*	1%	1%	-	1%	1%	*	-	1%	-	1%	*	1%
			*	*	*	*	*	*	*	*			*	*	*	*	**		**			*
	13	5	7	8	5	-	1	7	4	1	12	4	7	1	10	2	1	12	1	12	9	4
Sigma	3%	2%	3%	4%	3%	-	1%	3%	4%	*	4%	4%	3%	1%	3%	1%	1%	3%	1%	3%	3%	2%
			*	*	*	*	*	*	*	*			*	*	*	*	**		**			*
	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	381	181	201	142	100	140	143	165	73	125	256	78	201	102	241	140	30	352	50	332	253	128
	76%	71%	81%	77%	70%	82%	76%	78%	73%	75%	77%	74%	77%	77%	75%	78%	63%	78%	70%	77%	74%	81%
Low2Box (Tend to disagree/Strongly disagree)			*	*	*	*	*	*	*	*			*	*	*	*	**		**			*
	15	6	9	4	4	7	8	6	*	5	10	3	3	9	9	6	4	11	4	11	9	6
	3%	2%	4%	2%	3%	4%	5%	3%	*	3%	3%	3%	1%	7%	3%	3%	8%	3%	5%	3%	3%	4%
			*	*	*	*	*	*	*	*			*	L*		*	**		**			*

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	503	281	222	214	238	51	10	146	347	356	147	136	79	288	326	177	80	423	200	303	385	118
Base: All Respondents (wtd)	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
Strongly agree	427	199	228	214	155	57	8	127	292	300	127	119	93	214	277	149	45	382	148	279	334	92
	85%	79%	92%	82%	91%	87%	94%	76%	90%	89%	78%	78%	91%	88%	89%	79%	77%	86%	87%	85%	90%	71%
Tend to agree																						
	59	44	14	40	13	5	1	34	24	26	32	30	7	22	25	34	9	50	14	44	25	34
	12%	18%	6%	15%	8%	8%	6%	20%	8%	8%	20%	20%	7%	9%	8%	18%	15%	11%	8%	13%	7%	26%
Neither agree nor disagree																						
	11	6	5	6	3	2	-	4	6	9	2	3	2	5	6	5	4	7	6	4	8	3
	2%	2%	2%	2%	1%	4%	-	3%	2%	3%	1%	2%	2%	2%	2%	3%	6%	2%	4%	1%	2%	2%
Tend to disagree																						
	2	1	1	2	-	-	-	1	1	1	1	1	-	1	1	1	-	2	-	2	1	1
	*	*	*	1%	-	-	-	1%	*	*	*	*	-	*	*	*	-	*	-	1%	*	1%
Strongly disagree																						
	2	2	-	-	*	1	-	-	2	*	1	*	-	1	2	-	1	*	1	*	2	-
	*	1%	-	-	*	2%	-	-	*	*	1%	*	-	*	1%	-	2%	*	1%	*	*	-
Don't know / No opinion																						
	1	1	-	1	-	-	-	-	1	-	1	-	-	1	1	-	-	1	1	-	1	-
	*	*	-	*	-	-	-	-	*	-	*	-	-	*	*	-	-	*	*	-	*	-
Sigma																						
	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	485	243	242	254	169	62	9	160	316	326	159	150	100	236	302	183	54	432	162	323	359	126
	97%	96%	98%	97%	98%	95%	100%	97%	97%	97%	98%	97%	98%	97%	97%	97%	92%	98%	95%	98%	97%	97%
Low2Box (Tend to disagree/Strongly disagree)	3	3	1	2	*	1	-	1	2	2	2	1	-	2	3	1	1	2	1	2	3	1
	1%	1%	*	1%	*	2%	-	1%	1%	1%	1%	1%	-	1%	1%	*	2%	1%	1%	1%	1%	1%

Corporate Social Responsibility Section
C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	1001	481	520	345	310	346	228	590	183	425	576	273	321	407	591	410	83	918	128	873	654	347	
Base: All Respondents (wtd)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
Strongly agree	170	77	93	67	51	52	44	100	26	66	104	46	53	71	103	67	13	157	21	149	109	61	
	34%	31%	37%	36%	33%	33%	39%	34%	28%	31%	36%	34%	33%	35%	35%	33%	32%	34%	32%	34%	33%	36%	
Tend to agree							H										*						
	225	114	111	82	72	71	43	136	47	95	130	54	74	97	127	98	16	210	27	198	150	75	
	45%	46%	44%	44%	47%	44%	38%	46%	51%	46%	45%	40%	46%	47%	43%	48%	38%	46%	42%	45%	46%	44%	
Neither agree nor disagree							F	F									*						
	83	42	41	31	22	30	19	50	14	39	45	29	25	29	49	34	10	73	12	71	56	27	
	17%	17%	16%	17%	15%	19%	17%	17%	15%	19%	15%	22%	15%	14%	17%	16%	25%	16%	19%	16%	17%	16%	
Tend to disagree												LM					Q*						
	10	5	4	1	5	4	2	4	4	6	4	2	3	5	8	2	2	8	3	7	6	4	
	2%	2%	2%	1%	3%	3%	2%	1%	4%	3%	1%	1%	2%	3%	3%	1%	5%	2%	5%	2%	2%	3%	
Strongly disagree							C	C				G					*		S				
	2	2	-	1	1	1	1	1	*	1	2	-	1	1	2	*	-	2	*	2	2	-	
	*	1%	-	*	*	1%	1%	*	1%	*	1%	-	1%	*	1%	*	-	1%	1%	*	1%	-	
Don't know / No opinion			B														*						
	9	5	4	4	3	2	4	4	1	1	8	3	4	2	6	4	-	9	1	8	6	3	
	2%	2%	2%	2%	2%	1%	4%	1%	1%	1%	3%	2%	3%	1%	2%	2%	-	2%	2%	2%	2%	2%	
Sigma							G					I					*						
	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	395	191	204	148	123	124	87	236	72	161	234	100	127	168	230	165	29	367	47	348	259	137	
	79%	78%	80%	80%	80%	77%	77%	80%	79%	77%	80%	75%	80%	82%	78%	81%	70%	80%	74%	80%	79%	80%	
Low2Box (Tend to disagree/Strongly disagree)														K			*	P					
	12	8	4	2	5	6	3	5	4	7	5	2	4	6	10	2	2	10	3	9	8	4	
	2%	3%	2%	1%	3%	3%	3%	2%	5%	3%	2%	1%	3%	3%	3%	1%	5%	2%	5%	2%	2%	3%	
							C	C							O		*		S				

Corporate Social Responsibility Section

C3.1. [Companies should do more to contribute to society] To what extent do you agree or disagree with the following statements?

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)	1000	453	547	294	322	384	144	424	432	639	361	361	355	284	516	484	106	894	135	865	637	363
Base: All Respondents (wtd)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
Strongly agree	165	70	95	65	52	48	34	76	55	101	65	78	48	40	82	84	18	148	26	140	97	68
	33%	28%	38%	36%	33%	30%	42%	36%	26%	33%	34%	33%	38%	28%	32%	34%	35%	33%	39%	32%	31%	37%
Tend to agree		A					H	H					M				*					
	205	97	108	72	69	64	26	79	99	126	79	94	48	63	101	104	19	186	24	181	139	66
Neither agree nor disagree	41%	39%	43%	39%	44%	40%	33%	38%	47%	41%	41%	40%	38%	45%	39%	43%	37%	41%	36%	42%	44%	36%
								FG									*				U	
Tend to disagree	92	59	33	32	27	33	13	41	38	60	32	45	22	25	49	43	8	84	9	83	57	35
	18%	24%	13%	18%	17%	21%	16%	20%	18%	20%	17%	20%	17%	18%	19%	18%	16%	19%	14%	19%	18%	19%
Strongly disagree		B															*					
	21	12	9	9	3	10	2	8	12	14	8	7	7	8	13	8	5	17	5	17	14	7
Don't know / No opinion	4%	5%	4%	5%	2%	6%	2%	4%	6%	5%	4%	3%	5%	6%	5%	3%	9%	4%	7%	4%	5%	4%
						D											Q*					
Sigma	10	6	4	2	4	3	4	1	5	4	6	4	2	4	8	2	*	10	1	9	5	5
	2%	3%	1%	1%	3%	2%	5%	1%	2%	1%	3%	2%	1%	3%	3%	1%	1%	2%	1%	2%	1%	3%
Summary							G				I						O					
	6	2	3	2	2	1	2	4	-	3	3	5	1	*	3	3	1	5	2	4	3	3
Top2Box (Strongly agree/Tend to agree)	1%	1%	1%	1%	1%	1%	3%	2%	-	1%	2%	2%	1%	*	1%	1%	2%	1%	2%	1%	1%	2%
							H	H									*					
Low2Box (Tend to disagree/Strongly disagree)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	370	167	203	137	122	112	60	155	155	227	144	171	96	103	183	188	36	334	50	321	236	134
	74%	67%	81%	75%	77%	70%	74%	74%	74%	74%	75%	74%	76%	73%	71%	77%	72%	74%	75%	74%	75%	73%
Low2Box (Tend to disagree/Strongly disagree)			A		E												*					
	31	19	13	11	7	13	6	9	16	17	14	11	8	12	21	10	5	27	6	26	19	13
Summary	6%	7%	5%	6%	5%	8%	7%	4%	8%	6%	7%	5%	6%	9%	8%	4%	10%	6%	8%	6%	6%	7%
															O		*					

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	Total	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)	18150	8814	9336	6945	6202	5003	5729	7321	4951	9337	8813	5367	6157	6626	9885	8265	1987	16163	3326	14824	12266	5884
Base: All Respondents (wtd)	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
Strongly agree	7315	3506	3809	3208	2374	1734	2593	2788	1841	3574	3741	2728	2582	2005	3786	3529	767	6548	1300	6015	4767	2548
	61%	59%	63%	61%	61%	61%	62%	60%	60%	62%	60%	62%	60%	61%	61%	61%	60%	61%	63%	60%	61%	61%
			A									L						S				
Tend to agree	3343	1689	1654	1395	1090	859	1058	1342	907	1621	1722	1123	1249	971	1756	1587	339	3004	523	2820	2179	1165
	28%	28%	27%	26%	28%	30%	25%	29%	30%	28%	28%	26%	29%	29%	28%	28%	26%	28%	25%	28%	28%	28%
						C		F	F				K	K					R			
Neither agree nor disagree	996	586	410	485	319	191	358	392	236	453	542	372	376	248	545	451	132	864	180	815	669	326
	8%	10%	7%	9%	8%	7%	9%	8%	8%	8%	9%	9%	9%	8%	9%	8%	10%	8%	9%	8%	9%	8%
		B		E	E												Q					
Tend to disagree	145	91	54	72	37	35	61	53	31	71	74	58	50	37	74	71	23	122	26	118	93	52
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
		B																				
Strongly disagree	66	42	24	37	16	12	31	16	18	18	47	25	23	18	37	29	6	59	12	54	36	30
	1%	1%	*	1%	*	*	1%	*	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%
		B					G				I											
Don't know / No opinion	136	64	72	92	31	13	70	42	12	34	102	65	48	24	60	76	14	122	13	123	72	64
	1%	1%	1%	2%	1%	*	2%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
				DE			GH	H			I	M						R				T
Sigma	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	10658	5195	5463	4603	3463	2592	3651	4130	2748	5195	5463	3851	3831	2976	5542	5116	1106	9552	1823	8835	6945	3713
	89%	87%	91%	87%	90%	91%	88%	89%	90%	90%	88%	88%	89%	90%	89%	89%	86%	89%	89%	89%	89%	89%
			A		C	CD		F	F	J				KL				P				
Low2Box (Tend to disagree/Strongly disagree)	210	133	77	109	53	47	92	69	49	89	121	83	73	55	111	100	29	181	38	172	128	82
	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		B		D			G															

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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/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) Base: All Respondents (wtd) Strongly agree	18150	502	1007	501	1007	1001	1023	1000	1001	1001	500	1020	509	1002	1007	501	500	500	503	529	532	1001	500	503	1000
	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
	7315	419	207	250	441	265	307	241	252	178	326	334	389	318	138	448	300	329	373	348	236	309	259	446	201
	61%	84%	41%	50%	88%	53%	61%	48%	50%	36%	65%	67%	78%	64%	28%	90%	60%	66%	75%	70%	47%	62%	52%	89%	40%
	BCEFGHIJL MNPQRSTUV X	IN	BINX	ABCEFGHIJL MNPQRSTUV X	BGINTX	BCEGHINTX	BINX	BINX	N	BCEGHINTVX	BCEGHINPTU VX	BCEFGHIJLM NPQSTUVX	BCEGHINTVX		ABCEFGHIJL MNPQRSTUV X	BCEGHINTVX	BCEGHINTVX	BCEFGHIJLM NPQTUVX	BCEFGHIMN PTUVX	INX	BCEGHINTVX	BINX	BCEFGHIJL MNPQRSTUV X	IN	
Tend to agree	3343	57	205	187	37	167	144	188	170	231	138	119	77	130	237	36	148	121	83	119	217	140	169	43	183
	28%	11%	41%	37%	7%	33%	29%	38%	34%	46%	28%	24%	15%	26%	47%	7%	30%	24%	17%	24%	43%	28%	34%	9%	37%
	D	ADEFHIJLM OPQRSUV	ADFIJLMOP QRSUV		ADJIKLMOQR SUW	ADLORW	ADFIJLMOP QRSUV	ADJIKLMOQR SUW	ABCEFGHIJL LMOPQRSUV WX	ADLORW	ADLORW	DO	ADLORW	ADLORW	ABCEFGHIJL LMOPQRSUV WX		ADKLORW	ADLORW	DO	ADLORW	ADEFHIJLM MOPQRSUV WX	ADKLMOQRS W	*	ADFIJLMOP QRSUV	
Neither agree nor disagree	996	13	68	43	9	52	30	53	68	73	24	32	32	42	98	10	33	45	25	22	33	38	58	8	86
	8%	3%	14%	9%	2%	10%	6%	11%	14%	15%	5%	6%	6%	8%	20%	2%	7%	9%	5%	4%	7%	8%	12%	2%	17%
			ACDFIJKLMO PQRSTUW	ADJOSW		ADFIJLOPRS TUW	DO	ADFIJLOPRS TUW	ACDEFGHIJLM OPQRSTUW	ACDEFGHIJLM OPQRSTUW	DO	ADO	ADO	ADJORSW	ABCEFGHIJL KLMOQRST IUVW		ADO	ADJORSW	DO	D	ADO	ADJOSW	ADJIKLOPRST W	*	ACDEFGHIJL MOPQRSTUV W
Tend to disagree	145	4	9	5	6	9	8	5	5	7	6	9	1	4	6	3	10	5	2	6	7	5	6	2	16
	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	*	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	*	3%
			L			L				L		L			L		L				L			*	ACDEFGHIJL MNOORSTU
Strongly disagree	66	3	6	8	3	4	-	3	1	2	1	3	-	2	1	1	5	-	2	5	3	2	*	1	10
	1%	1%	1%	2%	1%	1%	-	1%	*	*	*	1%	-	*	*	*	1%	-	*	1%	1%	*	*	*	2%
			HLNQ	FHIJLNOQV		LQ		LQ				L					LQ			LQ			*	ADEFGIJL MNOQRTUV	
Don't know / No opinion	136	3	5	8	4	4	12	9	5	9	6	4	1	3	20	2	4	1	15	1	4	5	7	-	
	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	*	1%	4%	*	1%	*	3%	*	1%	1%	1%	-	1%
				LQS			LQS	ELMQS		DELMQS					ABCEFGHIJL LMOPOSTU WX				ABDEHKLMO POSTUX						
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%
Summary																									
Top2Box (Strongly agree/Tend to agree)	10658	476	412	437	478	432	450	429	422	409	464	453	466	448	375	484	449	449	456	467	453	449	428	489	384
	89%	95%	82%	87%	96%	86%	90%	86%	84%	82%	93%	91%	93%	90%	75%	97%	90%	90%	91%	93%	91%	90%	86%	98%	77%
		BCEFGHIJLM NPQRTUVX	NX	BINX	BCEFGHIJLM NPQRTUVX	BINX	BHINX	INX	NX	NX	BCEGHIMNV X	BEGHINX	BCEGHIMNU VX	BEGHINX		BCEFGHIJL MNPQRSTUV X	BGHINX	BGHINX	BEGHINX	BCEGHIMNU VX	BEGHINX	BEGHINX	NX	BCEFGHIKM NPQRTUVX*	
Low2Box (Tend to disagree/Strongly disagree)	210	7	15	13	9	12	8	9	5	9	7	11	1	7	7	4	14	5	4	10	10	7	6	3	26
	2%	1%	3%	3%	2%	2%	2%	2%	1%	2%	1%	2%	*	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%	1%	5%
			HLMNOQR	L	L	HL		L		L	L	HL		L	L		HLOOR			L	L	L		*	ABCEFGHIJL KLNMOPQRS TIUVW

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

Proportions/Means: - 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)	18150	2001	2010	7006	5598	7512	3550	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Strongly agree	7315	466	1309	2433	1940	1922	1411	1168
	61%	47%	87%	54%	55%	48%	71%	78%
			ACDEFG	AE	AE		ACDE	ACDEF
Tend to agree	3343	350	129	1502	1118	1426	419	244
	28%	35%	9%	33%	32%	36%	21%	16%
		BDFG		BFG	BFG	BCDFG	BG	B
Neither agree nor disagree	996	138	33	432	338	518	116	55
	8%	14%	2%	10%	10%	13%	6%	4%
		BCDFG		BFG	BFG	BCDFG	B	
Tend to disagree	145	25	13	53	44	57	27	10
	1%	2%	1%	1%	1%	1%	1%	1%
		BCDEFG						
Strongly disagree	66	13	7	25	13	23	6	8
	1%	1%	*	1%	*	1%	*	1%
		BCDEF						
Don't know / No opinion	136	8	10	56	47	55	21	15
	1%	1%	1%	1%	1%	1%	1%	1%
					B	B		
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (Strongly agree/Tend to agree)	10658	816	1438	3934	3058	3348	1830	1412
	89%	82%	96%	87%	87%	84%	92%	94%
			ACDEF	AE	AE	A	ACDE	ACDE
Low2Box (Tend to disagree/Strongly disagree)	210	38	20	77	57	80	33	18
	2%	4%	1%	2%	2%	2%	2%	1%
		BCDEFG						

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	502	207	295	206	167	129	211	197	94	177	325	203	159	140	243	259	66	436	89	413	325	177	
Base: All Respondents (wtd)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
Strongly agree	419	198	221	190	133	96	209	150	60	148	271	269	102	49	195	224	47	372	65	355	257	163	
	84%	81%	87%	76%	92%	91%	83%	85%	84%	91%	80%	82%	86%	88%	87%	82%	76%	85%	79%	85%	88%	79%	
Tend to agree					C	C*			*	J							*		*		U		
	57	26	31	35	12	9	26	24	7	14	42	38	13	6	21	35	10	47	13	44	30	26	
	11%	10%	12%	14%	8%	9%	10%	13%	10%	9%	13%	12%	11%	10%	9%	13%	15%	11%	16%	10%	10%	13%	
Neither agree nor disagree					*				*								*		*				
	13	11	2	12	-	1	9	2	2	-	13	12	2	*	5	8	2	11	2	11	2	12	
	3%	4%	1%	5%	-	1%	4%	1%	3%	-	4%	4%	1%	1%	2%	3%	3%	3%	2%	3%	1%	6%	
Tend to disagree		B		D	*				*	I							*		*		T		
	4	4	-	4	-	-	4	-	-	-	4	4	-	-	-	4	2	2	2	2	2	2	
	1%	2%	-	2%	-	-	2%	-	-	-	1%	1%	-	-	-	1%	3%	*	2%	*	1%	1%	
Strongly disagree					*				*								Q*		*				
	3	3	-	3	-	-	1	-	2	-	3	2	1	-	2	1	-	3	-	3	2	1	
	1%	1%	-	1%	-	-	*	-	3%	-	1%	1%	1%	-	1%	*	-	1%	-	1%	1%	*	
Don't know / No opinion					*				G*								*		*				
	3	3	-	3	-	-	3	-	1	-	3	2	1	1	1	2	1	2	1	3	1	3	
	1%	1%	-	1%	-	-	1%	-	1%	-	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	*	1%	
Sigma					*				*								*		*				
	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	476	224	253	225	145	105	235	174	67	163	314	307	115	54	216	260	57	419	78	398	287	189	
	95%	91%	99%	91%	100%	99%	93%	99%	94%	100%	93%	94%	97%	98%	96%	95%	91%	96%	94%	95%	98%	91%	
Low2Box (Tend to disagree/Strongly disagree)			A		C	C*		FH	*	J							*		*		U		
	7	7	-	7	-	-	5	-	2	-	7	6	1	-	2	5	2	5	2	5	4	3	
	1%	3%	-	3%	-	-	2%	-	3%	-	2%	2%	1%	-	1%	2%	3%	1%	2%	1%	1%	1%	
		B			*				G*								*		*				

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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,V/W,X/Y/Z/a/b

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 (*)

		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)	1007	403	604	270	345	392	242	508	257	537	470	321	338	348	544	463	105	902	139	868	639	368	630	377	294	307	208	98	100	
Base: All Respondents (wtd)	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
Strongly agree	207	102	105	75	67	64	57	95	55	81	126	52	122	34	108	99	23	184	33	174	126	81	124	83	59	66	38	24	21	
	41%	41%	42%	38%	44%	43%	45%	38%	46%	35%	47%	39%	41%	45%	43%	40%	39%	42%	43%	41%	40%	44%	41%	41%	41%	42%	34%	50%	52%	
										I							*		*								2*	2*		
Tend to agree	205	91	114	77	62	66	45	110	50	111	94	54	121	30	101	104	24	181	29	176	132	73	121	84	58	64	54	15	14	
	41%	37%	45%	39%	41%	44%	36%	43%	41%	48%	35%	41%	41%	40%	40%	42%	41%	41%	37%	42%	42%	40%	41%	42%	40%	41%	48%	33%	34%	
			A							J							*		*								a	*	*	
Neither agree nor disagree	68	42	26	36	16	16	16	43	9	31	37	17	43	9	35	33	8	60	11	57	44	24	45	23	23	19	16	5	5	
	14%	17%	10%	18%	11%	11%	13%	17%	8%	13%	14%	13%	15%	12%	14%	13%	13%	14%	14%	14%	14%	13%	15%	11%	16%	12%	14%	11%	14%	
		B		DE				H									*		*								*	*		
Tend to disagree	9	7	2	2	4	3	2	4	3	6	2	4	4	1	5	4	1	7	1	7	8	1	3	5	2	4	3	1	*	
	2%	3%	1%	1%	3%	2%	1%	1%	3%	3%	1%	3%	1%	1%	2%	2%	2%	2%	2%	2%	2%	*	1%	3%	1%	2%	2%	1%	*	
																	*		*								*	*		
Strongly disagree	6	4	2	3	1	2	1	2	3	3	3	3	1	1	3	3	1	5	2	4	4	2	4	2	2	3	1	-	-	
	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	3%	*	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	-	-	*	
										L			L				*		*								*	*		
Don't know / No opinion	5	2	3	3	2	*	4	*	1	1	3	2	3	-	2	3	1	4	1	4	2	3	2	3	*	2	-	3	-	
	1%	1%	1%	1%	1%	*	3%	*	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	2%	1%	1%	1%	2%	*	1%	-	5%	-	*	
							G										*		*								X2*	*		
Sigma	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
	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%	
Summary																														
Top2Box (Strongly agree/Tend to agree)	412	193	219	152	130	130	102	205	105	193	220	106	243	63	209	203	47	365	62	350	258	154	245	167	117	129	92	39	34	
	82%	78%	87%	78%	85%	86%	82%	81%	86%	82%	83%	81%	83%	85%	83%	82%	80%	83%	80%	83%	82%	84%	82%	83%	81%	83%	83%	83%	86%	
			A				C										*		*								*	*		
Low2Box (Tend to disagree/Strongly disagree)	15	11	4	5	5	5	3	6	6	9	5	7	5	2	7	8	3	12	3	12	12	3	7	8	4	7	3	1	*	
	3%	4%	2%	3%	3%	3%	2%	2%	5%	4%	2%	6%	2%	3%	3%	3%	4%	3%	4%	3%	4%	2%	2%	4%	3%	4%	3%	1%	*	
		B										L					*		*								*	*		

Corporate Social Responsibility Section
C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?
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,Y/Z
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
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	Total	Non	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 (unwtd)	501	252	249	124	145	232	173	197	131	203	298	102	262	137	323	178	18	483	46	455	274	227	283	92	126	210	291
Base: All Respondents (wtd)	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
Strongly agree	250	112	138	85	77	88	109	87	54	78	172	84	85	81	153	97	7	243	20	229	126	124	129	65	56	119	131
	50%	44%	56%	46%	51%	53%	60%	45%	43%	45%	52%	49%	46%	57%	52%	47%	48%	50%	54%	50%	48%	52%	46%	71%	43%	54%	47%
		A					GH					*		L			**		*				VX*	*			
Tend to agree	187	100	87	73	53	61	51	84	52	74	113	73	70	44	100	87	4	183	10	177	98	89	109	24	54	80	106
	37%	40%	35%	40%	35%	37%	28%	44%	41%	43%	34%	43%	38%	31%	34%	42%	28%	38%	28%	38%	38%	37%	39%	26%	42%	37%	38%
		F					F*					*					**		*			W	*	W*			
Neither agree nor disagree	43	28	14	15	14	13	12	16	15	16	27	12	22	9	30	13	2	41	5	38	26	16	30	1	11	12	30
	9%	11%	6%	8%	10%	8%	7%	8%	12%	9%	8%	7%	12%	6%	10%	6%	15%	8%	14%	8%	10%	7%	11%	1%	9%	6%	11%
							*					*					**		*			W	*	W*			
Tend to disagree	5	4	1	1	2	1	1	1	2	3	2	-	1	3	3	1	1	3	1	4	4	*	5	-	-	-	5
	1%	1%	*	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	2%	1%	1%	9%	1%	2%	1%	2%	*	2%	-	-	-	2%
							*					*					**		*				*	*			
Strongly disagree	8	4	4	2	5	*	3	1	3	1	7	2	4	1	5	3	-	8	1	7	5	3	3	1	4	4	4
	2%	1%	2%	1%	3%	*	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	-	2%	3%	2%	2%	1%	1%	1%	3%	2%	2%
					E				*			*					**		*				*	*			
Don't know / No opinion	8	4	3	7	-	1	7	1	-	-	8	-	4	4	3	5	-	8	-	8	1	7	3	1	4	5	3
	2%	2%	1%	4%	-	*	4%	*	-	-	2%	-	2%	3%	1%	2%	-	2%	-	2%	*	3%	1%	1%	3%	2%	1%
				D					-			*		3%	1%	2%	**		*		*		*	*			
Sigma	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
	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%
Summary																											
Top2Box (Strongly agree/Tend to agree)	437	211	225	158	129	149	160	171	106	151	285	158	154	125	253	184	11	426	31	406	223	213	237	89	110	199	238
	87%	84%	91%	86%	86%	91%	87%	90%	84%	88%	87%	92%	83%	88%	86%	89%	76%	88%	82%	88%	86%	89%	85%	97%	85%	91%	85%
									*			L*					**		*				VX*	*			
Low2Box (Tend to disagree/Strongly disagree)	13	7	5	4	7	2	5	3	5	4	9	2	6	4	8	4	1	11	2	11	9	3	8	1	4	4	9
	3%	3%	2%	2%	5%	1%	3%	1%	4%	2%	3%	1%	3%	3%	3%	2%	9%	2%	4%	2%	4%	1%	3%	1%	3%	2%	3%
					E				*			*					**		*				*	*			

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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	486	521	478	316	213	246	733	28	447	560	157	567	283	460	547	141	866	180	827	703	304	
Base: All Respondents (wtd)	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
Strongly agree	441	201	240	244	130	68	135	299	7	193	249	141	230	71	181	261	52	389	65	376	291	151	
	88%	87%	90%	85%	93%	91%	86%	90%	79%	91%	86%	90%	88%	87%	88%	88%	81%	89%	83%	89%	89%	88%	
					C					**	J							P		R			
Tend to agree	37	17	20	23	8	6	9	27	1	14	23	6	23	7	17	19	9	28	9	28	26	10	
	7%	7%	7%	8%	6%	8%	6%	8%	13%	6%	8%	4%	9%	9%	8%	7%	14%	6%	11%	7%	8%	6%	
										**							Q						
Neither agree nor disagree	9	6	3	8	1	1	2	7	*	2	8	1	6	3	2	7	2	8	2	8	5	4	
	2%	3%	1%	3%	1%	1%	1%	2%	4%	1%	3%	1%	2%	3%	1%	2%	3%	2%	2%	2%	2%	2%	
Tend to disagree									**					K									
	6	3	2	5	*	-	5	1	-	1	5	4	2	-	*	5	1	5	1	5	2	4	
	1%	1%	1%	2%	*	-	3%	*	-	*	2%	2%	1%	-	*	2%	2%	1%	1%	1%	1%	2%	
Strongly disagree							G		**							N							
	3	2	1	3	-	-	3	-	-	-	3	2	1	-	2	1	-	3	1	2	1	2	
	1%	1%	*	1%	-	-	2%	-	-	-	1%	2%	*	-	1%	*	-	1%	1%	*	*	1%	
Don't know / No opinion							G		**														
	4	3	1	3	1	-	3	1	*	2	1	2	1	1	2	1	1	3	1	3	2	1	
	1%	1%	*	1%	1%	-	2%	*	4%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Sigma							G		**														
	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	478	218	260	266	138	74	144	326	8	206	272	147	253	78	198	280	61	417	74	404	317	161	
	96%	94%	97%	93%	98%	99%	92%	98%	92%	98%	94%	94%	96%	96%	97%	95%	94%	96%	94%	96%	97%	94%	
Low2Box (Tend to disagree/Strongly disagree)			A		C	C		F	**	J													
	9	5	4	8	*	-	8	1	-	1	8	6	3	-	2	7	1	8	2	6	3	5	
	2%	2%	1%	3%	*	-	5%	*	-	*	3%	4%	1%	-	1%	2%	2%	2%	3%	2%	1%	3%	
				DE			G		**		I	LM										T	

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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,V/W/X/Y/Z/a/b

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																													
	Canada 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	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)	1001	497	504	294	310	397	203	410	388	447	554	373	461	167	530	471	98	903	130	871	669	332	60	68	99	126	-	396	252		
	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	129		
	265	124	141	90	92	82	64	108	93	100	165	104	116	46	130	135	21	244	28	237	169	96	17	21	22	36	-	95	74		
Strongly agree	53%	50%	56%	51%	55%	54%	59%	53%	50%	48%	56%	56%	52%	50%	50%	56%	43%	54%	44%	54%	51%	58%	57%	62%	44%	59%	-	48%	58%		
							H			I					N	*			R		T	*	Xa*	*	Xa			Xa			
Tend to agree	167	77	90	60	55	52	32	69	66	75	92	57	77	32	89	78	17	150	24	143	115	52	10	10	19	19	-	72	37		
	33%	31%	36%	34%	32%	34%	30%	34%	35%	37%	31%	31%	34%	36%	34%	33%	36%	33%	38%	33%	35%	31%	33%	29%	38%	32%	-	37%	29%		
															*				*		*	*	*	*	*	*		b			
Neither agree nor disagree	52	36	17	23	14	15	10	20	22	23	29	18	22	11	33	19	8	45	10	42	37	15	2	3	7	4	-	25	12		
	10%	14%	7%	13%	9%	10%	9%	10%	12%	11%	10%	10%	10%	12%	13%	8%	16%	10%	15%	10%	11%	9%	7%	9%	13%	6%	-	13%	9%		
		B													O	*			*		*	*	*	*	*	*		Y			
Tend to disagree	9	6	2	2	3	3	1	4	4	5	4	3	4	1	6	3	1	8	1	8	7	2	1	-	2	1	-	2	3		
	2%	3%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	3%	-	3%	2%	-	1%	2%		
															*				*		*	*	*	*	*	*					
Strongly disagree	4	3	1	1	2	1	1	1	1	1	3	1	2	-	2	2	-	4	1	3	3	1	-	-	1	1	-	2	-		
	1%	1%	*	1%	1%	*	1%	*	1%	*	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	*	*	2%	2%	-	1%	-		
															*				*		*	*	*	b*							
Don't know / No opinion	4	2	2	1	2	-	1	2	1	2	1	2	2	-	1	2	1	2	1	3	3	1	-	-	-	-	-	1	3		
	1%	1%	1%	1%	1%	-	1%	1%	*	1%	*	1%	1%	-	*	1%	3%	1%	1%	1%	1%	*	-	-	-	-	*	2%			
					E												Q*					*	*	*	*	*		a			
Sigma	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	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%		
Summary																															
Top2Box (Strongly agree/Tend to agree)	432	201	231	150	147	135	96	177	159	175	257	161	193	78	220	212	38	394	52	380	284	148	27	30	40	56	-	167	111		
	86%	81%	91%	84%	87%	88%	89%	86%	85%	85%	87%	87%	86%	86%	84%	89%	79%	87%	81%	87%	85%	89%	90%	91%	82%	91%	-	85%	86%		
		A													N	*		P				*	*	*	*	*					
Low2Box (Tend to disagree/Strongly disagree)	12	9	3	3	5	4	2	5	6	6	6	5	6	1	8	5	1	11	1	11	10	3	1	-	2	2	-	4	3		
	2%	4%	1%	2%	3%	3%	2%	2%	3%	3%	2%	3%	3%	1%	3%	2%	2%	3%	2%	3%	3%	2%	3%	-	5%	3%	-	2%	2%		
		B													*		*		*		*	*	*	*	*	*					

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	1023	485	538	570	365	88	69	267	687	700	323	85	256	682	655	368	98	925	355	668	891	132	
Base: All Respondents (wtd)	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97	
Strongly agree	307	147	159	134	108	64	46	99	162	222	84	187	88	31	164	143	18	289	65	242	238	69	
	61%	59%	64%	67%	53%	68%	66%	56%	64%	62%	60%	63%	57%	62%	57%	67%	44%	63%	59%	62%	59%	71%	
	*	*	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Tend to agree	144	69	75	44	76	23	14	55	75	113	31	74	54	16	92	52	10	134	27	117	125	19	
	29%	28%	30%	22%	37%	24%	21%	31%	29%	31%	22%	25%	35%	32%	32%	24%	24%	29%	24%	30%	31%	19%	
	*	*	*	*	C*	**	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Neither agree nor disagree	30	21	9	15	14	2	2	12	16	18	13	18	10	2	15	15	13	17	17	13	27	4	
	6%	8%	4%	7%	7%	2%	3%	7%	6%	5%	9%	6%	6%	5%	5%	7%	32%	4%	16%	3%	7%	4%	
	*	*	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	*	S*	*	*	*	
Tend to disagree	8	8	*	2	*	5	2	6	*	6	2	6	1	*	6	2	*	8	1	7	8	*	
	2%	3%	*	1%	*	6%	2%	3%	*	2%	1%	2%	1%	1%	2%	1%	*	2%	1%	2%	2%	*	
	*	*	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Don't know / No opinion	12	5	7	5	7	-	5	6	1	2	10	9	2	*	11	1	-	12	-	12	6	5	
	2%	2%	3%	2%	3%	-	8%	3%	*	*	7%	3%	1%	*	4%	*	-	3%	-	3%	2%	6%	
	*	*	*	*	*	**	**	*	*	*	I*	*	*	*	*	*	**	*	*	*	*	*	
Sigma	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	450	216	234	179	185	87	60	154	236	335	115	261	142	47	256	195	28	423	91	359	363	88	
	90%	87%	93%	89%	90%	93%	86%	87%	93%	93%	82%	89%	92%	94%	89%	92%	68%	92%	83%	92%	90%	91%	
	*	*	*	*	*	**	**	*	*	J	*	*	*	*	*	*	**	*	*	*	*	*	
Low2Box (Tend to disagree/Strongly disagree)	8	8	*	2	*	5	2	6	*	6	2	6	1	*	6	2	*	8	1	7	8	*	
	2%	3%	*	1%	*	6%	2%	3%	*	2%	1%	2%	1%	1%	2%	1%	*	2%	1%	2%	2%	*	
	*	*	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	1000	492	508	357	321	322	265	518	217	399	601	408	277	315	581	419	38	962	69	931	594	406	
Base: All Respondents (wtd)	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
Strongly agree	241	120	121	83	72	86	62	131	49	94	147	86	94	61	134	107	7	234	13	228	132	109	
	48%	49%	48%	44%	45%	57%	48%	50%	46%	48%	48%	51%	45%	49%	47%	50%	40%	49%	42%	49%	45%	53%	
						CD											*		*			T	
Tend to agree	188	94	93	71	64	52	44	98	46	78	110	59	81	48	115	73	8	180	13	175	119	69	
	38%	38%	37%	37%	41%	35%	34%	37%	43%	40%	36%	35%	39%	38%	40%	34%	43%	37%	40%	37%	40%	34%	
																	*		*				
Neither agree nor disagree	53	25	28	25	18	10	16	27	10	20	33	17	24	13	29	25	3	50	4	50	35	18	
	11%	10%	11%	13%	11%	6%	12%	10%	10%	10%	11%	10%	11%	10%	10%	11%	17%	10%	11%	11%	12%	9%	
				E	E												*		*				
Tend to disagree	5	2	3	4	1	*	1	3	1	2	3	2	3	*	2	4	-	5	1	4	3	2	
	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	-	1%	3%	1%	1%	1%	
																	*		*				
Strongly disagree	3	1	3	2	1	1	2	1	*	1	3	1	2	*	3	1	-	3	*	3	2	1	
	1%	*	1%	1%	*	1%	2%	*	*	*	1%	*	1%	*	1%	*	-	1%	1%	1%	1%	1%	
							G										*		*				
Don't know / No opinion	9	5	4	5	2	2	4	4	*	2	8	3	5	2	5	4	-	9	1	8	5	5	
	2%	2%	2%	3%	1%	1%	3%	2%	*	1%	2%	2%	2%	1%	2%	2%	-	2%	3%	2%	2%	2%	
							H										*		*				
Sigma	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	429	214	215	154	136	138	106	228	95	172	257	145	175	109	248	181	15	414	26	403	251	178	
	86%	87%	85%	81%	86%	92%	82%	87%	88%	88%	85%	87%	84%	88%	87%	84%	83%	86%	82%	86%	85%	87%	
						CD			F								*		*				
Low2Box (Tend to disagree/Strongly disagree)	9	3	6	6	2	1	3	4	2	3	6	3	5	1	4	4	-	9	1	7	5	4	
	2%	1%	2%	3%	1%	1%	2%	2%	1%	1%	2%	1%	3%	1%	2%	2%	-	2%	4%	2%	2%	2%	
																	*		*				

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	1001	513	488	305	338	358	307	314	380	425	576	195	627	179	659	342	80	921	183	818	689	312	
Base: All Respondents (wtd)	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
Strongly agree	252	126	126	75	94	83	86	72	95	100	152	57	141	54	158	94	19	233	45	207	167	84	
	50%	50%	51%	43%	53%	55%	54%	46%	50%	50%	51%	51%	49%	53%	49%	53%	50%	50%	52%	50%	50%	52%	
					C	C											*						
Tend to agree	170	79	91	64	53	53	49	55	66	73	96	38	95	36	109	61	10	159	24	146	115	55	
	34%	31%	37%	37%	30%	35%	31%	36%	35%	36%	32%	34%	33%	35%	34%	35%	28%	34%	28%	35%	34%	34%	
																	*						
Neither agree nor disagree	68	40	28	28	25	14	19	25	24	27	41	16	44	8	49	19	7	61	17	51	50	19	
	14%	16%	11%	16%	15%	10%	12%	16%	13%	13%	14%	14%	15%	8%	15%	11%	18%	13%	20%	12%	15%	12%	
		B		E	E								M				*		S				
Tend to disagree	5	4	*	2	2	1	2	1	1	*	4	1	2	1	4	*	1	3	1	3	4	1	
	1%	2%	*	1%	1%	1%	2%	1%	*	*	1%	1%	1%	1%	1%	*	3%	1%	1%	1%	1%	1%	
		B															Q*						
Strongly disagree	1	1	-	-	1	-	-	*	1	*	1	-	1	-	1	-	-	1	-	1	1	-	
	*	*	-	-	*	-	-	*	*	*	*	-	*	-	*	-	-	*	-	*	*	-	
																	*						
Don't know / No opinion	5	3	2	3	1	1	2	1	2	*	4	1	2	2	3	2	-	5	-	5	2	3	
	1%	1%	1%	2%	*	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	-	1%	-	1%	*	2%	
											I						*					T	
Sigma	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	422	205	217	139	147	136	134	127	160	173	249	96	236	90	267	155	29	393	69	352	283	139	
	84%	81%	88%	81%	84%	89%	85%	82%	85%	86%	83%	84%	83%	89%	82%	88%	79%	85%	79%	85%	84%	86%	
Low2Box (Tend to disagree/Strongly disagree)			A			CD								L		N	*		R				
	5	5	*	2	3	1	2	2	1	1	5	1	3	1	5	*	1	4	1	4	5	1	
	1%	2%	*	1%	1%	1%	2%	1%	1%	*	2%	1%	1%	1%	2%	*	3%	1%	1%	1%	1%	1%	
		B															*						

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	500	249	251	198	153	149	199	217	9	180	320	154	253	93	267	233	33	467	34	466	294	206	
Base: All Respondents (wtd)	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
Strongly agree	326	155	171	125	94	106	132	143	4	107	219	85	198	43	180	146	17	309	19	307	196	130	
	65%	64%	67%	62%	67%	68%	66%	65%	50%	60%	68%	66%	67%	56%	67%	63%	50%	66%	56%	66%	67%	63%	
										**			M	*			*		*				
Tend to agree	138	65	73	55	37	46	50	66	4	59	78	35	75	28	76	62	14	124	14	124	77	61	
	28%	27%	28%	27%	26%	29%	25%	30%	50%	33%	24%	27%	26%	36%	28%	27%	41%	27%	40%	27%	26%	29%	
										**	J			L*			*		*				
Neither agree nor disagree	24	15	8	13	8	3	14	7	-	9	15	7	11	5	9	15	1	23	-	24	14	10	
	5%	6%	3%	6%	5%	2%	7%	3%	-	5%	5%	6%	4%	7%	3%	6%	3%	5%	-	5%	5%	5%	
				E					**					*			*		*				
Tend to disagree	6	3	3	2	2	2	2	3	-	3	3	3	2	1	2	4	-	6	-	6	1	5	
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	-	1%	-	1%	*	2%	
									**					*			*		*		T		
Strongly disagree	1	1	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	1	-	1	-	1	
	*	*	-	1%	-	-	1%	-	-	-	*	-	*	-	-	*	-	*	-	*	-	1%	
									**					*			*		*				
Don't know / No opinion	6	5	1	6	-	-	1	-	-	-	6	-	6	-	2	3	2	3	1	5	5	1	
	1%	2%	*	3%	-	-	1%	-	-	-	2%	-	2%	-	1%	1%	7%	1%	3%	1%	2%	1%	
				DE					**					*			Q*		*				
Sigma	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	464	220	244	180	131	152	181	209	8	167	297	120	273	71	256	208	31	433	33	430	273	191	
	93%	90%	95%	89%	93%	97%	91%	95%	100%	94%	92%	92%	93%	92%	95%	90%	91%	93%	97%	92%	93%	92%	
			A			C			**					*	O		*		*				
Low2Box (Tend to disagree/Strongly disagree)	7	4	3	3	2	2	3	3	-	3	4	3	4	1	2	5	-	7	-	7	1	6	
	1%	2%	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	-	1%	-	1%	*	3%	
									**					*			*		*		T		

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	1020	564	456	525	344	151	383	373	264	675	345	1	125	894	555	465	248	772	482	538	786	234
Base: All Respondents (wtd)	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129
Strongly agree	334	175	159	174	108	52	122	121	91	224	110	1	42	291	171	163	76	258	152	182	254	80
	67%	68%	66%	63%	70%	74%	62%	68%	73%	73%	57%	100%	62%	67%	67%	66%	63%	68%	67%	67%	68%	62%
Tend to agree																						
	119	53	65	71	33	14	45	47	27	63	56	-	12	106	60	59	32	87	57	62	84	35
	24%	21%	27%	26%	22%	20%	23%	26%	22%	20%	29%	-	18%	25%	23%	24%	27%	23%	25%	23%	23%	27%
Neither agree nor disagree																						
	32	21	11	18	10	3	20	7	5	17	15	-	9	22	15	17	9	23	13	19	22	9
	6%	8%	4%	7%	7%	5%	10%	4%	4%	5%	8%	-	14%	5%	6%	7%	7%	6%	6%	7%	6%	7%
Tend to disagree																						
	9	5	4	7	1	-	4	4	1	2	6	-	2	6	6	3	2	6	3	6	6	2
	2%	2%	1%	3%	1%	-	2%	2%	1%	1%	3%	-	3%	1%	2%	1%	2%	2%	1%	2%	2%	2%
Strongly disagree																						
	3	2	*	2	*	1	3	-	*	2	1	-	1	2	2	1	1	2	1	2	2	1
	1%	1%	*	1%	*	1%	1%	-	*	1%	1%	-	1%	*	1%	*	1%	1%	1%	1%	*	1%
Don't know / No opinion																						
	4	1	3	4	*	-	2	*	1	1	3	-	*	4	1	3	1	3	1	3	3	1
	1%	1%	1%	1%	*	-	1%	*	1%	*	2%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Sigma																						
	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	453	228	224	246	141	66	167	168	118	287	166	1	55	397	231	222	108	345	209	244	338	115
	91%	88%	93%	89%	92%	94%	85%	94%	94%	93%	87%	100%	81%	92%	91%	90%	89%	91%	92%	89%	91%	89%
Low2Box (Tend to disagree/Strongly disagree)																						
	11	7	4	9	2	1	7	4	1	4	8	-	3	8	7	4	3	8	4	7	8	4
	2%	3%	2%	3%	1%	1%	3%	2%	1%	1%	4%	-	5%	2%	3%	2%	3%	2%	3%	2%	2%	3%
							H				I	**										

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	509	251	258	280	183	46	58	268	183	287	222	177	37	295	249	260	71	438	129	380	439	70	
Base: All Respondents (wtd)	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
Strongly agree	389	193	196	223	130	36	48	205	136	216	172	139	29	222	191	198	46	343	89	300	331	58	
	78%	77%	78%	79%	74%	82%	80%	78%	77%	79%	76%	79%	77%	77%	79%	77%	66%	80%	70%	80%	77%	81%	
						*	*						*				*	P		R		*	
Tend to agree	77	41	36	38	33	6	6	40	31	40	36	23	5	49	38	39	18	59	29	48	70	6	
	15%	16%	14%	14%	19%	13%	10%	15%	18%	15%	16%	13%	14%	17%	16%	15%	26%	14%	23%	13%	16%	9%	
						*	*						*				Q*		S			*	
Neither agree nor disagree	32	14	18	18	12	2	5	18	9	16	16	15	3	14	12	20	5	27	9	23	27	5	
	6%	6%	7%	6%	7%	4%	8%	7%	5%	6%	7%	8%	9%	5%	5%	8%	7%	6%	7%	6%	6%	7%	
						*	*						*				*					*	
Tend to disagree	1	1	-	1	-	-	-	1	-	-	1	-	-	1	1	-	1	-	-	1	-	1	
	*	*	-	*	-	-	-	*	-	-	1%	-	-	*	*	-	2%	-	-	*	-	2%	
						*	*						*				Q*					T*	
Don't know / No opinion	1	1	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	1	-	1	
	*	*	-	*	-	-	2%	-	-	-	1%	-	-	*	-	*	-	*	-	*	-	2%	
						*	G*						*				*					T*	
Sigma	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	466	234	232	261	162	42	54	244	167	257	209	161	34	270	229	237	64	402	117	348	401	65	
	93%	93%	93%	93%	93%	96%	90%	93%	95%	94%	92%	92%	91%	94%	95%	92%	91%	93%	93%	93%	94%	90%	
Low2Box (Tend to disagree/Strongly disagree)						*	*						*				*					*	
	1	1	-	1	-	-	-	1	-	-	1	-	-	1	1	-	1	-	-	1	-	1	
	*	*	-	*	-	-	-	*	-	-	1%	-	-	*	*	-	2%	-	-	*	-	2%	
						*	*						*				Q*					T*	

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	1002	482	520	332	393	277	276	429	297	510	492	368	475	159	508	494	100	902	153	849	630	372	
Base: All Respondents (wtd)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
Strongly agree	318	151	167	106	121	91	94	139	85	164	153	154	126	38	156	162	27	291	42	276	187	131	
	64%	61%	67%	59%	65%	68%	64%	64%	63%	65%	62%	63%	63%	65%	63%	64%	57%	64%	58%	64%	62%	66%	
Tend to agree						C											*						
	130	77	54	51	45	34	35	56	39	65	65	64	48	17	68	63	14	117	21	109	84	46	
Neither agree nor disagree	26%	31%	21%	28%	24%	26%	24%	26%	29%	26%	26%	26%	24%	30%	27%	25%	29%	26%	29%	26%	28%	24%	
						B											*						
	42	19	24	19	16	7	16	17	9	19	24	20	20	2	20	22	6	36	8	35	28	14	
	8%	7%	9%	11%	9%	5%	11%	8%	7%	7%	10%	8%	10%	4%	8%	9%	13%	8%	11%	8%	9%	7%	
Tend to disagree						E											*						
	4	2	3	2	1	1	1	2	2	3	1	2	2	-	2	2	1	4	1	3	2	3	
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	2%	1%	2%	1%	1%	1%	
																	*						
	2	1	1	1	1	-	1	1	*	-	2	1	*	*	1	2	-	2	-	2	1	1	
	*	*	1%	1%	1%	-	*	1%	*	-	1%	1%	*	1%	*	1%	-	*	-	1%	*	*	
Don't know / No opinion											I						*						
	3	1	2	2	1	-	-	2	1	1	2	1	2	-	1	2	-	3	-	3	1	2	
	1%	1%	1%	1%	1%	-	-	1%	1%	*	1%	1%	1%	-	*	1%	-	1%	-	1%	*	1%	
Sigma																	*						
	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	448	228	220	157	166	125	129	195	124	230	218	218	174	55	223	225	41	407	63	385	271	177	
	90%	91%	88%	87%	89%		88%	90%	91%	91%	88%	90%	88%	95%	90%	89%	85%	90%	88%	90%	89%	90%	
Low2Box (Tend to disagree/Strongly disagree)						CD								KL			*						
	7	2	4	3	2		2	3	2	3	3	3	3	*	3	4	1	6	1	5	3	4	
	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	
																	*						

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	1007	492	515	275	351	381	636	321	50	629	378	318	242	447	491	516	46	961	73	934	656	351
Base: All Respondents (wtd)	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
Strongly agree	138	68	71	40	38	61	97	38	3	87	51	82	28	29	62	76	9	130	9	130	82	56
	28%	27%	28%	21%	25%	38%	28%	29%	21%	31%	23%	28%	31%	25%	27%	28%	37%	27%	27%	28%	27%	29%
						CD			*	J							*		*			
Tend to agree	237	116	121	87	75	75	172	58	7	129	108	132	45	60	109	128	8	229	13	223	149	88
	47%	46%	49%	47%	48%	47%	49%	43%	48%	46%	49%	45%	50%	52%	48%	47%	32%	48%	40%	48%	49%	45%
									*								*		*			
Neither agree nor disagree	98	57	42	41	37	20	68	26	4	56	42	62	14	22	51	47	7	92	10	88	66	33
	20%	23%	17%	22%	24%	13%	19%	20%	25%	20%	19%	21%	16%	19%	22%	18%	28%	19%	30%	19%	21%	17%
				E	E				*								*		S*			
Tend to disagree	6	4	2	5	1	*	5	*	*	1	5	4	1	1	2	4	-	6	-	6	3	3
	1%	2%	1%	3%	1%	*	1%	*	2%	*	2%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	2%
				E					*	I							*		*			
Strongly disagree	1	1	-	*	*	-	1	-	-	-	1	-	-	1	*	*	-	1	-	1	-	1
	*	*	-	*	*	-	*	-	-	-	*	-	-	1%	*	*	-	*	-	*	-	*
									*					1%			*		*			
Don't know / No opinion	20	6	14	13	4	3	8	11	1	7	13	15	2	3	5	15	1	19	1	19	7	12
	4%	2%	6%	7%	2%	2%	2%	8%	4%	2%	6%	5%	2%	2%	2%	6%	4%	4%	3%	4%	2%	6%
			A	DE				F	*		I					N	*		*			T
Sigma	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	375	184	192	127	113	135	269	96	11	216	159	214	73	89	171	204	16	359	22	353	232	144
	75%	73%	77%	68%	73%	85%	76%	72%	69%	77%	72%	72%	81%	77%	75%	75%	68%	75%	67%	76%	75%	75%
						CD			*				K				*		*			
Low2Box (Tend to disagree/Strongly disagree)	7	5	2	5	1	*	6	*	*	1	6	4	1	2	3	4	-	7	-	7	3	4
	1%	2%	1%	3%	1%	*	2%	*	2%	*	3%	1%	1%	2%	1%	1%	-	1%	-	1%	1%	2%
				E					*	I							*		*			

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	501	239	262	219	197	85	348	132	21	244	257	150	156	195	276	225	118	383	139	362	344	157
Base: All Respondents (wtd)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
Strongly agree	448	202	246	227	150	70	359	78	11	195	253	289	87	71	235	213	93	355	105	343	270	178
	90%	85%	94%	84%	96%	96%	89%	89%	96%	93%	87%	90%	85%	94%	90%	89%	90%	89%	87%	90%	90%	88%
Tend to agree		A		C		C*		*						L			*		*			
	36	25	11	28	6	2	28	8	*	12	24	22	10	4	19	17	10	26	12	24	24	12
	7%	10%	4%	10%	4%	3%	7%	9%	4%	6%	8%	7%	10%	5%	7%	7%	9%	7%	10%	6%	8%	6%
Neither agree nor disagree		B				*		*									*		*			
	10	7	3	9	*	-	9	1	-	1	9	7	1	1	4	5	-	10	4	5	4	5
Tend to disagree	2%	3%	1%	3%	*	-	2%	1%	-	1%	3%	2%	1%	1%	2%	2%	-	2%	4%	1%	1%	3%
						*		*									*		*			
	3	3	-	3	-	-	3	-	-	-	3	3	1	-	1	3	1	3	-	3	-	3
Strongly disagree	1%	1%	-	1%	-	-	1%	-	-	-	1%	1%	1%	-	*	1%	1%	1%	-	1%	-	2%
						*		*									*		*			
Don't know / No opinion	1	1	-	-	-	1	-	1	-	1	-	-	1	-	1	-	-	1	-	1	-	1
	*	*	-	-	-	1%	-	1%	-	*	-	-	1%	-	*	-	-	*	-	*	-	*
						*		*									*		*			
Sigma	2	1	2	2	-	-	2	-	-	-	2	-	2	-	-	2	-	2	-	2	-	2
	*	*	1%	1%	-	-	1%	-	-	-	1%	-	2%	-	-	1%	-	1%	-	1%	-	1%
						*		*					K				*		*			
Low2Box (Tend to disagree/Strongly disagree)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	484	227	257	255	157	72	387	86	11	207	276	311	98	75	254	230	102	382	117	367	294	190
	97%	95%	98%	94%	100%	99%	96%	98%	100%	99%	95%	97%	95%	99%	98%	96%	99%	96%	96%	97%	99%	94%
					C	*		*		J				L			*		*		U	
Low2Box (Tend to disagree/Strongly disagree)	4	4	-	3	-	1	3	1	-	1	3	3	2	-	2	3	1	3	-	4	-	4
	1%	2%	-	1%	-	1%	1%	1%	-	*	1%	1%	2%	-	1%	1%	1%	1%	-	1%	-	2%
						*		*									*		*			

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	500	235	265	191	157	152	396	97	7	258	242	73	330	97	220	280	48	452	72	428	284	216
Base: All Respondents (wtd)	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
Strongly agree	300	142	158	111	89	101	242	56	2	163	137	61	196	44	134	166	25	275	43	257	167	133
	60%	57%	63%	52%	61%	72%	60%	64%	31%	67%	53%	59%	60%	63%	64%	57%	54%	61%	65%	59%	62%	58%
Tend to agree						CD		*	**	J							*		*			
	148	80	68	74	44	30	119	26	4	59	89	34	94	20	56	92	14	134	16	132	72	76
	30%	32%	27%	34%	30%	22%	29%	29%	54%	24%	35%	33%	29%	28%	27%	32%	30%	30%	24%	31%	26%	33%
Neither agree nor disagree				E				*	**	I		*		*			*		*			
	33	18	15	21	6	5	29	3	1	10	23	8	23	2	12	20	3	29	4	28	19	13
	7%	7%	6%	10%	4%	4%	7%	3%	15%	4%	9%	7%	7%	3%	6%	7%	7%	6%	7%	7%	7%	6%
Tend to disagree				E				*	**	I		*		*			*		*			
	10	4	5	3	4	3	8	1	-	7	3	-	7	2	6	4	2	8	3	7	8	2
	2%	2%	2%	1%	3%	2%	2%	2%	-	3%	1%	-	2%	3%	3%	1%	4%	2%	4%	2%	3%	1%
Strongly disagree								*	**			*		*			*		*			
	5	3	2	3	1	1	3	1	-	1	4	-	3	1	2	3	1	4	1	4	2	2
	1%	1%	1%	1%	*	1%	1%	2%	-	*	1%	-	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Don't know / No opinion								*	**			*		*			*		*			
	4	1	3	3	1	-	4	-	-	2	2	2	3	-	-	4	1	3	-	4	3	2
	1%	*	1%	2%	1%	-	1%	-	-	1%	1%	1%	1%	-	-	2%	2%	1%	-	1%	1%	1%
Sigma								*	**			*		*			*		*			
	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	449	222	227	185	133	131	361	82	6	222	226	95	290	63	190	258	39	410	59	390	239	210
	90%	89%	90%	86%	92%	94%	89%	93%	85%	92%	88%	91%	89%	91%	90%	89%	85%	90%	89%	90%	88%	92%
						C		*	**			*		*			*		*			
Low2Box (Tend to disagree/Strongly disagree)	14	7	7	6	5	4	12	3	-	8	6	-	11	4	8	7	3	12	3	11	10	4
	3%	3%	3%	3%	3%	3%	3%	3%	-	3%	2%	-	3%	5%	4%	2%	6%	3%	5%	3%	4%	2%
								*	**			*		K*			*		*			

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	500	235	265	166	179	155	56	272	172	263	237	130	266	104	267	233	34	466	57	443	329	171
Base: All Respondents (wtd)	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183
Strongly agree	329	152	176	129	112	88	36	189	104	163	165	90	184	54	170	159	15	313	31	297	216	112
	66%	63%	68%	61%	66%	73%	59%	67%	65%	67%	64%	62%	69%	61%	67%	65%	47%	67%	54%	67%	68%	62%
Tend to agree	121	62	58	56	38	26	14	66	41	54	66	34	62	24	59	61	13	108	21	100	72	49
	24%	26%	23%	27%	23%	22%	23%	23%	26%	22%	26%	23%	23%	28%	23%	25%	39%	23%	35%	23%	23%	27%
Neither agree nor disagree							*							*			Q*		S*			
	45	24	21	20	19	5	8	22	14	23	22	17	18	9	25	20	4	41	6	39	28	17
Tend to disagree	9%	10%	8%	10%	11%	5%	14%	8%	9%	9%	9%	12%	7%	10%	10%	8%	12%	9%	10%	9%	9%	9%
					E		*							*			*		*			
Don't know / No opinion	5	2	3	4	-	1	3	3	-	2	4	4	1	1	1	4	1	4	1	4	1	4
	1%	1%	1%	2%	-	1%	4%	1%	-	1%	1%	2%	*	1%	*	2%	2%	1%	1%	1%	*	2%
Sigma							H*							*			*		*		T	
	1	-	1	1	-	-	-	1	-	1	-	1	-	-	-	1	-	1	-	1	1	-
Sigma	*	-	*	*	-	-	-	*	-	*	-	1%	-	-	-	*	-	*	-	*	*	-
							*							*			*		*			
Summary	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly agree/Tend to agree)	449	214	235	185	150	114	50	254	145	218	232	124	246	79	229	220	28	421	52	397	288	161
Low2Box (Tend to disagree/Strongly disagree)	90%	89%	90%	88%	89%	95%	82%	91%	91%	90%	90%	85%	93%	89%	90%	90%	86%	90%	89%	90%	91%	88%
					C		*						K	*			*		*			
	5	2	3	4	-	1	3	3	-	2	4	4	1	1	1	4	1	4	1	4	1	4
	1%	1%	1%	2%	-	1%	4%	1%	-	1%	1%	2%	*	1%	*	2%	2%	1%	1%	1%	*	2%
							H*							*			*		*		T	

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	503	304	199	305	151	47	239	127	63	305	198	130	116	257	234	269	74	429	98	405	317	186	
Base: All Respondents (wtd)	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
Strongly agree	373	219	154	206	121	46	203	86	39	229	145	208	114	51	159	214	51	322	67	307	196	178	
	75%	77%	71%	70%	78%	93%	75%	80%	89%	79%	68%	72%	78%	79%	77%	73%	74%	75%	77%	74%	75%	75%	
Tend to agree	83	41	42	53	29	*	46	15	3	46	36	50	22	11	25	58	10	73	12	71	40	43	
	17%	14%	19%	18%	19%	1%	17%	14%	8%	16%	17%	17%	15%	17%	12%	20%	14%	17%	14%	17%	15%	18%	
Neither agree nor disagree	25	13	12	20	4	*	10	6	1	8	17	15	8	2	12	13	6	18	5	19	13	11	
	5%	5%	5%	7%	3%	1%	4%	6%	2%	3%	8%	5%	6%	3%	6%	4%	9%	4%	6%	5%	5%	5%	
Tend to disagree	2	2	-	2	-	-	2	-	-	-	2	2	-	*	2	*	-	2	-	2	2	-	
	*	1%	-	1%	-	-	1%	-	-	-	1%	1%	-	*	1%	*	-	*	-	*	1%	-	
Strongly disagree	2	-	2	2	-	-	2	-	-	-	2	2	-	-	-	2	-	2	-	2	-	2	
	*	-	1%	1%	-	-	1%	-	-	-	1%	1%	-	-	-	1%	-	*	-	1%	-	1%	
Don't know / No opinion	15	8	7	12	*	3	7	-	*	6	9	13	1	1	8	7	2	13	2	13	11	4	
	3%	3%	3%	4%	*	5%	3%	-	1%	2%	4%	4%	1%	1%	4%	2%	3%	3%	3%	3%	4%	1%	
Sigma	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	456	260	196	259	150	47	249	101	43	275	181	258	136	62	184	272	61	395	79	378	236	220	
	91%	92%	91%	88%	97%	94%	92%	94%	97%	95%	86%	89%	94%	96%	90%	92%	88%	92%	91%	91%	90%	93%	
Low2Box (Tend to disagree/Strongly disagree)					C*	**		*	**	J				K			*		*				
	4	2	2	4	-	-	4	-	-	-	4	4	-	*	2	2	-	4	-	4	2	2	
	1%	1%	1%	1%	-	-	2%	-	-	-	2%	1%	-	*	1%	1%	-	1%	-	1%	1%	1%	
					*	**		*	**								*		*				

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	529	169	360	266	185	78	40	123	366	274	255	249	157	123	283	246	98	431	171	358	459	70	
Base: All Respondents (wtd)	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
Strongly agree	348	161	187	208	92	48	49	89	210	150	198	174	107	67	176	172	51	298	96	253	273	76	
	70%	67%	72%	73%	67%	63%	80%	76%	65%	66%	72%	75%	71%	57%	67%	73%	55%	73%	62%	73%	68%	78%	
Tend to agree						*	**	*				M	*				*	P		R		*	
	119	55	64	59	40	20	8	19	92	65	54	39	37	43	64	55	31	88	46	73	103	16	
Neither agree nor disagree	24%	23%	25%	21%	29%	26%	13%	16%	29%	29%	20%	17%	24%	37%	24%	23%	34%	21%	30%	21%	26%	16%	
						*	**	*	G	J				K*			Q*					*	
Tend to disagree	22	14	8	14	4	4	1	9	13	8	14	11	6	5	19	3	7	14	9	13	20	2	
	4%	6%	3%	5%	3%	5%	1%	7%	4%	4%	5%	5%	4%	4%	7%	1%	8%	4%	6%	4%	5%	2%	
Strongly disagree						*	**	*						*	O		*					*	
	6	5	1	1	2	3	-	-	6	3	2	3	1	1	1	4	3	3	3	3	6	-	
Don't know / No opinion	1%	2%	*	*	1%	3%	-	-	2%	1%	1%	1%	1%	1%	2%	3%	1%	2%	1%	1%	1%	-	
						C*	**	*						*			*					*	
Sigma	5	5	-	3	-	1	3	-	1	-	5	3	-	1	1	3	-	5	1	3	1	3	
	1%	2%	-	1%	-	2%	6%	-	*	-	2%	1%	-	1%	1%	1%	-	1%	1%	1%	*	4%	
Top2Box (Strongly agree/Tend to agree)						*	**	*						*			*					T*	
	1	-	1	1	-	-	-	1	-	-	1	1	-	-	1	-	-	1	-	1	1	-	
Low2Box (Tend to disagree/Strongly disagree)	*	-	*	*	-	-	-	*	-	-	*	*	-	-	*	-	-	*	-	*	*	-	
						*	**	*						*			*					*	
Summary	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top2Box (Strongly agree/Tend to agree)																							
	467	216	251	267	131	68	57	108	302	215	252	213	144	110	240	227	82	385	141	326	376	91	
Low2Box (Tend to disagree/Strongly disagree)	93%	90%	97%	93%	96%	90%	93%	92%	94%	95%	92%	92%	95%	94%	92%	96%	89%	94%	92%	94%	93%	95%	
			A			*	**	*						*			*					*	
Top2Box (Strongly agree/Tend to agree)	10	10	1	4	2	4	3	-	7	3	7	7	1	2	3	8	3	8	4	6	7	3	
	2%	4%	*	2%	1%	5%	6%	-	2%	1%	3%	3%	1%	2%	1%	3%	3%	2%	3%	2%	2%	4%	
Low2Box (Tend to disagree/Strongly disagree)			B			*	**	*						*			*					*	

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	532	308	224	172	204	156	85	192	255	349	183	8	141	383	310	222	76	456	115	417	416	116	
Base: All Respondents (wtd)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133	
Strongly agree	236	118	117	89	86	60	47	82	106	141	95	6	76	153	123	113	29	206	44	191	178	58	
	47%	47%	47%	42%	48%	54%	51%	45%	47%	48%	46%	60%	52%	45%	47%	47%	49%	47%	50%	46%	48%	44%	
Tend to agree						C	*					**					*						
	217	109	108	92	80	45	34	82	101	129	88	2	59	155	114	103	23	194	36	181	150	67	
Neither agree nor disagree	43%	43%	44%	44%	45%	40%	37%	45%	45%	44%	42%	24%	40%	45%	44%	43%	38%	44%	41%	44%	41%	50%	
							*					**					*						
Tend to disagree	33	20	13	19	10	4	5	14	14	17	16	-	8	25	19	14	7	27	7	26	28	5	
	7%	8%	5%	9%	6%	4%	6%	8%	6%	6%	8%	-	5%	7%	7%	6%	11%	6%	8%	6%	8%	4%	
Strongly disagree							*					**					*						
	7	3	4	4	2	1	3	1	3	4	3	2	2	3	2	5	1	6	1	6	5	2	
Don't know / No opinion	1%	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	16%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	
							*					**					*						
Sigma	3	1	2	3	-	1	1	1	1	1	3	-	1	2	1	3	1	3	-	3	2	1	
	1%	1%	1%	1%	-	1%	1%	1%	*	*	1%	-	1%	1%	*	1%	1%	1%	-	1%	1%	1%	
Summary							*					**					*						
	4	1	4	4	-	1	1	2	1	1	4	-	1	3	1	4	-	4	-	4	4	-	
Top2Box (Strongly agree/Tend to agree)	1%	*	1%	2%	-	1%	1%	1%	*	*	2%	-	1%	1%	*	1%	-	1%	-	1%	1%	-	
							*					**					*						
Low2Box (Tend to disagree/Strongly disagree)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	453	227	225	182	167	104	81	164	207	270	183	9	135	309	237	216	52	400	81	372	327	125	
	91%	90%	91%	86%	93%	94%	88%	90%	92%	92%	88%	84%	91%	90%	91%	90%	86%	91%	91%	90%	89%	94%	
Low2Box (Tend to disagree/Strongly disagree)					C	C	*					**					*						
	10	4	6	6	2	2	4	2	4	5	5	2	4	5	3	8	2	8	1	9	7	3	
	2%	2%	2%	3%	1%	1%	5%	1%	2%	2%	3%	16%	3%	1%	1%	3%	3%	2%	1%	2%	2%	2%	
							*					**					*						

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	1001	500	501	382	397	222	715	241	45	443	558	649	81	271	485	516	90	911	93	908	545	456	
Base: All Respondents (wtd)	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
Strongly agree	309	149	160	123	118	68	220	71	17	131	178	147	73	89	146	163	20	289	21	288	156	153	
	62%	59%	65%	60%	62%	64%	62%	59%	70%	61%	62%	59%	64%	65%	60%	63%	50%	63%	46%	63%	58%	67%	
									*				*				*	P	*	R		T	
Tend to agree	140	75	66	57	54	30	97	37	6	62	78	76	31	33	72	68	13	127	17	124	84	56	
	28%	30%	27%	28%	28%	28%	27%	31%	24%	29%	27%	31%	27%	24%	30%	26%	32%	28%	35%	27%	31%	24%	
									*			M	*				*		*		U		
Neither agree nor disagree	38	23	15	19	14	6	27	10	1	18	20	21	7	11	19	19	5	33	5	33	24	15	
	8%	9%	6%	9%	7%	5%	8%	8%	4%	8%	7%	8%	6%	8%	8%	7%	12%	7%	11%	7%	9%	6%	
									*				*				*		*				
Tend to disagree	5	2	3	3	2	1	3	1	1	3	3	2	-	3	3	2	1	4	2	3	3	2	
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	2%	1%	1%	3%	1%	5%	1%	1%	1%	
									*				*				*		S*				
Strongly disagree	2	1	1	1	*	*	2	*	-	1	1	1	-	1	1	1	-	2	-	2	1	2	
	*	*	*	1%	*	*	1%	*	-	*	*	*	-	1%	*	*	-	*	-	*	*	1%	
									*				*				*		*				
Don't know / No opinion	5	3	2	2	2	1	5	-	-	*	5	2	3	1	1	4	1	4	1	4	3	2	
	1%	1%	1%	1%	1%	1%	1%	-	-	*	2%	1%	3%	*	1%	1%	3%	1%	3%	1%	1%	1%	
									*		I		*				Q*		*				
Sigma	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	449	223	226	181	171	97	317	109	23	193	256	223	105	121	219	231	34	416	38	411	240	210	
	90%	89%	91%	88%	91%	92%	90%	90%	94%	90%	90%	90%	92%	89%	90%	90%	82%	91%	81%	91%	89%	91%	
									*				*				*	P	*	R			
Low2Box (Tend to disagree/Strongly disagree)	7	3	4	4	2	1	5	2	1	3	4	3	-	4	4	3	1	6	2	5	4	4	
	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	-	3%	2%	1%	3%	1%	5%	1%	1%	2%	
									*				*				*		S*				

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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 (*)

	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)	500	236	264	177	131	192	200	225	75	165	335	346	76	78	312	188	38	462	56	444	307	193
Base: All Respondents (wtd)	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
Strongly agree	259	112	146	102	65	92	90	117	52	89	170	49	137	73	165	94	25	234	35	224	177	82
	52%	44%	59%	55%	46%	54%	48%	55%	52%	53%	51%	47%	52%	55%	51%	52%	54%	49%	52%	49%	52%	52%
Tend to agree		A*		*	*	*	*	*	*	*			*	*		*	**		**			*
	169	94	75	52	51	66	64	61	44	54	115	38	92	39	111	58	11	159	25	145	114	55
	34%	37%	30%	28%	36%	39%	34%	29%	43%	32%	35%	37%	35%	29%	35%	32%	22%	35%	35%	34%	33%	35%
Neither agree nor disagree		*		*	*	*	*	*	*	*			*	*		*	**		**			*
	58	41	17	24	22	13	31	22	4	19	39	12	27	19	38	20	10	48	11	48	42	16
	12%	16%	7%	13%	15%	7%	17%	11%	4%	11%	12%	11%	10%	15%	12%	11%	22%	11%	15%	11%	12%	10%
Tend to disagree		B		*	*	*	*	*	*	*			*	*		*	**		**			*
	6	1	6	2	4	*	2	4	-	5	1	1	3	1	1	5	*	6	*	6	5	1
	1%	*	2%	1%	3%	*	1%	2%	-	3%	*	1%	1%	1%	*	3%	1%	1%	1%	1%	1%	1%
Strongly disagree		*		*	*	*	*	*	*	*			*	*		*	**		**			*
	*	-	*	-	*	-	*	-	-	-	*	*	-	-	*	-	-	*	-	*	-	*
	*	-	*	-	*	-	*	-	-	-	*	*	-	-	*	-	-	*	-	*	-	*
Don't know / No opinion		*		*	*	*	*	*	*	*			*	*		*	**		**			*
	7	5	2	6	1	*	1	6	1	1	7	4	4	-	5	2	1	7	1	7	4	3
	1%	2%	1%	3%	1%	*	1%	3%	1%	*	2%	4%	1%	-	2%	1%	1%	2%	1%	2%	1%	2%
Sigma		*		*	*	*	*	*	*	*			M	*	*	*	**		**			*
	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	428	207	221	154	116	158	154	178	96	143	285	88	229	112	276	152	36	392	59	369	291	137
	86%	82%	90%	83%	81%	92%	82%	85%	95%	85%	86%	84%	87%	84%	86%	85%	76%	87%	84%	86%	85%	87%
		*		*	*	*	*	*	*	*			*	*		*	**		**			*
Low2Box (Tend to disagree/Strongly disagree)	6	1	6	2	4	*	2	4	-	5	1	1	3	1	1	5	*	6	*	6	5	2
	1%	*	2%	1%	3%	*	1%	2%	-	3%	*	1%	1%	1%	*	3%	1%	1%	1%	1%	1%	1%
		*		*	*	*	*	*	*	*			*	*		*	**		**			*

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	503	281	222	214	238	51	10	146	347	356	147	136	79	288	326	177	80	423	200	303	385	118
Base: All Respondents (wtd)	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
Strongly agree	446	210	236	225	159	63	6	136	305	315	132	122	97	228	289	158	52	394	156	290	349	97
	89%	83%	95%	86%	93%	96%	67%	82%	94%	94%	81%	79%	94%	94%	93%	84%	90%	89%	92%	88%	94%	75%
Tend to agree																						
	43	37	6	31	8	3	2	27	14	15	27	26	4	13	15	28	5	37	10	32	15	27
	9%	15%	2%	12%	5%	4%	25%	16%	4%	4%	17%	17%	4%	5%	5%	15%	9%	8%	6%	10%	4%	21%
Neither agree nor disagree																						
	8	4	4	5	3	-	-	2	5	3	4	5	1	2	6	2	*	7	3	5	5	3
	2%	2%	2%	2%	2%	-	-	1%	2%	1%	3%	3%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%
Tend to disagree																						
	2	1	1	2	-	-	1	1	1	2	-	-	1	1	1	1	-	2	1	1	1	1
	*	*	1%	1%	-	-	8%	*	*	1%	-	-	1%	1%	*	*	-	*	*	*	*	1%
Strongly disagree																						
	1	*	1	-	1	-	-	-	1	1	-	*	1	-	*	1	-	1	-	1	*	1
	*	*	*	-	1%	-	-	-	*	*	-	*	1%	-	*	*	-	*	-	*	*	1%
Sigma																						
	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																						
Top2Box (Strongly agree/Tend to agree)	489	247	242	256	167	66	8	163	318	330	159	148	101	240	304	186	58	431	167	322	364	125
	98%	98%	98%	98%	97%	100%	92%	98%	98%	98%	97%	96%	98%	99%	98%	98%	99%	98%	98%	98%	98%	97%
Low2Box (Tend to disagree/Strongly disagree)	3	1	2	2	1	-	1	1	2	3	-	*	1	1	2	1	-	3	1	2	2	1
	1%	*	1%	1%	1%	-	8%	*	1%	1%	-	*	1%	1%	1%	1%	-	1%	*	1%	*	1%

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	1001	481	520	345	310	346	228	590	183	425	576	273	321	407	591	410	83	918	128	873	654	347	
Base: All Respondents (wtd)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
Strongly agree	178	77	100	67	56	54	44	106	28	70	107	42	58	77	109	69	15	163	25	153	116	62	
	36%	31%	39%	36%	37%	33%	39%	36%	30%	34%	37%	31%	36%	38%	37%	34%	36%	35%	39%	35%	35%	36%	
Tend to agree		A															*						
	231	120	111	82	70	79	47	139	46	94	137	63	70	98	137	95	16	215	26	206	155	76	
	46%	49%	44%	44%	46%	49%	42%	47%	50%	45%	47%	47%	44%	48%	46%	46%	39%	47%	40%	47%	47%	45%	
Neither agree nor disagree																	*						
	73	39	34	29	20	23	15	43	14	38	35	23	26	24	38	35	9	64	10	63	48	25	
	15%	16%	13%	16%	13%	15%	13%	15%	16%	18%	12%	17%	16%	12%	13%	17%	22%	14%	16%	14%	14%	15%	
Tend to disagree										J							Q*						
	7	4	3	2	3	2	2	4	1	3	4	2	2	3	6	1	1	6	2	5	4	3	
	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	3%	1%	3%	1%	1%	2%	
Strongly disagree																	*						
	2	2	*	1	-	1	1	1	*	1	1	1	*	*	1	1	-	2	*	1	1	1	
	*	1%	*	*	-	1%	1%	*	1%	*	*	1%	*	*	*	*	-	*	1%	*	*	1%	
Don't know / No opinion																	*						
	9	5	4	4	4	1	4	3	2	2	7	3	4	2	5	4	-	9	1	8	5	4	
	2%	2%	2%	2%	3%	1%	4%	1%	2%	1%	2%	2%	2%	1%	2%	2%	-	2%	2%	2%	2%	2%	
Sigma							G										*						
	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																							
Top2Box (Strongly agree/Tend to agree)	409	198	212	150	127	133	91	245	73	165	244	105	128	175	245	164	31	378	51	359	271	138	
	82%	80%	83%	81%	82%	82%	80%	83%	80%	79%	84%	78%	80%	85%	83%	80%	75%	82%	79%	82%	82%	81%	
Low2Box (Tend to disagree/Strongly disagree)													K				*						
	9	5	4	3	3	4	3	4	2	4	5	3	3	3	7	2	1	8	2	7	5	4	
	2%	2%	1%	1%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	2%	2%	2%	
																	*						

Corporate Social Responsibility Section

C3.2. [Companies should pay more attention to the environment] To what extent do you agree or disagree with the following statements?

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)	1000	453	547	294	322	384	144	424	432	639	361	361	355	284	516	484	106	894	135	865	637	363
Base: All Respondents (wtd)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
Strongly agree	201	90	111	76	59	66	39	90	72	113	88	99	53	49	99	103	23	179	31	171	116	86
	40%	36%	44%	42%	38%	41%	48%	43%	35%	37%	46%	43%	42%	35%	38%	42%	45%	40%	46%	39%	37%	46%
Tend to agree		A					H	H			I						*				T	
	183	90	93	59	62	61	21	75	86	120	63	82	46	55	88	95	17	166	22	161	125	58
Neither agree nor disagree	37%	36%	37%	32%	40%	38%	26%	36%	41%	39%	33%	35%	36%	39%	34%	39%	34%	37%	33%	37%	40%	31%
									F								*				U	
Tend to disagree	86	49	37	34	29	24	13	31	42	56	30	37	22	27	47	39	8	78	9	77	57	29
	17%	20%	15%	18%	18%	15%	16%	15%	20%	18%	16%	16%	17%	19%	18%	16%	16%	17%	13%	18%	18%	16%
Strongly disagree		B															*					
	16	11	5	6	3	7	4	7	5	10	6	7	5	5	11	5	1	15	2	14	9	7
Don't know / No opinion	3%	5%	2%	3%	2%	4%	4%	3%	3%	3%	3%	3%	4%	3%	4%	2%	1%	3%	2%	3%	3%	4%
		B													O		*					
Sigma	10	7	3	5	3	2	2	5	3	5	5	3	1	6	10	*	2	8	3	7	7	3
	2%	3%	1%	3%	2%	1%	2%	2%	2%	2%	3%	1%	1%	4%	4%	*	4%	2%	4%	2%	2%	2%
Sigma		B												KL	O		*					
	4	-	4	2	2	*	2	1	1	3	1	4	1	-	1	3	-	4	1	3	2	2
Sigma	1%	-	2%	1%	1%	*	3%	1%	*	1%	1%	2%	*	-	*	1%	-	1%	1%	1%	1%	1%
		A					GH					M					*					
Summary	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly agree/Tend to agree)																						
	384	180	204	135	122	127	60	165	158	233	151	181	99	104	186	197	39	344	52	332	241	143
Low2Box (Tend to disagree/Strongly disagree)	77%	73%	81%	74%	77%	79%	74%	79%	76%	76%	78%	78%	78%	74%	73%	81%	78%	77%	79%	76%	76%	77%
		A													N	*						
Low2Box (Tend to disagree/Strongly disagree)	26	19	7	12	5	9	6	12	9	15	11	10	6	10	21	5	3	23	4	22	16	10
	5%	8%	3%	6%	3%	5%	7%	6%	4%	5%	6%	4%	5%	7%	8%	2%	6%	5%	6%	5%	5%	5%
		B													O		*					

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	18150	8814	9336	6945	6202	5003	5729	7321	4951	9337	8813	5367	6157	6626	9885	8265	1987	16163	3326	14824	12266	5884
Base: All Respondents (wtd)	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
Maintain sustainable environmental practices	1629	792	836	752	485	391	563	647	410	754	874	590	577	461	830	798	173	1455	290	1338	1051	577
	14%	13%	14%	14%	13%	14%	13%	14%	13%	13%	14%	14%	13%	14%	13%	14%	14%	14%	14%	13%	13%	14%
				D																		
Prioritize workplace safety	3046	1406	1640	1355	990	701	1179	1153	672	1524	1522	1242	1145	659	1534	1512	251	2795	436	2610	1979	1067
	25%	24%	27%	26%	26%	25%	28%	25%	22%	26%	24%	28%	26%	20%	25%	26%	20%	26%	21%	26%	25%	25%
			A				GH	H		J		M	M				P		R			
Contribute to the socioeconomic development of the countries where it operates	2962	1521	1441	1234	1013	715	971	1152	806	1422	1540	925	1065	972	1605	1357	313	2648	531	2431	2002	959
	25%	25%	24%	23%	26%	25%	23%	25%	26%	25%	25%	21%	25%	29%	26%	24%	24%	25%	26%	24%	26%	23%
					C				F				K	KL	O						U	
Leave behind conditions for sustainable development after operations are closed	758	394	364	330	245	183	267	310	169	360	398	279	298	181	381	377	102	657	139	619	486	272
	6%	7%	6%	6%	6%	6%	6%	7%	6%	6%	6%	6%	7%	5%	6%	7%	8%	6%	7%	6%	6%	7%
													M				Q					
Fulfill financial and commercial targets to increase shareholder value	746	422	324	360	231	154	269	240	221	361	384	276	211	258	418	327	129	617	184	561	505	241
	6%	7%	5%	7%	6%	5%	6%	5%	7%	6%	6%	6%	5%	8%	7%	6%	10%	6%	9%	6%	6%	6%
			B				G		G			L		KL			Q		S			
Respect and adhere to local laws and rights	2860	1443	1417	1257	903	700	922	1130	767	1350	1510	1057	1032	771	1488	1372	312	2548	474	2387	1792	1068
	24%	24%	24%	24%	23%	25%	22%	24%	25%	23%	24%	24%	24%	23%	24%	24%	24%	24%	23%	24%	23%	26%
							F	F													T	
Sigma	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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/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)	18150	502	1007	501	1007	1001	1023	1000	1001	1001	500	1020	509	1002	1007	501	500	500	503	529	532	1001	500	503	1000	
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		
Maintain sustainable environmental practices	1629	65	77	54	105	89	82	61	37	60	40	92	62	50	67	102	58	77	45	89	56	45	87	47	81	
	14%	13%	15%	11%	21%	18%	16%	12%	7%	12%	8%	18%	12%	10%	13%	20%	12%	15%	9%	18%	11%	9%	17%	9%	16%	
Prioritize workplace safety		HJU	CHJMRTU		ABCGHULMN	ACGHULMNP	HJMRTU	HJU		HJU		ACGHULMNP	HJ		HJMRTU	ACGHULMNP	H	CHJMRTU		CGHULMPRTU	H		CHJMRTU	*	CGHJUMPRTU	
	3046	132	157	126	129	131	151	103	162	114	158	94	151	164	179	94	172	88	76	90	135	122	97	114	108	
	25%	26%	31%	25%	26%	26%	30%	21%	32%	23%	32%	19%	30%	33%	36%	19%	34%	18%	15%	18%	27%	24%	19%	23%	22%	
Contribute to the socioeconomic development of the countries where it operates		GKOQRS	CDEGIKOQRS	KOQRS	GKOQRS	GKOQRSVX	GKOQRSVX	R	ACDEGIKOQ	KQR	CDEGIKOQRS		GKOQRSUV	ACDEGIKOQ	ACDEGIKLOQ		ACDEGIKOQ				GKOQRSVX	KOQRS		*	R	
	2962	116	84	127	107	92	90	168	138	147	136	115	151	169	96	134	121	113	131	88	146	153	76	184	82	
	25%	23%	17%	25%	21%	18%	18%	34%	28%	29%	27%	23%	30%	34%	19%	27%	24%	23%	26%	18%	29%	31%	15%	37%	16%	
Leave behind conditions for sustainable development after operations are closed		BVX		BEFNSVX	BVX			ABCFDEHIUK	BDEFKNSVX	ABDEFKNPQ	BDEFNSVX	BESVX	ABDEFKNPQ	ABCFDEHIUK		BEFNSVX	BENSVX	BVX	BEFNSVX		ABDEFKNQS	ABDEFKNPQ		ABDEFKNPQ		
	758	24	27	33	36	33	32	31	31	23	30	28	SVX	7	36	48	29	38	56	28	45	19	25	55	12	30
	6%	5%	5%	7%	7%	6%	6%	6%	5%	6%	6%	6%	1%	7%	10%	6%	8%	11%	6%	9%	4%	5%	11%	2%	6%	
Fulfill financial and commercial targets to increase shareholder value		L	L	L	ILT	LT	L	LT	LT	L	L			ILT	ABEGHIUKLO	L	ILT	ABCFDEHIUK	L	ABIKLTUW	L	L	ABEGHIUKLO	*	L	
	746	37	24	13	23	18	30	16	20	25	15	67	30	23	44	28	27	30	64	56	41	23	23	19	47	
	6%	7%	5%	3%	5%	4%	6%	3%	4%	5%	3%	13%	6%	5%	9%	6%	5%	6%	13%	11%	8%	5%	5%	4%	9%	
Respect and adhere to local laws and rights		CEGHJ								CG		ABCFDEGHJULMNOPQTU	CEGJ		BCDEGHJUMP	UV	C	CEGJ	ABCFDEGHJULMNOPQTUV	BCDEGHJULMOPQUVW	BCDEGHJUM			*	BCDEGHJULMOPQUV	
	2860	126	131	146	101	137	115	121	112	130	121	104	100	58	65	114	85	136	156	132	103	132	162	123	151	
	24%	25%	26%	29%	20%	27%	23%	24%	22%	26%	24%	21%	20%	12%	13%	23%	17%	27%	31%	26%	21%	26%	32%	25%	30%	
Sigma		MNP	DKLMNP	DHKLNMNP	MN	DHKLNMNP	MN	DMNP	MNP	DKLMNP	MNP	MN	MN			MNP	M	DKLMNP	DGHJULMNOPT	DKLMNP	MN	DKLMNP	DFGHJULMNOPT	MN*	DFGHJULMNOPT	
	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%	

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

Proportions/Means: - 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)	18150	2001	2010	7006	5598	7512	3550	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Maintain sustainable environmental practices	1629	170	272	491	514	523	357	181
	14%	17%	18%	11%	15%	13%	18%	12%
		CDEG	CDEG		CE	C	CDEG	
Prioritize workplace safety	3046	239	355	1218	954	1049	461	280
	25%	24%	24%	27%	27%	26%	23%	19%
		G	G	ABFG	ABFG	AFG		
Contribute to the socioeconomic development of the countries where it operates	2962	175	356	1233	795	1005	425	403
	25%	17%	24%	27%	23%	25%	21%	27%
			A	ABDEF	A	ADF	A	AF
Leave behind conditions for sustainable development after operations are closed	758	63	89	303	217	289	153	86
	6%	6%	6%	7%	6%	7%	8%	6%
Fulfill financial and commercial targets to increase shareholder value	746	65	88	187	266	224	150	140
	6%	7%	6%	4%	8%	6%	7%	9%
		C	C		BCE	C	CE	BCE
Respect and adhere to local laws and rights	2860	288	340	1067	754	909	455	411
	24%	29%	23%	24%	22%	23%	23%	27%
		BCDEF		D				DE
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	502	207	295	206	167	129	211	197	94	177	325	203	159	140	243	259	66	436	89	413	325	177	
Base: All Respondents (wtd)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
Maintain sustainable environmental practices	65	29	35	37	20	8	39	20	5	20	44	42	15	8	31	33	4	61	6	58	43	21	
	13%	12%	14%	15%	14%	7%	15%	11%	8%	12%	13%	13%	13%	14%	14%	12%	6%	14%	7%	14%	15%	10%	
						*				*							*		*				
Prioritize workplace safety	132	70	62	67	41	25	71	43	19	45	88	99	21	12	59	73	12	121	20	113	75	57	
	26%	29%	24%	27%	28%	24%	28%	24%	26%	27%	26%	30%	18%	22%	26%	27%	18%	28%	24%	27%	26%	28%	
						*				*		L					*		*				
Contribute to the socioeconomic development of the countries where it operates	116	57	59	54	32	31	55	48	13	36	80	63	37	16	55	61	27	89	27	88	75	41	
	23%	23%	23%	22%	22%	29%	22%	27%	18%	22%	24%	19%	31%	28%	24%	22%	42%	20%	33%	21%	26%	20%	
						*				*		K					Q*		S*				
Leave behind conditions for sustainable development after operations are closed	24	12	12	8	7	10	13	8	4	10	15	16	5	3	13	12	1	24	2	22	15	9	
	5%	5%	5%	3%	5%	9%	5%	4%	5%	6%	4%	5%	5%	5%	6%	4%	1%	5%	2%	5%	5%	4%	
						C*				*							*		*				
Fulfill financial and commercial targets to increase shareholder value	37	19	18	19	11	6	19	6	12	10	27	28	7	2	13	24	10	27	9	28	22	15	
	7%	8%	7%	8%	8%	6%	7%	3%	17%	6%	8%	8%	6%	4%	6%	9%	16%	6%	11%	7%	8%	7%	
						*				FG*							Q*		*				
Respect and adhere to local laws and rights	126	57	69	64	35	27	56	52	18	43	83	79	33	15	54	72	10	116	18	108	62	64	
	25%	23%	27%	26%	24%	25%	22%	29%	26%	26%	25%	24%	28%	27%	24%	26%	16%	27%	22%	26%	21%	31%	
						*				*							*		*				
Sigma	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?
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,V/W,X/Y/Z/a/b
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 (*)

	Australia Total	Australia																												
		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)	1007	403	604	270	345	392	242	508	257	537	470	321	338	348	544	463	105	902	139	868	639	368	630	377	294	307	208	98	100	
Base: All Respondents (wtd)	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
Maintain sustainable environmental practices	77	41	36	30	24	24	13	47	16	31	47	18	47	12	37	40	9	68	12	65	49	29	44	33	24	26	13	7	6	
	15%	17%	14%	15%	15%	16%	11%	19%	14%	13%	18%	14%	16%	16%	15%	16%	15%	15%	16%	15%	15%	15%	16%	17%	17%	12%	15%	*	16%	
								F									*		*									*	*	
Prioritize workplace safety	157	72	85	63	55	39	45	79	33	71	86	42	98	17	78	78	19	138	24	132	93	64	88	68	49	44	32	17	14	
	31%	29%	34%	32%	36%	26%	36%	31%	27%	30%	32%	32%	33%	23%	31%	32%	32%	31%	32%	31%	29%	35%	30%	34%	34%	28%	29%	37%	*	35%
								E					M	M			*		*									*	*	
Contribute to the socioeconomic development of the countries where it operates	84	40	44	29	23	32	22	40	22	39	46	27	42	15	43	41	6	78	10	74	52	32	50	34	25	24	19	9	7	
	17%	16%	17%	15%	15%	21%	18%	16%	18%	16%	17%	21%	14%	20%	17%	17%	11%	18%	13%	17%	17%	17%	17%	17%	17%	15%	17%	19%	*	17%
													L				*		*									*	*	
Leave behind conditions for sustainable development after operations are closed	27	15	11	9	8	10	6	15	6	13	13	7	15	4	13	13	5	22	5	21	21	6	14	13	6	5	11	1	2	
	5%	6%	5%	4%	5%	7%	5%	6%	5%	6%	5%	5%	5%	6%	5%	5%	8%	5%	7%	5%	7%	3%	5%	6%	4%	3%	10%	3%	6%	*
																	*		*								Y	*	*	
Fulfill financial and commercial targets to increase shareholder value	24	16	8	9	8	7	7	10	8	15	10	5	14	5	17	7	5	19	6	18	15	9	15	9	5	11	3	4	1	
	5%	7%	3%	5%	5%	4%	5%	4%	6%	6%	4%	4%	5%	7%	7%	3%	9%	4%	8%	4%	5%	5%	5%	5%	3%	7%	3%	9%	3%	*
																	O		*								Z*	*	*	
Respect and adhere to local laws and rights	131	63	68	57	35	39	31	63	37	66	65	32	79	21	65	66	15	117	18	113	86	45	87	44	36	46	32	8	9	
	26%	26%	27%	29%	23%	26%	25%	25%	30%	28%	24%	24%	27%	28%	26%	27%	25%	26%	24%	27%	27%	25%	29%	22%	25%	29%	29%	17%	23%	*
																	*		*								*	*	*	
Sigma	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
	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%	100%

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Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?
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,Y/Z
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
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	Total	Non	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 (unwtd)	501	252	249	124	145	232	173	197	131	203	298	102	262	137	323	178	18	483	46	455	274	227	283	92	126	210	291
Base: All Respondents (wtd)	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
Maintain sustainable environmental practices	54	24	29	21	18	15	21	22	12	23	31	14	19	20	31	22	4	50	5	49	30	24	30	9	14	23	30
	11%	10%	12%	11%	12%	9%	11%	11%	9%	13%	9%	8%	10%	14%	11%	11%	26%	10%	14%	10%	12%	10%	11%	10%	11%	11%	11%
Prioritize workplace safety	126	61	65	43	34	49	60	47	19	53	73	58	40	28	73	53	3	123	7	119	56	70	70	24	32	53	73
	25%	24%	26%	23%	23%	30%	33%	24%	15%	31%	22%	34%	22%	20%	25%	26%	23%	25%	19%	26%	21%	29%	25%	26%	25%	24%	26%
Contribute to the socioeconomic development of the countries where it operates	127	71	57	48	41	38	32	47	48	35	92	31	48	47	80	48	3	124	10	117	76	51	49	30	48	76	51
	25%	28%	23%	26%	27%	23%	17%	25%	38%	20%	28%	18%	26%	33%	27%	23%	23%	26%	28%	25%	29%	21%	17%	33%	37%	35%	18%
Leave behind conditions for sustainable development after operations are closed	33	16	18	15	8	11	9	18	6	12	21	14	15	4	19	15	-	33	2	31	16	17	18	8	7	18	15
	7%	6%	7%	8%	5%	7%	5%	9%	5%	7%	6%	8%	8%	3%	6%	7%	-	7%	6%	7%	6%	7%	6%	9%	5%	8%	6%
Fulfill financial and commercial targets to increase shareholder value	13	6	8	1	7	5	4	8	2	3	10	6	4	4	8	6	1	13	1	12	8	5	8	2	3	6	7
	3%	2%	3%	1%	5%	3%	2%	4%	1%	2%	3%	3%	2%	3%	3%	3%	5%	3%	4%	3%	3%	2%	3%	3%	2%	3%	3%
Respect and adhere to local laws and rights	146	74	73	57	42	47	58	50	39	46	101	49	59	39	85	62	3	143	11	135	74	73	104	17	25	43	104
	29%	29%	29%	31%	28%	29%	32%	26%	31%	27%	31%	28%	32%	27%	29%	30%	24%	29%	30%	29%	28%	30%	37%	19%	20%	19%	37%
Sigma	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
	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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Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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	486	521	478	316	213	246	733	28	447	560	157	567	283	460	547	141	866	180	827	703	304	
Base: All Respondents (wtd)	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
Maintain sustainable environmental practices	105	51	54	56	32	17	36	68	2	45	60	34	56	16	44	62	14	91	16	89	70	35	
	21%	22%	20%	20%	23%	23%	23%	20%	20%	21%	21%	21%	21%	19%	21%	21%	21%	21%	20%	21%	21%	20%	
Prioritize workplace safety	129	52	77	82	34	13	39	88	1	52	76	39	75	14	50	79	15	113	16	113	87	42	
	26%	22%	29%	29%	24%	18%	25%	26%	15%	25%	26%	25%	29%	17%	24%	27%	23%	26%	20%	27%	26%	24%	
			A	E					**				M										
Contribute to the socioeconomic development of the countries where it operates	107	49	58	57	31	19	28	76	3	43	64	34	48	25	44	63	15	92	22	84	72	34	
	21%	21%	21%	20%	22%	25%	18%	23%	33%	20%	22%	22%	18%	31%	21%	21%	23%	21%	28%	20%	22%	20%	
									**					KL					S				
Leave behind conditions for sustainable development after operations are closed	36	19	17	21	9	6	11	25	*	13	24	13	17	6	17	19	6	30	7	29	23	13	
	7%	8%	6%	7%	7%	8%	7%	7%	4%	6%	8%	9%	6%	7%	8%	6%	10%	7%	9%	7%	7%	8%	
									**														
Fulfill financial and commercial targets to increase shareholder value	23	10	13	16	5	2	6	17	*	8	14	4	14	4	12	10	3	20	4	18	17	6	
	5%	4%	5%	6%	4%	2%	4%	5%	2%	4%	5%	3%	5%	5%	6%	4%	5%	5%	5%	4%	5%	3%	
									**														
Respect and adhere to local laws and rights	101	51	49	54	29	18	37	62	2	50	51	32	52	16	38	63	12	89	14	87	59	42	
	20%	22%	18%	19%	21%	24%	24%	18%	25%	24%	18%	21%	20%	20%	18%	21%	18%	20%	17%	21%	18%	24%	
									**	J											T		
Sigma	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?
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,V/W/X/Y/Z/a/b
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																											
	Canada 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	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)	1001	497	504	294	310	397	203	410	388	447	554	373	461	167	530	471	98	903	130	871	669	332	60	68	99	126	-	396	252
Base: All Respondents (wtd)	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	129
Maintain sustainable environmental practices	89	43	46	39	27	23	22	38	29	27	63	31	44	15	41	48	6	84	7	82	56	33	4	5	6	17	-	30	27
	18%	17%	18%	22%	16%	15%	21%	19%	16%	13%	21%	17%	20%	16%	16%	20%	12%	19%	11%	19%	17%	20%	13%	16%	13%	28%	-	15%	21%
				E							I						*		R			*	*	*	VXa				
Prioritize workplace safety	131	57	74	44	46	41	29	61	41	60	71	58	57	16	62	69	8	123	11	120	88	43	8	10	10	14	-	52	37
	26%	23%	29%	25%	28%	27%	27%	30%	22%	29%	24%	31%	25%	18%	24%	29%	17%	27%	17%	28%	26%	26%	26%	30%	21%	23%	-	26%	29%
				A				H				M					*	P		R			*	*	*				
Contribute to the socioeconomic development of the countries where it operates	92	46	46	31	35	27	18	34	40	37	56	25	43	24	47	45	9	83	12	80	64	28	5	6	9	9	-	36	27
	18%	19%	18%	18%	21%	17%	17%	17%	21%	18%	19%	13%	19%	27%	18%	19%	19%	18%	19%	18%	19%	17%	16%	18%	17%	15%	-	18%	21%
												K	KL				*					*	*	*	*				
Leave behind conditions for sustainable development after operations are closed	33	17	16	11	12	9	5	16	12	13	19	13	15	5	21	12	4	28	5	27	22	11	1	3	6	2	-	12	9
	7%	7%	6%	6%	7%	6%	5%	8%	7%	7%	7%	7%	6%	6%	8%	5%	9%	6%	8%	6%	7%	7%	4%	8%	12%	3%	-	6%	7%
												O					*					*	*	Y+					
Fulfill financial and commercial targets to increase shareholder value	18	12	5	8	5	5	5	4	8	8	10	5	9	4	13	4	2	15	3	15	12	5	1	1	3	1	-	8	3
	4%	5%	2%	4%	3%	3%	4%	2%	5%	4%	3%	2%	4%	5%	5%	2%	5%	3%	5%	3%	4%	3%	4%	3%	6%	2%	-	4%	2%
				B													*					*	*	b*					
Respect and adhere to local laws and rights	137	72	65	45	43	49	28	52	57	61	76	55	56	26	76	60	18	119	25	111	91	46	11	8	15	17	-	58	26
	27%	29%	26%	25%	25%	32%	26%	25%	30%	30%	26%	30%	25%	28%	29%	25%	38%	26%	39%	26%	27%	27%	37%	25%	31%	28%	-	30%	20%
																	Q*		S			b*	*	b*			b		
Sigma	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	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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Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	1023	485	538	570	365	88	69	267	687	700	323	85	256	682	655	368	98	925	355	668	891	132
Base: All Respondents (wtd)	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97
Maintain sustainable environmental practices	82	42	40	36	32	14	5	43	34	61	22	43	29	10	52	30	2	80	18	65	73	9
	16%	17%	16%	18%	16%	15%	7%	24%	14%	17%	15%	15%	19%	20%	18%	14%	4%	17%	16%	17%	18%	10%
		*			*	**	**	*	*		*	*				*	**		*			*
Prioritize workplace safety	151	54	97	56	61	34	31	33	87	95	56	93	47	12	70	81	11	140	31	120	109	42
	30%	22%	39%	28%	30%	36%	45%	19%	34%	26%	40%	31%	30%	23%	24%	38%	28%	30%	28%	31%	27%	43%
		*	A		*	**	**	*	G*		I*	*	M			N*	**		*			*
Contribute to the socioeconomic development of the countries where it operates	90	59	31	19	55	16	12	38	40	76	13	55	25	9	57	33	6	84	16	74	81	8
	18%	24%	12%	9%	27%	17%	17%	21%	16%	21%	10%	19%	16%	19%	20%	15%	14%	18%	14%	19%	20%	9%
		B*			C*	**	**	*	*	J	*	*				*	**		*			*
Leave behind conditions for sustainable development after operations are closed	32	16	16	13	18	1	2	14	16	27	5	18	11	4	16	16	1	31	5	28	26	6
	6%	6%	6%	6%	9%	1%	3%	8%	6%	8%	3%	6%	7%	8%	6%	7%	3%	7%	4%	7%	6%	7%
		*			*	**	**	*	*		*	*				*	**		*			*
Fulfill financial and commercial targets to increase shareholder value	30	16	14	17	11	2	2	12	17	19	11	15	11	5	18	12	6	24	10	20	27	3
	6%	7%	5%	8%	5%	3%	2%	7%	7%	5%	8%	5%	7%	9%	6%	6%	15%	5%	9%	5%	7%	3%
		*			*	**	**	*	*		*	*				*	**		*			*
Respect and adhere to local laws and rights	115	62	53	59	29	27	18	38	60	82	33	71	33	11	74	42	15	101	31	84	87	28
	23%	25%	21%	29%	14%	29%	25%	21%	24%	23%	24%	24%	21%	22%	26%	20%	36%	22%	28%	22%	22%	29%
		*		D	*	**	**	*	*		*	*				*	**		*			*
Sigma	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	1000	492	508	357	321	322	265	518	217	399	601	408	277	315	581	419	38	962	69	931	594	406	
Base: All Respondents (wtd)	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
Maintain sustainable environmental practices	61	34	26	27	16	18	20	28	13	25	35	23	24	14	36	24	1	59	2	58	34	26	
	12%	14%	10%	14%	10%	12%	15%	11%	12%	13%	12%	14%	12%	11%	13%	11%	6%	12%	8%	12%	12%	13%	
																	*		*				
Prioritize workplace safety	103	47	56	47	29	28	29	54	21	34	69	43	41	19	57	46	4	100	6	98	61	42	
	21%	19%	22%	24%	18%	18%	22%	21%	19%	17%	23%	26%	20%	15%	20%	22%	23%	21%	18%	21%	21%	21%	
												M					*		*				
Contribute to the socioeconomic development of the countries where it operates	168	85	83	64	56	48	42	90	36	58	111	44	75	49	101	67	5	163	13	155	95	73	
	34%	34%	33%	34%	35%	32%	33%	34%	33%	29%	36%	27%	36%	39%	35%	31%	31%	34%	43%	33%	32%	36%	
											I		K	K			*		*				
Leave behind conditions for sustainable development after operations are closed	31	15	17	10	9	12	9	19	3	14	17	10	15	6	17	14	-	31	-	31	18	13	
	6%	6%	7%	5%	5%	8%	7%	7%	3%	7%	6%	6%	7%	5%	6%	7%	-	6%	-	7%	6%	6%	
							H	H									*		*	R			
Fulfill financial and commercial targets to increase shareholder value	16	7	9	7	5	4	4	6	6	8	8	5	7	4	8	8	2	14	2	14	9	7	
	3%	3%	3%	4%	3%	3%	3%	2%	6%	4%	3%	3%	3%	3%	3%	4%	9%	3%	7%	3%	3%	3%	
									G								Q*		*				
Respect and adhere to local laws and rights	121	59	62	36	44	41	25	66	29	57	63	42	46	32	67	53	5	115	8	113	77	44	
	24%	24%	24%	19%	28%	27%	19%	25%	27%	29%	21%	25%	22%	26%	23%	25%	31%	24%	25%	24%	26%	21%	
					C	C				J							*		*				
Sigma	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	1001	513	488	305	338	358	307	314	380	425	576	195	627	179	659	342	80	921	183	818	689	312	
Base: All Respondents (wtd)	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
Maintain sustainable environmental practices	37	17	20	16	14	8	14	12	12	13	24	7	20	10	23	14	3	34	7	30	22	15	
	7%	7%	8%	9%	8%	5%	9%	7%	6%	6%	8%	6%	7%	10%	7%	8%	8%	7%	8%	7%	7%	9%	
Prioritize workplace safety				E													*						
	162	74	87	51	57	54	56	50	56	73	89	50	91	20	99	63	7	154	23	138	112	50	
	32%	29%	35%	30%	32%	35%	36%	32%	30%	36%	30%	44%	32%	20%	30%	36%	20%	33%	27%	34%	33%	31%	
										J		LM	M				*	P					
Contribute to the socioeconomic development of the countries where it operates	138	70	67	47	49	42	39	43	56	51	87	21	80	36	91	46	10	127	23	115	95	43	
	28%	28%	27%	27%	28%	27%	25%	28%	30%	25%	29%	19%	28%	36%	28%	26%	28%	27%	26%	28%	28%	26%	
													K	K			*						
Leave behind conditions for sustainable development after operations are closed	31	18	13	13	11	8	8	11	12	13	18	7	19	5	21	10	4	28	9	22	21	10	
	6%	7%	5%	7%	6%	5%	5%	7%	7%	6%	6%	6%	7%	5%	6%	6%	10%	6%	10%	5%	6%	6%	
																	*	S					
Fulfill financial and commercial targets to increase shareholder value	20	11	9	11	7	3	9	5	6	9	11	3	11	6	15	6	2	18	4	16	16	5	
	4%	4%	4%	6%	4%	2%	5%	3%	3%	5%	4%	3%	4%	6%	5%	3%	5%	4%	5%	4%	5%	3%	
				E													*						
Respect and adhere to local laws and rights	112	62	50	34	38	39	33	34	45	43	69	25	64	23	76	36	11	101	21	91	72	40	
	22%	24%	20%	20%	22%	26%	21%	22%	24%	21%	23%	22%	22%	22%	23%	20%	29%	22%	24%	22%	21%	25%	
																	*						
Sigma	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	500	249	251	198	153	149	199	217	9	180	320	154	253	93	267	233	33	467	34	466	294	206
Base: All Respondents (wtd)	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208
Maintain sustainable environmental practices	40	20	20	18	9	13	10	23	1	15	24	5	24	11	26	14	4	36	4	36	25	15
	8%	8%	8%	9%	6%	8%	5%	11%	19%	9%	8%	4%	8%	15%	10%	6%	10%	8%	12%	8%	8%	7%
								F	**					KL*			*		*			
Prioritize workplace safety	158	74	84	81	40	36	74	58	1	57	101	52	90	16	76	82	6	152	7	151	86	72
	32%	30%	33%	40%	29%	23%	37%	26%	11%	32%	31%	40%	31%	21%	28%	36%	18%	33%	19%	32%	29%	35%
				DE			G		**				LM	*			*		*			
Contribute to the socioeconomic development of the countries where it operates	136	60	76	51	32	52	55	63	2	53	83	26	86	24	74	61	9	127	9	126	79	56
	27%	24%	30%	25%	23%	33%	28%	29%	22%	30%	26%	20%	29%	32%	28%	27%	25%	27%	27%	27%	27%	27%
									**				K	K*			*		*			
Leave behind conditions for sustainable development after operations are closed	30	20	11	15	11	4	13	10	2	6	25	7	18	6	14	16	2	29	1	29	18	12
	6%	8%	4%	7%	8%	3%	6%	4%	27%	3%	8%	5%	6%	7%	5%	7%	5%	6%	3%	6%	6%	6%
					E				**		I			*			*		*			
Fulfill financial and commercial targets to increase shareholder value	15	10	5	4	5	6	3	9	-	6	9	5	8	1	8	7	-	15	-	15	7	8
	3%	4%	2%	2%	4%	3%	1%	4%	-	3%	3%	4%	3%	2%	3%	3%	-	3%	-	3%	2%	4%
									**					*			*		*			
Respect and adhere to local laws and rights	121	61	60	32	43	46	45	57	2	41	80	35	69	18	70	51	14	107	13	108	77	45
	24%	25%	24%	16%	30%	29%	22%	26%	21%	23%	25%	27%	23%	23%	26%	22%	41%	23%	38%	23%	26%	22%
					C	C			**					*			Q*		*			
Sigma	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	1020	564	456	525	344	151	383	373	264	675	345	1	125	894	555	465	248	772	482	538	786	234
Base: All Respondents (wtd)	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129
Maintain sustainable environmental practices	92	50	42	54	27	11	30	35	26	53	39	1	14	78	50	42	23	69	48	44	69	23
	18%	19%	17%	19%	17%	16%	15%	20%	21%	17%	20%	100%	20%	18%	20%	17%	19%	18%	21%	16%	19%	17%
												**										
Prioritize workplace safety	94	43	51	56	27	11	39	31	24	61	33	-	14	80	43	51	16	78	38	56	69	26
	19%	17%	21%	20%	18%	15%	20%	17%	19%	20%	17%	-	20%	19%	17%	21%	14%	20%	17%	20%	18%	20%
												**						P				
Contribute to the socioeconomic development of the countries where it operates	115	65	50	56	41	18	37	47	31	77	39	-	14	101	60	55	25	90	52	63	84	31
	23%	25%	21%	20%	27%	26%	19%	26%	25%	25%	20%	-	21%	23%	24%	23%	21%	24%	23%	23%	23%	24%
					C			F				**										
Leave behind conditions for sustainable development after operations are closed	28	11	17	17	8	4	13	11	5	16	13	-	3	26	13	15	9	19	13	16	24	5
	6%	4%	7%	6%	5%	5%	6%	6%	4%	5%	7%	-	4%	6%	5%	6%	8%	5%	6%	6%	6%	4%
												**										
Fulfill financial and commercial targets to increase shareholder value	67	40	27	38	19	10	35	15	17	38	29	-	8	59	39	28	20	47	31	36	49	18
	13%	15%	11%	14%	12%	14%	18%	9%	13%	12%	15%	-	12%	14%	15%	12%	17%	12%	14%	13%	13%	14%
							G					**										
Respect and adhere to local laws and rights	104	49	54	55	33	16	42	40	21	64	39	-	15	89	50	54	27	77	45	58	76	28
	21%	19%	22%	20%	21%	23%	22%	22%	17%	21%	20%	-	22%	21%	20%	22%	22%	20%	20%	21%	21%	21%
												**										
Sigma	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	509	251	258	280	183	46	58	268	183	287	222	177	37	295	249	260	71	438	129	380	439	70	
Base: All Respondents (wtd)	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
Maintain sustainable environmental practices	62	25	38	28	27	7	7	31	24	33	29	21	4	37	32	30	11	51	19	43	51	11	
	12%	10%	15%	10%	16%	15%	12%	12%	14%	12%	13%	12%	11%	13%	13%	12%	16%	12%	15%	11%	12%	16%	
						*	*						*				*					*	
Prioritize workplace safety	151	64	87	93	49	9	17	86	48	83	68	65	15	71	64	87	12	139	30	121	133	18	
	30%	26%	35%	33%	28%	22%	28%	32%	27%	30%	30%	37%	41%	25%	26%	34%	17%	32%	24%	32%	31%	25%	
			A			*	*					M	M*				*	P				*	
Contribute to the socioeconomic development of the countries where it operates	151	82	68	82	56	12	18	76	56	79	72	44	10	97	75	76	16	135	33	118	129	22	
	30%	33%	27%	29%	32%	28%	31%	29%	32%	29%	32%	25%	26%	34%	31%	29%	23%	31%	26%	32%	30%	30%	
						*	*						*	K			*					*	
Leave behind conditions for sustainable development after operations are closed	7	3	4	4	1	2	1	3	3	6	1	3	-	4	4	3	4	3	4	3	7	-	
	1%	1%	2%	1%	1%	4%	2%	1%	2%	2%	*	2%	-	1%	2%	1%	5%	1%	3%	1%	2%	-	
						D*	*						*				Q*					*	
Fulfill financial and commercial targets to increase shareholder value	30	17	12	15	13	2	6	14	10	16	13	10	1	18	15	15	9	21	10	20	27	2	
	6%	7%	5%	5%	7%	4%	10%	5%	5%	6%	6%	6%	3%	6%	6%	6%	13%	5%	8%	5%	6%	3%	
						*	*						*				Q*					*	
Respect and adhere to local laws and rights	100	59	41	60	29	11	10	54	35	56	43	34	7	59	53	47	18	81	31	69	81	19	
	20%	24%	16%	21%	16%	26%	17%	21%	20%	21%	19%	19%	19%	21%	22%	18%	26%	19%	24%	18%	19%	26%	
		B				*	*						*				*					*	
Sigma	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	1002	482	520	332	393	277	276	429	297	510	492	368	475	159	508	494	100	902	153	849	630	372	
Base: All Respondents (wtd)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
Maintain sustainable environmental practices	50	24	26	18	17	15	16	20	13	28	22	24	20	6	27	23	4	46	5	45	28	22	
	10%	10%	10%	10%	9%	11%	11%	9%	10%	11%	9%	10%	10%	11%	11%	9%	8%	10%	7%	10%	9%	11%	
																	*						
Prioritize workplace safety	164	84	80	61	61	42	48	68	48	81	83	89	62	13	72	92	13	151	21	143	96	68	
	33%	34%	32%	34%	33%	31%	33%	31%	35%	32%	34%	36%	31%	23%	29%	36%	26%	33%	30%	33%	32%	34%	
												M				N	*						
Contribute to the socioeconomic development of the countries where it operates	169	86	83	58	63	48	53	74	42	85	84	79	67	22	82	87	18	151	24	145	106	64	
	34%	34%	33%	32%	34%	36%	36%	34%	31%	34%	34%	33%	34%	39%	33%	34%	38%	33%	34%	34%	35%	32%	
																	*						
Leave behind conditions for sustainable development after operations are closed	36	17	19	13	15	9	11	15	10	19	17	16	15	5	22	14	5	31	9	27	24	12	
	7%	7%	8%	7%	8%	7%	8%	7%	7%	7%	7%	7%	8%	8%	9%	5%	11%	7%	12%	6%	8%	6%	
															O		*	S					
Fulfill financial and commercial targets to increase shareholder value	23	9	14	9	7	7	8	10	6	9	14	11	9	3	12	12	1	22	3	20	13	10	
	5%	4%	6%	5%	4%	5%	5%	4%	4%	4%	6%	5%	5%	5%	5%	5%	2%	5%	4%	5%	4%	5%	
																	*						
Respect and adhere to local laws and rights	58	30	27	23	22	12	10	30	18	31	27	24	25	8	32	26	7	51	10	48	36	22	
	12%	12%	11%	13%	12%	9%	7%	14%	13%	12%	11%	10%	13%	14%	13%	10%	14%	11%	13%	11%	12%	11%	
								F	F								*						
Sigma	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	1007	492	515	275	351	381	636	321	50	629	378	318	242	447	491	516	46	961	73	934	656	351
Base: All Respondents (wtd)	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
Maintain sustainable environmental practices	67	30	37	23	15	29	49	16	2	39	28	40	12	16	31	36	4	63	5	62	43	24
	13%	12%	15%	12%	10%	19%	14%	12%	15%	14%	13%	13%	13%	14%	14%	13%	17%	13%	16%	13%	14%	12%
Prioritize workplace safety						D			*								*		*			
	179	81	98	73	59	48	135	41	3	103	77	109	37	33	86	93	6	174	10	170	112	68
	36%	32%	40%	39%	38%	30%	38%	31%	21%	37%	35%	37%	41%	29%	37%	34%	23%	36%	29%	36%	36%	35%
Contribute to the socioeconomic development of the countries where it operates			A	E			H		*			M	M				*		*			
	96	51	45	28	30	38	64	29	3	52	44	52	16	27	42	54	5	91	8	88	58	37
	19%	20%	18%	15%	19%	24%	18%	22%	18%	19%	20%	18%	18%	24%	18%	20%	21%	19%	24%	19%	19%	19%
Leave behind conditions for sustainable development after operations are closed						C			*								*		*			
	48	24	25	15	18	15	34	12	2	33	15	30	8	10	19	30	*	48	2	46	26	22
	10%	10%	10%	8%	12%	10%	10%	9%	15%	12%	7%	10%	9%	9%	8%	11%	1%	10%	7%	10%	9%	11%
Fulfill financial and commercial targets to increase shareholder value									*	J							*		*			
	44	25	19	22	11	12	32	11	1	21	23	25	6	13	20	24	4	40	3	41	28	16
	9%	10%	8%	12%	7%	7%	9%	8%	9%	8%	10%	8%	7%	11%	9%	9%	16%	8%	9%	9%	8%	8%
Respect and adhere to local laws and rights									*								*		*			
	65	40	25	25	23	17	38	24	3	32	34	39	11	15	31	34	5	60	5	60	39	26
	13%	16%	10%	13%	15%	11%	11%	18%	22%	11%	15%	13%	12%	13%	13%	13%	22%	13%	14%	13%	13%	14%
Sigma			B					F	F*								*		*			
	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	501	239	262	219	197	85	348	132	21	244	257	150	156	195	276	225	118	383	139	362	344	157
Base: All Respondents (wtd)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
Maintain sustainable environmental practices	102	51	52	64	25	13	87	14	1	41	61	75	14	13	41	62	18	84	19	84	51	51
	20%	21%	20%	24%	16%	18%	22%	16%	11%	20%	21%	23%	14%	17%	16%	26%	18%	21%	15%	22%	17%	25%
Prioritize workplace safety						*		*	**			L			N		*		*			
	94	42	51	43	33	17	71	22	*	49	45	61	18	15	52	41	19	75	26	67	68	26
	19%	18%	20%	16%	21%	24%	18%	26%	3%	23%	15%	19%	17%	20%	20%	17%	18%	19%	22%	18%	23%	13%
Contribute to the socioeconomic development of the countries where it operates						*		*	**								*		*		U	
	134	55	79	65	52	18	105	24	5	58	76	74	32	28	79	55	30	104	38	96	93	41
	27%	23%	30%	24%	33%	24%	26%	27%	44%	28%	26%	23%	32%	36%	30%	23%	29%	26%	31%	25%	31%	20%
Leave behind conditions for sustainable development after operations are closed						*		*	**					K			*		*		U	
	29	18	10	16	9	3	28	1	-	6	22	23	5	1	12	17	8	20	8	20	9	19
	6%	8%	4%	6%	6%	4%	7%	1%	-	3%	8%	7%	5%	1%	5%	7%	8%	5%	7%	5%	3%	10%
Fulfill financial and commercial targets to increase shareholder value						*		*	**			M					*		*		T	
	28	11	17	17	6	4	18	9	1	12	16	19	7	2	17	11	7	21	6	22	18	10
	6%	5%	6%	6%	4%	6%	5%	10%	9%	6%	5%	6%	7%	2%	7%	5%	6%	5%	5%	6%	6%	5%
Respect and adhere to local laws and rights						*		*	**				M				*		*			
	114	61	53	64	33	17	93	17	4	42	72	70	27	17	59	54	21	92	24	90	58	55
	23%	26%	20%	24%	21%	23%	23%	20%	32%	20%	25%	22%	26%	23%	23%	23%	21%	23%	20%	24%	20%	27%
Sigma						*		*	**								*		*			
	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	500	235	265	191	157	152	396	97	7	258	242	73	330	97	220	280	48	452	72	428	284	216
Base: All Respondents (wtd)	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
Maintain sustainable environmental practices	58	20	38	21	15	22	46	10	1	26	32	11	40	7	27	31	5	52	10	48	36	22
	12%	8%	15%	10%	10%	15%	11%	12%	16%	11%	12%	11%	12%	10%	13%	11%	12%	12%	15%	11%	13%	10%
			A					*	**			*		*			*		*			
Prioritize workplace safety	172	87	85	88	49	35	149	20	2	82	89	44	111	17	74	97	17	154	24	148	92	80
	34%	35%	34%	41%	34%	25%	37%	23%	31%	34%	35%	42%	34%	24%	35%	34%	37%	34%	36%	34%	34%	35%
				E			G	*	**			M*		*			*		*			
Contribute to the socioeconomic development of the countries where it operates	121	64	57	50	33	37	99	19	3	63	58	17	85	19	48	73	5	116	13	108	65	56
	24%	26%	23%	23%	23%	27%	25%	21%	39%	26%	22%	16%	26%	28%	23%	25%	10%	26%	19%	25%	24%	25%
								*	**			*		*			*	P	*			
Leave behind conditions for sustainable development after operations are closed	38	20	18	13	12	13	26	12	-	20	18	4	27	8	15	24	9	29	9	29	25	13
	8%	8%	7%	6%	8%	10%	6%	14%	-	8%	7%	4%	8%	11%	7%	8%	21%	6%	14%	7%	9%	6%
								F*	**			*		*			Q*		S*			
Fulfill financial and commercial targets to increase shareholder value	27	11	16	10	9	8	19	7	1	12	16	11	11	6	12	16	3	24	5	22	16	12
	5%	5%	6%	5%	6%	6%	5%	8%	15%	5%	6%	10%	3%	8%	5%	5%	7%	5%	8%	5%	6%	5%
								*	**			L*		L*			*		*			
Respect and adhere to local laws and rights	85	45	39	32	28	24	65	19	-	39	46	18	54	13	35	49	6	79	6	78	39	46
	17%	18%	16%	15%	19%	17%	16%	22%	-	16%	18%	17%	17%	18%	17%	17%	13%	17%	9%	18%	14%	20%
								*	**			*		*			*		*			
Sigma	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	500	235	265	166	179	155	56	272	172	263	237	130	266	104	267	233	34	466	57	443	329	171	
Base: All Respondents (wtd)	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
Maintain sustainable environmental practices	77	34	43	38	19	21	9	51	17	35	42	25	36	16	36	42	4	73	12	65	46	32	
	15%	14%	17%	18%	11%	17%	15%	18%	11%	14%	16%	17%	14%	18%	14%	17%	13%	16%	21%	15%	14%	17%	
							*	H						*			*		*				
Prioritize workplace safety	88	50	37	29	37	21	11	51	26	49	39	22	52	14	51	37	6	82	7	81	57	31	
	18%	21%	14%	14%	22%	18%	17%	18%	16%	20%	15%	15%	20%	16%	20%	15%	18%	17%	11%	18%	18%	17%	
							*							*			*		*				
Contribute to the socioeconomic development of the countries where it operates	113	57	56	42	42	30	10	56	47	61	53	27	65	21	56	57	4	110	17	96	73	41	
	23%	24%	22%	20%	25%	25%	17%	20%	30%	25%	21%	19%	24%	24%	22%	23%	12%	23%	29%	22%	23%	22%	
							*	G						*			*		*				
Leave behind conditions for sustainable development after operations are closed	56	21	35	27	21	8	10	32	14	23	33	20	28	7	30	26	7	49	7	49	35	21	
	11%	9%	13%	13%	12%	7%	16%	11%	9%	10%	13%	14%	11%	8%	12%	11%	22%	10%	13%	11%	11%	11%	
							*							*			Q*		*				
Fulfill financial and commercial targets to increase shareholder value	30	20	10	19	8	3	8	14	8	11	19	12	13	4	13	17	5	25	5	25	16	14	
	6%	8%	4%	9%	5%	3%	14%	5%	5%	4%	7%	9%	5%	5%	5%	7%	16%	5%	9%	6%	5%	8%	
		B		E			GH*							*			Q*		*				
Respect and adhere to local laws and rights	136	57	78	56	43	37	13	75	47	64	72	39	71	26	69	67	6	129	10	125	90	46	
	27%	24%	30%	26%	25%	31%	21%	27%	30%	26%	28%	27%	27%	29%	27%	27%	19%	28%	17%	28%	28%	25%	
							*							*			*		*				
Sigma	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	503	304	199	305	151	47	239	127	63	305	198	130	116	257	234	269	74	429	98	405	317	186	
Base: All Respondents (wtd)	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
Maintain sustainable environmental practices	45	33	13	24	12	9	25	10	7	30	16	25	17	3	27	18	7	39	11	35	30	15	
	9%	12%	6%	8%	8%	18%	9%	9%	16%	10%	7%	9%	11%	5%	13%	6%	10%	9%	12%	8%	12%	6%	
					*	**		*	**						O		*		*				
Prioritize workplace safety	76	38	38	42	19	15	37	15	6	50	26	39	27	10	29	47	10	65	12	64	37	38	
	15%	13%	17%	14%	12%	29%	14%	14%	14%	17%	12%	14%	18%	15%	14%	16%	15%	15%	14%	15%	14%	16%	
					*	**		*	**								*		*				
Contribute to the socioeconomic development of the countries where it operates	131	83	48	61	62	8	69	35	11	77	54	71	40	20	55	76	30	101	23	108	73	58	
	26%	29%	22%	21%	40%	16%	26%	32%	25%	27%	26%	25%	27%	31%	27%	26%	44%	23%	27%	26%	28%	24%	
					C*	**		*	**								Q*		*				
Leave behind conditions for sustainable development after operations are closed	28	15	14	17	9	3	17	3	2	16	12	13	10	5	17	12	1	27	10	18	16	13	
	6%	5%	6%	6%	6%	5%	6%	3%	4%	6%	6%	5%	7%	7%	8%	4%	2%	6%	12%	4%	6%	5%	
					*	**		*	**								*		S*				
Fulfill financial and commercial targets to increase shareholder value	64	40	24	42	12	10	38	8	6	34	30	43	13	7	30	34	7	57	11	53	36	28	
	13%	14%	11%	14%	8%	20%	14%	7%	14%	12%	14%	15%	9%	11%	15%	12%	10%	13%	13%	13%	14%	12%	
					*	**		*	**								*		*				
Respect and adhere to local laws and rights	156	74	81	110	40	6	84	37	12	82	73	97	38	20	49	107	14	141	19	136	70	85	
	31%	26%	38%	37%	26%	12%	31%	34%	27%	28%	35%	34%	27%	30%	24%	36%	20%	33%	22%	33%	27%	36%	
			A		*	**		*	**							N	*		*				
Sigma	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	529	169	360	266	185	78	40	123	366	274	255	249	157	123	283	246	98	431	171	358	459	70
Base: All Respondents (wtd)	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97
Maintain sustainable environmental practices	89	43	46	51	24	14	7	18	64	38	51	39	31	18	34	55	16	72	27	61	68	21
	18%	18%	18%	18%	17%	18%	11%	15%	20%	17%	19%	17%	21%	15%	13%	23%	18%	18%	18%	18%	17%	22%
						*	**	*						*		N	*					*
Prioritize workplace safety	90	30	59	54	25	11	6	30	54	45	44	50	24	16	57	33	10	79	29	61	81	9
	18%	13%	23%	19%	18%	14%	9%	26%	17%	20%	16%	22%	16%	13%	22%	14%	11%	19%	19%	18%	20%	9%
			A			*	**	*						*			*					*
Contribute to the socioeconomic development of the countries where it operates	88	49	38	46	25	17	12	18	58	36	52	29	30	29	52	35	15	72	29	59	71	17
	18%	21%	15%	16%	18%	22%	19%	16%	18%	16%	19%	12%	20%	25%	20%	15%	17%	18%	19%	17%	18%	18%
						*	**	*						K*			*					*
Leave behind conditions for sustainable development after operations are closed	45	25	20	29	12	5	8	6	31	22	23	23	9	13	18	28	11	34	9	36	37	8
	9%	10%	8%	10%	8%	6%	13%	5%	10%	10%	8%	10%	6%	11%	7%	12%	12%	8%	6%	11%	9%	9%
						*	**	*						*			*					*
Fulfill financial and commercial targets to increase shareholder value	56	33	24	30	17	9	9	14	34	24	32	24	17	16	37	19	14	43	23	33	47	9
	11%	14%	9%	11%	13%	12%	14%	12%	10%	11%	12%	10%	11%	13%	14%	8%	15%	10%	15%	10%	12%	9%
						*	**	*						*			*					*
Respect and adhere to local laws and rights	132	60	73	76	35	22	20	30	82	61	72	66	40	26	65	67	25	107	38	95	100	32
	26%	25%	28%	27%	25%	28%	33%	26%	25%	27%	26%	29%	27%	22%	25%	28%	28%	26%	24%	27%	25%	34%
						*	**	*						*			*					*
Sigma	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	532	308	224	172	204	156	85	192	255	349	183	8	141	383	310	222	76	456	115	417	416	116
Base: All Respondents (wtd)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133
Maintain sustainable environmental practices	56	30	26	23	20	13	9	19	28	32	24	3	17	36	26	30	7	49	13	43	40	16
	11%	12%	10%	11%	11%	12%	10%	10%	12%	11%	11%	29%	11%	11%	10%	13%	11%	11%	14%	11%	11%	12%
							*					**					*					
Prioritize workplace safety	135	61	74	56	51	28	32	48	54	85	50	2	45	88	71	64	13	121	19	116	102	33
	27%	24%	30%	27%	28%	26%	35%	26%	24%	29%	24%	16%	31%	26%	27%	27%	22%	28%	21%	28%	28%	25%
							*					**					*					
Contribute to the socioeconomic development of the countries where it operates	146	81	65	58	55	33	19	53	75	85	61	1	40	105	79	67	15	131	23	123	109	37
	29%	32%	26%	27%	31%	30%	20%	29%	33%	29%	29%	8%	27%	31%	30%	28%	24%	30%	26%	30%	30%	28%
							*		F			**					*					
Leave behind conditions for sustainable development after operations are closed	19	12	6	11	4	4	3	8	8	11	8	-	8	11	8	10	2	17	2	17	10	9
	4%	5%	3%	5%	2%	4%	3%	5%	4%	4%	4%	-	6%	3%	3%	4%	4%	4%	2%	4%	3%	7%
							*					**					*				T	
Fulfill financial and commercial targets to increase shareholder value	41	22	20	17	14	11	8	15	18	22	19	-	11	31	20	21	5	36	9	32	27	14
	8%	9%	8%	8%	8%	10%	9%	8%	8%	8%	9%	-	7%	9%	8%	9%	9%	8%	10%	8%	7%	10%
							*					**					*					
Respect and adhere to local laws and rights	103	46	57	46	36	21	21	40	42	57	47	5	27	71	56	48	18	85	23	80	80	24
	21%	18%	23%	22%	20%	19%	23%	22%	19%	19%	22%	48%	18%	21%	21%	20%	30%	19%	27%	19%	22%	18%
							*					**					Q*					
Sigma	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	1001	500	501	382	397	222	715	241	45	443	558	649	81	271	485	516	90	911	93	908	545	456
Base: All Respondents (wtd)	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230
Maintain sustainable environmental practices	45	21	24	21	16	9	33	9	3	14	31	18	12	16	23	22	3	42	3	42	22	23
	9%	8%	10%	10%	8%	8%	9%	7%	13%	7%	11%	7%	10%	11%	10%	9%	7%	9%	7%	9%	8%	10%
Prioritize workplace safety									*		I		*	K			*		*			
	122	53	69	49	48	25	95	26	1	57	65	77	23	23	54	68	12	110	12	111	62	61
	24%	21%	28%	24%	26%	24%	27%	22%	4%	27%	23%	31%	20%	17%	22%	26%	30%	24%	25%	24%	23%	26%
Contribute to the socioeconomic development of the countries where it operates			A				H	H	*			LM	*				*		*			
	153	83	70	58	58	36	104	42	7	68	85	69	36	48	82	70	11	142	14	139	92	61
	31%	33%	28%	28%	31%	34%	29%	35%	27%	32%	30%	28%	31%	35%	34%	27%	27%	31%	30%	31%	34%	26%
Leave behind conditions for sustainable development after operations are closed									*				*	K	O		*		*		U	
	25	16	8	12	9	3	15	8	1	9	16	9	7	9	12	13	2	22	3	21	13	11
	5%	7%	3%	6%	5%	3%	4%	7%	4%	4%	6%	4%	6%	7%	5%	5%	6%	5%	7%	5%	5%	5%
Fulfill financial and commercial targets to increase shareholder value			B						*				*	K			*		*			
	23	12	11	9	11	3	16	5	3	9	14	12	4	7	11	12	4	19	5	18	12	11
	5%	5%	4%	4%	6%	3%	4%	4%	12%	4%	5%	5%	4%	5%	4%	5%	11%	4%	11%	4%	5%	5%
Respect and adhere to local laws and rights									FG*				*				Q*		S*			
	132	67	65	56	47	29	91	31	10	57	75	65	33	34	61	71	8	124	9	123	69	63
	26%	26%	26%	27%	25%	28%	26%	26%	41%	27%	26%	26%	29%	25%	25%	28%	20%	27%	20%	27%	25%	28%
Sigma									F*				*				*		*			
	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	500	236	264	177	131	192	200	225	75	165	335	346	76	78	312	188	38	462	56	444	307	193
Base: All Respondents (wtd)	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
Maintain sustainable environmental practices	87	44	43	37	18	32	36	36	15	26	61	20	42	25	53	34	9	77	10	77	50	37
	17%	17%	17%	20%	12%	19%	19%	17%	15%	15%	18%	20%	16%	19%	16%	19%	20%	17%	14%	18%	15%	23%
Prioritize workplace safety			*	*	*	*	*	*	*	*			*	*		*	**		**			*
	97	44	54	38	25	34	51	33	13	34	63	27	55	15	57	40	6	92	10	88	59	38
	19%	17%	22%	21%	17%	20%	27%	16%	13%	20%	19%	25%	21%	11%	18%	22%	12%	20%	14%	20%	17%	24%
Contribute to the socioeconomic development of the countries where it operates			*	*	*	*	*	*	*	*		M	*	*		*	**		**			*
	76	36	40	27	22	26	27	40	9	26	50	17	34	25	51	25	9	66	12	64	59	16
	15%	14%	16%	14%	16%	15%	14%	19%	9%	15%	15%	16%	13%	19%	16%	14%	20%	15%	16%	15%	17%	10%
Leave behind conditions for sustainable development after operations are closed			*	*	*	*	*	*	*	*			*	*		*	**		**			*
	55	29	26	15	17	24	12	33	10	25	30	11	30	14	26	29	8	47	12	43	34	21
	11%	12%	11%	8%	12%	14%	6%	16%	10%	15%	9%	11%	11%	10%	8%	16%	17%	10%	16%	10%	10%	13%
Fulfill financial and commercial targets to increase shareholder value			*	*	*	*	*	*	*	*			*	*		*	**		**			*
	23	17	6	8	12	3	8	6	9	10	13	4	7	12	17	6	4	19	8	15	14	9
	5%	7%	2%	4%	9%	2%	4%	3%	8%	6%	4%	4%	3%	9%	5%	4%	8%	4%	11%	4%	4%	6%
Respect and adhere to local laws and rights			*	*	*	*	*	*	*	*			*	*		*	**		**			*
	162	84	79	61	50	52	54	63	46	47	115	25	95	43	117	45	11	151	20	142	125	38
	32%	33%	32%	33%	35%	30%	29%	30%	45%	28%	35%	24%	36%	32%	36%	25%	23%	33%	29%	33%	36%	24%
Sigma			*	*	*	*	*	*	*	*			K*	*		*	**		**			*
	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	503	281	222	214	238	51	10	146	347	356	147	136	79	288	326	177	80	423	200	303	385	118
Base: All Respondents (wtd)	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
Maintain sustainable environmental practices	47	23	24	13	21	13	-	6	41	32	14	10	3	34	30	16	6	41	16	30	32	15
	9%	9%	10%	5%	12%	20%	-	4%	13%	10%	9%	6%	3%	14%	10%	9%	10%	9%	10%	9%	9%	11%
Prioritize workplace safety			**	**		*	**	**			**	**	**		10%	**	*	*	**			**
	114	67	47	60	43	12	4	52	59	91	24	30	39	45	71	43	11	104	31	84	92	23
	23%	27%	19%	23%	25%	18%	42%	31%	18%	27%	14%	19%	38%	19%	23%	23%	18%	24%	18%	25%	25%	18%
Contribute to the socioeconomic development of the countries where it operates			**	**		*	**	**			**	**	**		**	*	*	**				**
	184	73	111	121	44	19	5	43	137	118	66	54	41	90	119	65	20	165	71	114	154	30
	37%	29%	45%	46%	26%	28%	52%	26%	42%	35%	41%	35%	40%	37%	38%	35%	34%	37%	42%	34%	42%	24%
Leave behind conditions for sustainable development after operations are closed			**	**		*	**	**			**	**	**		**	*	*	**				**
	12	6	6	7	3	2	-	6	6	8	4	3	2	7	6	6	1	11	5	7	9	3
	2%	2%	3%	3%	2%	4%	-	3%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%
Fulfill financial and commercial targets to increase shareholder value			**	**		*	**	**			**	**	**		**	*	*	**				**
	19	11	8	5	7	7	-	8	11	11	8	6	3	10	14	5	3	16	6	13	11	8
	4%	4%	3%	2%	4%	11%	-	5%	3%	3%	5%	4%	2%	4%	5%	3%	6%	4%	3%	4%	3%	6%
Respect and adhere to local laws and rights			**	**		*	**	**			**	**	**		**	*	*	**				**
	123	72	51	57	53	13	1	51	71	76	47	51	14	57	70	53	17	106	42	81	72	51
	25%	29%	21%	22%	31%	19%	6%	31%	22%	23%	29%	33%	14%	24%	22%	28%	29%	24%	24%	25%	20%	39%
Sigma			**	**		*	**	**			**	**	**		**	*	*	**				**
	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	1001	481	520	345	310	346	228	590	183	425	576	273	321	407	591	410	83	918	128	873	654	347	
Base: All Respondents (wtd)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
Maintain sustainable environmental practices	60	26	34	21	20	19	16	35	9	23	37	18	19	23	33	27	2	58	5	55	35	26	
	12%	11%	13%	12%	13%	12%	14%	12%	10%	11%	13%	13%	12%	11%	11%	13%	5%	13%	8%	13%	10%	15%	
																	*	P				T	
Prioritize workplace safety	114	51	63	45	33	36	28	67	19	44	69	36	37	41	70	44	8	106	14	100	78	36	
	23%	21%	25%	25%	21%	22%	25%	23%	21%	21%	24%	27%	23%	20%	24%	22%	20%	23%	23%	23%	24%	21%	
																	*						
Contribute to the socioeconomic development of the countries where it operates	147	76	70	48	47	51	32	87	28	61	86	30	46	71	92	54	11	136	17	130	94	52	
	29%	31%	28%	26%	31%	32%	29%	29%	30%	29%	29%	23%	28%	34%	31%	26%	27%	30%	27%	30%	29%	31%	
																	*						
Leave behind conditions for sustainable development after operations are closed	23	11	13	9	5	9	6	14	3	10	13	6	11	7	12	11	3	20	4	19	16	7	
	5%	4%	5%	5%	3%	6%	6%	5%	3%	5%	4%	4%	7%	3%	4%	5%	7%	4%	6%	4%	5%	4%	
																	*						
Fulfill financial and commercial targets to increase shareholder value	25	14	11	12	7	7	2	16	8	14	12	7	6	13	18	8	4	21	9	17	22	4	
	5%	6%	4%	6%	5%	4%	2%	5%	8%	7%	4%	5%	4%	6%	6%	4%	11%	5%	13%	4%	7%	2%	
								F	F								Q*		S		U		
Respect and adhere to local laws and rights	130	68	62	49	42	39	27	78	25	56	75	37	42	52	69	61	12	118	15	116	85	45	
	26%	28%	25%	27%	27%	24%	24%	26%	27%	27%	26%	28%	26%	25%	24%	30%	30%	26%	23%	26%	26%	27%	
																N	*						
Sigma	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.1. [First] What do you think are the two most important things that a company must do to be respected?

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)	1000	453	547	294	322	384	144	424	432	639	361	361	355	284	516	484	106	894	135	865	637	363	
Base: All Respondents (wtd)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185	
Maintain sustainable environmental practices	81	38	43	36	19	26	14	36	32	44	37	43	19	19	40	42	8	73	10	71	47	34	
	16%	15%	17%	20%	12%	16%	17%	17%	15%	14%	19%	19%	15%	13%	15%	17%	16%	16%	15%	16%	15%	18%	
				D													*						
Prioritize workplace safety	108	50	58	35	35	38	21	50	37	70	38	59	25	25	59	49	6	102	10	99	77	31	
	22%	20%	23%	19%	22%	24%	27%	24%	18%	23%	20%	25%	20%	18%	23%	20%	13%	23%	15%	23%	24%	17%	
							H	H					M				*	P	R	U			
Contribute to the socioeconomic development of the countries where it operates	82	43	39	35	29	19	13	33	36	52	31	34	27	21	41	41	10	72	14	68	51	31	
	16%	17%	16%	19%	18%	12%	16%	16%	17%	17%	16%	15%	21%	15%	16%	17%	20%	16%	21%	16%	16%	17%	
				E	E								K				*						
Leave behind conditions for sustainable development after operations are closed	30	16	14	14	9	7	6	12	12	14	16	12	5	12	16	14	6	24	5	25	19	11	
	6%	6%	5%	8%	5%	5%	8%	6%	6%	5%	8%	5%	4%	9%	6%	6%	12%	5%	8%	6%	6%	6%	
										I				L			Q*						
Fulfill financial and commercial targets to increase shareholder value	47	31	16	14	14	19	4	14	29	31	17	16	9	22	32	15	7	41	10	38	32	15	
	9%	13%	6%	8%	9%	12%	5%	7%	14%	10%	9%	7%	7%	16%	13%	6%	14%	9%	15%	9%	10%	8%	
		B								FG				KL	O		*		S				
Respect and adhere to local laws and rights	151	70	82	48	53	50	23	66	63	97	54	68	42	41	68	83	13	138	18	134	89	63	
	30%	28%	32%	26%	34%	31%	28%	31%	30%	32%	28%	29%	33%	29%	27%	34%	26%	31%	27%	31%	28%	34%	
																N	*						
Sigma	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	Total	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)	18150	8814	9336	6945	6202	5003	5729	7321	4951	9337	8813	5367	6157	6626	9885	8265	1987	16163	3326	14824	12266	5884
Base: All Respondents (wtd)	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
Maintain sustainable environmental practices	2207	1083	1124	955	734	518	740	887	560	1048	1159	720	848	640	1157	1050	250	1957	382	1825	1455	752
	18%	18%	19%	18%	19%	18%	18%	19%	18%	18%	19%	16%	20%	19%	18%	18%	20%	18%	19%	18%	19%	18%
													K	K								
Prioritize workplace safety	1976	927	1049	877	657	442	708	754	488	919	1058	748	716	512	985	991	182	1795	279	1698	1264	712
	16%	16%	17%	17%	17%	16%	17%	16%	16%	16%	17%	17%	17%	16%	16%	17%	14%	17%	14%	17%	16%	17%
			A														P		R			
Contribute to the socioeconomic development of the countries where it operates	2544	1296	1248	1134	810	600	826	985	698	1234	1310	923	899	722	1332	1212	271	2273	438	2106	1634	910
	21%	22%	21%	21%	21%	21%	20%	21%	23%	21%	21%	21%	21%	22%	21%	21%	21%	21%	21%	21%	21%	22%
									F													
Leave behind conditions for sustainable development after operations are closed	1461	712	749	640	447	374	540	542	352	692	769	557	521	384	759	702	151	1310	241	1220	936	525
	12%	12%	12%	12%	12%	13%	13%	12%	12%	12%	12%	13%	12%	12%	12%	12%	12%	12%	12%	12%	12%	13%
						D																
Fulfill financial and commercial targets to increase shareholder value	1457	781	676	652	461	343	542	551	344	723	734	562	520	375	781	676	192	1265	290	1167	955	502
	12%	13%	11%	12%	12%	12%	13%	12%	11%	13%	12%	13%	12%	11%	12%	12%	15%	12%	14%	12%	12%	12%
			B														Q		S			
Respect and adhere to local laws and rights	2355	1179	1176	1031	757	567	813	914	602	1157	1198	861	824	670	1243	1112	235	2120	425	1931	1570	785
	20%	20%	20%	19%	20%	20%	20%	20%	20%	20%	19%	20%	19%	20%	20%	19%	18%	20%	21%	19%	20%	19%
Sigma	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section

C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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/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)	18150	502	1007	501	1007	1001	1023	1000	1001	1001	500	1020	509	1002	1007	501	500	500	503	529	532	1001	500	503	1000
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
Maintain sustainable environmental practices	2207	86	118	97	96	111	90	89	72	109	73	101	84	93	96	84	80	74	74	84	101	75	141	91	88
	18%	17%	24%	19%	19%	22%	18%	18%	14%	22%	15%	20%	17%	19%	19%	17%	16%	15%	15%	17%	20%	15%	28%	18%	18%
Prioritize workplace safety			ADGHIJMOP QRSUX	H	HJQU	AGHILOPQRS UX		H		GHLOPQRS UX		HJQRU		HU	HJQU						HJQU		ACDFGHIJKL MNOPQRST	*	
	1976	81	88	87	62	94	57	86	95	68	95	62	92	112	83	70	74	79	63	72	84	108	77	94	92
	16%	16%	18%	17%	12%	19%	11%	17%	19%	14%	19%	12%	18%	22%	17%	14%	15%	16%	13%	14%	17%	22%	15%	19%	18%
Contribute to the socioeconomic development of the countries where it operates			DFIKR	DK		DFIKOR		DFIK	DFIKOPRS		DFIKR		DFIKR	ABCDGFIKNO PORSTVX	DK						DK	ADFGIKNOP QRSTV		*	DFIKR
	2544	90	90	101	106	100	121	94	119	96	125	106	105	110	107	105	109	111	99	107	114	115	100	119	93
	21%	18%	18%	20%	21%	20%	24%	19%	24%	19%	25%	21%	21%	22%	21%	21%	22%	22%	20%	21%	23%	23%	20%	24%	19%
Leave behind conditions for sustainable development after operations are closed									ABEGIX		ABEGIX										B	ABGX		*	
	1461	82	61	54	62	64	68	64	76	74	49	61	43	59	59	61	61	76	67	82	34	55	49	34	66
	12%	16%	12%	11%	12%	13%	14%	13%	15%	15%	10%	12%	9%	12%	12%	12%	12%	15%	13%	16%	7%	11%	10%	7%	13%
Fulfill financial and commercial targets to increase shareholder value		CIKLMTUV W	LT	T	LT	LT	T	LT	CIKLMTUVW	JIJMTUV		LT		T	T	T	T	JLTUW	LT	CIKLMTUVW		T		*	LT
	1457	67	47	61	88	39	63	50	36	41	54	73	72	44	56	79	80	74	105	67	57	39	51	58	55
	12%	13%	9%	12%	18%	8%	13%	10%	7%	8%	11%	15%	14%	9%	11%	16%	16%	15%	21%	13%	11%	8%	10%	12%	11%
Respect and adhere to local laws and rights		EHIMU		EHIU	BCEGHJMNT UVX		EHU	H			H	BEGHJMNU	BEGHIMU		EHIU	BEGHJMNU	BEGHJMNT	BEGHIMUX	ABCEFGHIJKL MNOSTUVX	EHIMU	EHU			*	EHIU
	2355	95	95	99	86	93	101	116	103	112	103	97	103	81	98	101	96	86	92	88	110	108	81	104	107
	20%	19%	19%	20%	17%	19%	20%	23%	21%	22%	21%	19%	21%	16%	20%	20%	19%	17%	18%	18%	22%	22%	16%	21%	21%
Sigma								BDEKMQSV	M	DEMQV	M		M								DM	DM		*	DM
	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%

Corporate Social Responsibility Section

C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

Proportions/Means: - 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)	18150	2001	2010	7006	5598	7512	3550	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Maintain sustainable environmental practices	2207	199	265	831	663	733	360	249
	18%	20%	18%	18%	19%	18%	18%	17%
Prioritize workplace safety	1976	186	212	803	546	709	260	228
	16%	19%	14%	18%	16%	18%	13%	15%
		BDF		BDF	F	BDF		
Contribute to the socioeconomic development of the countries where it operates	2544	193	301	971	755	831	444	325
	21%	19%	20%	22%	22%	21%	22%	22%
				A			A	
Leave behind conditions for sustainable development after operations are closed	1461	129	205	540	403	536	268	183
	12%	13%	14%	12%	12%	13%	13%	12%
			D			CD		
Fulfill financial and commercial targets to increase shareholder value	1457	93	235	457	443	395	298	230
	12%	9%	16%	10%	13%	10%	15%	15%
			ACDE		ACE		ACDE	ACE
Respect and adhere to local laws and rights	2355	199	282	900	690	796	370	284
	20%	20%	19%	20%	20%	20%	19%	19%
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	502	207	295	206	167	129	211	197	94	177	325	203	159	140	243	259	66	436	89	413	325	177	
Base: All Respondents (wtd)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
Maintain sustainable environmental practices	86	45	41	42	29	15	47	30	9	27	59	53	23	10	38	48	13	73	11	75	47	39	
	17%	18%	16%	17%	20%	15%	19%	17%	12%	16%	18%	16%	19%	18%	17%	18%	21%	17%	13%	18%	16%	19%	
						*			*								*		*				
Prioritize workplace safety	81	43	38	40	24	16	45	25	11	26	54	58	16	6	32	49	8	73	10	71	40	41	
	16%	17%	15%	16%	17%	15%	18%	14%	15%	16%	16%	18%	14%	11%	14%	18%	12%	17%	12%	17%	14%	20%	
						*			*								*		*				
Contribute to the socioeconomic development of the countries where it operates	90	40	50	46	27	16	33	42	15	30	60	53	24	13	38	52	6	84	12	78	53	37	
	18%	16%	19%	19%	19%	15%	13%	24%	21%	18%	18%	16%	20%	23%	17%	19%	9%	19%	14%	19%	18%	18%	
						*		F	*								*		*				
Leave behind conditions for sustainable development after operations are closed	82	41	41	43	21	18	46	24	12	23	59	59	17	6	37	45	10	72	15	67	53	29	
	16%	17%	16%	17%	14%	17%	18%	13%	17%	14%	18%	18%	14%	11%	17%	16%	16%	16%	19%	16%	18%	14%	
						*			*								*		*				
Fulfill financial and commercial targets to increase shareholder value	67	33	34	31	16	19	31	24	11	26	41	45	13	9	36	31	15	52	17	50	42	25	
	13%	13%	13%	13%	11%	18%	12%	14%	15%	16%	12%	14%	11%	17%	16%	11%	24%	12%	20%	12%	14%	12%	
						*			*								Q*		*				
Respect and adhere to local laws and rights	95	43	51	45	29	21	50	31	14	31	64	58	26	11	43	51	11	83	18	77	58	36	
	19%	18%	20%	18%	20%	20%	20%	18%	19%	19%	19%	18%	22%	20%	19%	19%	18%	19%	22%	18%	20%	18%	
						*			*								*		*				
Sigma	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section

C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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,V/W,X/Y/Z/a/b

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 (*)

	Australia Total	Australia																												
		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) Base: All Respondents (wtd) Maintain sustainable environmental practices	1007	403	604	270	345	392	242	508	257	537	470	321	338	348	544	463	105	902	139	868	639	368	630	377	294	307	208	98	100	
	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
	118	59	59	50	35	32	22	64	31	56	61	29	75	13	57	61	18	100	21	97	81	36	71	47	32	33	30	14	8	
	24%	24%	23%	26%	23%	21%	18%	25%	25%	24%	23%	22%	26%	17%	22%	25%	30%	23%	27%	23%	26%	20%	24%	23%	22%	21%	27%	30%	21%	
Prioritize workplace safety	88	48	41	39	27	22	23	45	20	41	47	24	52	12	42	46	10	79	12	76	58	30	57	32	27	29	17	11	5	
	18%	19%	16%	20%	18%	15%	18%	18%	16%	17%	18%	18%	18%	17%	17%	19%	16%	18%	16%	18%	18%	16%	19%	16%	19%	19%	15%	23%	12%	
Contribute to the socioeconomic development of the countries where it operates	90	41	49	32	29	29	31	34	25	47	43	18	57	14	43	47	6	83	11	79	52	38	52	38	23	31	18	8	10	
	18%	17%	19%	16%	19%	19%	25%	13%	20%	20%	16%	14%	19%	19%	17%	19%	11%	19%	14%	19%	16%	21%	17%	19%	16%	20%	17%	16%	25%	
Leave behind conditions for sustainable development after operations are closed	61	29	32	20	15	27	16	32	14	30	32	19	31	11	35	26	8	53	12	50	39	22	39	22	18	19	17	3	4	
	12%	12%	13%	10%	10%	18%	13%	12%	12%	13%	12%	14%	11%	15%	14%	11%	14%	12%	15%	12%	12%	12%	13%	11%	13%	12%	15%	7%	10%	
Fulfill financial and commercial targets to increase shareholder value	47	30	18	17	13	17	13	22	13	24	23	17	22	8	27	21	3	45	5	43	30	18	28	20	14	16	9	3	6	
	9%	12%	7%	9%	9%	11%	10%	9%	10%	10%	9%	13%	7%	11%	10%	8%	5%	10%	6%	10%	9%	10%	9%	10%	10%	10%	8%	7%	16%	
Respect and adhere to local laws and rights	95	41	54	38	33	25	20	57	19	36	59	24	56	15	50	46	14	81	17	78	56	40	52	43	30	29	21	8	7	
	19%	17%	21%	19%	21%	16%	16%	22%	16%	15%	22%	18%	19%	21%	20%	18%	24%	18%	22%	18%	18%	22%	17%	21%	21%	18%	19%	18%	18%	
Sigma	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
	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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Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?
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,V/W/X,Y/Z
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
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	Total	Non	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 (unwtd)	501	252	249	124	145	232	173	197	131	203	298	102	262	137	323	178	18	483	46	455	274	227	283	92	126	210	291
Base: All Respondents (wtd)	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
Maintain sustainable environmental practices	97	48	49	33	32	33	43	35	20	28	69	31	37	29	61	36	1	96	7	90	51	46	57	19	21	37	60
	19%	19%	20%	18%	21%	20%	23%	18%	16%	17%	21%	18%	20%	21%	21%	17%	9%	20%	19%	19%	20%	19%	20%	21%	16%	17%	21%
																	**										
Prioritize workplace safety	87	38	49	37	28	21	34	36	18	32	55	30	30	28	54	33	-	87	7	81	52	36	57	16	15	29	58
	17%	15%	20%	20%	19%	13%	18%	19%	15%	19%	17%	17%	16%	19%	18%	16%	-	18%	17%	17%	20%	15%	20%	17%	11%	13%	21%
												*					**		*				*		*		
Contribute to the socioeconomic development of the countries where it operates	101	57	44	40	28	33	37	37	28	41	61	32	42	27	58	43	6	95	11	91	48	53	60	12	29	45	57
	20%	23%	18%	22%	19%	20%	20%	19%	22%	24%	18%	19%	23%	19%	20%	21%	43%	20%	28%	20%	19%	22%	21%	13%	23%	20%	20%
									*			*					**		*				*		*		
Leave behind conditions for sustainable development after operations are closed	54	24	30	19	14	21	19	21	14	19	35	14	19	21	29	25	3	52	4	50	27	27	25	13	16	29	25
	11%	10%	12%	10%	10%	13%	10%	11%	11%	11%	11%	8%	10%	14%	10%	12%	19%	11%	10%	11%	11%	11%	9%	14%	13%	13%	9%
									*			*					**		*				*		*		
Fulfill financial and commercial targets to increase shareholder value	61	29	32	20	18	23	26	19	16	15	46	24	25	12	35	26	1	60	6	55	34	27	28	11	21	32	29
	12%	12%	13%	11%	12%	14%	14%	10%	12%	9%	14%	14%	13%	9%	12%	13%	8%	12%	16%	12%	13%	11%	10%	12%	17%	14%	10%
									*			*					**		*				*		*		
Respect and adhere to local laws and rights	99	54	45	35	30	34	26	43	30	36	63	41	33	25	57	42	3	96	4	95	47	52	52	20	27	47	52
	20%	22%	18%	19%	20%	20%	14%	23%	24%	21%	19%	24%	18%	18%	19%	20%	21%	20%	10%	21%	18%	22%	19%	22%	21%	22%	18%
									*			*					**		*				*		*		
Sigma	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
	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%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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	486	521	478	316	213	246	733	28	447	560	157	567	283	460	547	141	866	180	827	703	304	
Base: All Respondents (wtd)	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
Maintain sustainable environmental practices	96	43	53	56	23	17	27	66	2	34	61	25	52	18	42	54	14	81	18	78	69	26	
	19%	18%	20%	20%	16%	22%	17%	20%	22%	16%	21%	16%	20%	22%	21%	18%	22%	19%	22%	19%	21%	15%	
									**														
Prioritize workplace safety	62	29	33	32	19	11	17	44	1	26	35	17	34	10	24	37	7	54	12	50	38	23	
	12%	13%	12%	11%	14%	15%	11%	13%	6%	12%	12%	11%	13%	12%	12%	13%	11%	12%	15%	12%	12%	14%	
									**														
Contribute to the socioeconomic development of the countries where it operates	106	48	58	65	26	15	41	62	2	46	60	32	57	17	45	61	14	91	13	93	60	46	
	21%	21%	22%	23%	19%	20%	26%	19%	25%	22%	21%	20%	22%	21%	22%	21%	22%	21%	16%	22%	18%	27%	
							G		**												T		
Leave behind conditions for sustainable development after operations are closed	62	33	30	31	23	9	19	42	1	27	35	18	33	12	30	33	9	53	10	53	45	17	
	12%	14%	11%	11%	16%	12%	12%	12%	17%	13%	12%	11%	13%	14%	15%	11%	14%	12%	12%	13%	14%	10%	
									**														
Fulfill financial and commercial targets to increase shareholder value	88	41	48	48	26	15	25	61	2	41	47	28	48	12	33	56	11	77	14	74	56	32	
	18%	17%	18%	17%	18%	20%	16%	18%	21%	19%	16%	18%	18%	15%	16%	19%	17%	18%	18%	18%	17%	19%	
									**														
Respect and adhere to local laws and rights	86	39	47	54	24	8	26	59	1	37	49	36	38	13	31	55	9	78	12	74	60	27	
	17%	17%	17%	19%	17%	11%	17%	18%	9%	18%	17%	23%	14%	16%	15%	19%	14%	18%	15%	18%	18%	15%	
				E					**			L											
Sigma	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?
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,V/W/X/Y/Z/a/b
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																											
	Canada 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	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) Base: All Respondents (wtd) Maintain sustainable environmental practices	1001	497	504	294	310	397	203	410	388	447	554	373	461	167	530	471	98	903	130	871	669	332	60	68	99	126	-	396	252
	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	129
	111	46	66	37	43	31	22	44	45	46	65	43	46	22	53	58	15	96	19	92	67	44	7	10	12	12	-	46	24
	22%	18%	26%	21%	25%	20%	21%	22%	24%	23%	22%	23%	21%	24%	20%	24%	32%	21%	29%	21%	20%	27%	24%	30%	24%	20%	-	23%	19%
Prioritize workplace safety	94	42	A	30	34	30	23	36	36	36	58	38	44	12	48	46	Q*	S	12	82	65	29	6	6	9	12	-	39	21
	19%	17%	21%	17%	20%	19%	21%	18%	19%	18%	20%	21%	20%	13%	18%	19%	23%	18%	18%	19%	20%	17%	21%	19%	18%	19%	-	20%	17%
Contribute to the socioeconomic development of the countries where it operates	100	56	44	39	27	34	21	41	37	35	65	32	46	22	54	46	7	92	11	88	69	30	5	5	9	16	-	38	27
	20%	23%	17%	22%	16%	22%	20%	20%	20%	17%	22%	17%	20%	24%	21%	19%	15%	20%	18%	20%	21%	18%	17%	16%	17%	26%	-	19%	21%
Leave behind conditions for sustainable development after operations are closed	64	36	B	27	18	18	16	27	21	24	39	21	31	12	36	27	4	60	6	57	41	23	4	2	6	9	-	22	20
	13%	15%	11%	15%	11%	12%	15%	13%	11%	12%	13%	11%	14%	13%	14%	11%	8%	13%	10%	13%	12%	14%	14%	7%	13%	15%	-	11%	15%
Fulfill financial and commercial targets to increase shareholder value	39	24	15	11	14	14	8	14	18	20	19	20	11	8	24	15	4	35	7	32	27	11	2	3	3	3	-	19	9
	8%	10%	6%	6%	8%	9%	7%	7%	9%	10%	7%	11%	5%	9%	9%	6%	8%	8%	11%	7%	8%	7%	5%	8%	7%	5%	-	10%	7%
Respect and adhere to local laws and rights	93	44	B	32	33	27	18	43	32	44	49	31	47	15	46	47	7	86	9	84	64	29	6	6	10	9	-	33	28
	19%	18%	19%	18%	20%	18%	17%	21%	17%	21%	17%	17%	21%	17%	18%	20%	14%	19%	14%	19%	19%	17%	19%	19%	21%	15%	-	17%	22%
Sigma	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	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%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	1023	485	538	570	365	88	69	267	687	700	323	85	256	682	655	368	98	925	355	668	891	132	
Base: All Respondents (wtd)	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97	
Maintain sustainable environmental practices	90	41	48	46	34	9	20	29	41	59	30	47	30	13	48	41	9	81	23	66	70	20	
	18%	17%	19%	23%	17%	10%	29%	16%	16%	17%	22%	16%	19%	25%	17%	19%	22%	18%	21%	17%	17%	20%	
		*			*	**	**	*	*		*	*		K		*	**		*			*	
Prioritize workplace safety	57	26	31	30	14	13	1	35	21	48	9	36	18	4	29	29	5	53	11	46	37	20	
	11%	10%	13%	15%	7%	14%	1%	20%	8%	13%	7%	12%	11%	9%	10%	13%	11%	12%	10%	12%	9%	21%	
		*			*	**	**	H*	*		*	*				*	**		*			*	
Contribute to the socioeconomic development of the countries where it operates	121	65	56	44	43	34	10	30	80	92	29	85	25	10	78	43	11	110	32	88	100	21	
	24%	26%	22%	22%	21%	36%	15%	17%	32%	26%	20%	29%	16%	20%	27%	20%	27%	24%	30%	23%	25%	21%	
		*			*	**	**	*	G*		*	L*				*	**		*			*	
Leave behind conditions for sustainable development after operations are closed	68	34	34	26	34	8	10	30	28	50	19	32	29	7	43	26	3	65	7	61	59	9	
	14%	14%	13%	13%	16%	9%	15%	17%	11%	14%	13%	11%	19%	13%	15%	12%	8%	14%	6%	16%	15%	9%	
		*			*	**	**	*	*		*	*				*	**		*			*	
Fulfill financial and commercial targets to increase shareholder value	63	35	28	21	39	4	13	23	27	42	21	38	19	6	38	25	10	53	18	46	62	1	
	13%	14%	11%	10%	19%	4%	18%	13%	11%	12%	15%	13%	12%	12%	13%	12%	25%	12%	16%	12%	15%	1%	
		*			*	**	**	*	*		*	*				*	**		*		U	*	
Respect and adhere to local laws and rights	101	46	54	34	42	26	15	29	57	69	32	56	34	10	51	49	3	98	18	82	74	27	
	20%	19%	22%	17%	20%	27%	22%	16%	22%	19%	23%	19%	22%	20%	18%	23%	7%	21%	17%	21%	18%	27%	
		*			*	**	**	*	*		*	*				*	**		*			*	
Sigma	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	1000	492	508	357	321	322	265	518	217	399	601	408	277	315	581	419	38	962	69	931	594	406	
Base: All Respondents (wtd)	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
Maintain sustainable environmental practices	89	46	44	40	26	24	22	47	21	31	59	24	35	31	53	37	4	86	8	82	58	32	
	18%	18%	17%	21%	16%	16%	17%	18%	19%	16%	19%	14%	17%	25%	18%	17%	21%	18%	25%	17%	20%	16%	
														KL			*		*				
Prioritize workplace safety	86	40	46	35	28	22	20	47	19	43	43	27	41	19	43	43	5	81	5	80	45	40	
	17%	16%	18%	18%	18%	15%	15%	18%	18%	22%	14%	16%	19%	15%	15%	20%	26%	17%	18%	17%	15%	20%	
										J						N	*		*				
Contribute to the socioeconomic development of the countries where it operates	94	53	41	37	27	30	27	48	20	37	57	35	34	26	62	32	3	91	6	88	59	35	
	19%	21%	16%	19%	17%	20%	21%	18%	18%	19%	19%	21%	16%	21%	22%	15%	18%	19%	19%	19%	20%	17%	
		B													O		*		*				
Leave behind conditions for sustainable development after operations are closed	64	31	32	23	18	23	16	34	13	29	35	25	25	14	35	29	2	62	3	61	32	31	
	13%	13%	13%	12%	12%	15%	13%	13%	12%	15%	11%	15%	12%	11%	12%	13%	9%	13%	9%	13%	11%	15%	
																	*		*				
Fulfill financial and commercial targets to increase shareholder value	50	21	30	16	17	17	17	24	9	18	32	20	20	10	27	23	1	49	3	48	29	21	
	10%	8%	12%	9%	11%	11%	13%	9%	9%	9%	11%	12%	10%	8%	10%	11%	7%	10%	9%	10%	10%	10%	
																	*		*				
Respect and adhere to local laws and rights	116	57	60	39	42	35	28	64	25	39	77	37	54	25	67	50	3	113	7	110	72	44	
	23%	23%	24%	21%	27%	23%	21%	24%	24%	20%	25%	22%	26%	20%	23%	23%	20%	23%	21%	23%	24%	22%	
																	*		*				
Sigma	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	1001	513	488	305	338	358	307	314	380	425	576	195	627	179	659	342	80	921	183	818	689	312	
Base: All Respondents (wtd)	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
Maintain sustainable environmental practices	72	36	36	25	24	23	27	20	25	29	43	13	44	15	47	26	6	67	12	61	45	27	
	14%	14%	15%	15%	14%	15%	17%	13%	13%	15%	14%	12%	16%	15%	14%	15%	16%	14%	13%	15%	13%	17%	
Prioritize workplace safety	95	47	48	33	35	27	26	31	38	34	61	24	54	17	66	29	5	90	18	77	64	31	
	19%	19%	19%	19%	20%	18%	16%	20%	20%	17%	20%	21%	18%	17%	20%	17%	13%	19%	21%	19%	19%	19%	
Contribute to the socioeconomic development of the countries where it operates	119	62	57	38	40	41	36	35	48	49	70	29	66	24	74	45	10	109	24	95	82	37	
	24%	25%	23%	22%	23%	27%	23%	23%	25%	24%	23%	26%	23%	23%	23%	25%	28%	23%	27%	23%	24%	23%	
Leave behind conditions for sustainable development after operations are closed	76	36	39	30	24	22	26	23	27	28	48	17	43	16	51	25	7	69	13	63	53	23	
	15%	14%	16%	17%	14%	14%	17%	15%	14%	14%	16%	15%	15%	15%	16%	14%	19%	15%	15%	15%	16%	14%	
Fulfill financial and commercial targets to increase shareholder value	36	19	17	15	10	11	12	12	12	13	23	9	20	7	24	11	4	32	7	28	26	10	
	7%	7%	7%	8%	6%	7%	7%	8%	6%	6%	8%	8%	7%	7%	8%	6%	10%	7%	8%	7%	8%	6%	
Respect and adhere to local laws and rights	103	52	50	32	41	29	31	33	38	48	54	22	58	23	63	40	5	97	14	88	69	34	
	21%	21%	20%	19%	24%	19%	20%	21%	20%	24%	18%	19%	20%	23%	19%	23%	15%	21%	16%	21%	20%	21%	
Sigma	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	500	249	251	198	153	149	199	217	9	180	320	154	253	93	267	233	33	467	34	466	294	206	
Base: All Respondents (wtd)	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
Maintain sustainable environmental practices	73	45	29	37	14	22	30	31	2	22	51	23	40	11	35	39	9	64	8	65	39	34	
	15%	18%	11%	19%	10%	14%	15%	14%	22%	13%	16%	18%	14%	14%	13%	17%	27%	14%	24%	14%	13%	16%	
		B		D					**					*			Q*		*				
Prioritize workplace safety	95	40	55	33	35	27	34	42	2	35	60	18	58	20	51	44	8	87	8	87	57	38	
	19%	17%	21%	16%	25%	17%	17%	19%	31%	20%	19%	14%	20%	26%	19%	19%	23%	19%	22%	19%	20%	18%	
				C					**					K*			*		*				
Contribute to the socioeconomic development of the countries where it operates	125	51	73	53	32	40	48	60	1	46	79	30	81	14	69	56	3	122	4	121	71	54	
	25%	21%	29%	26%	23%	25%	24%	28%	10%	26%	25%	23%	28%	18%	25%	24%	8%	26%	10%	26%	24%	26%	
									**					*			*	P	*	R			
Leave behind conditions for sustainable development after operations are closed	49	25	25	17	17	16	23	17	-	19	30	20	19	11	27	22	1	48	1	48	29	20	
	10%	10%	10%	8%	12%	10%	11%	8%	-	11%	9%	15%	6%	14%	10%	9%	3%	10%	3%	10%	10%	10%	
									**			L		L*			*		*				
Fulfill financial and commercial targets to increase shareholder value	54	23	31	21	11	22	20	23	1	18	37	16	33	5	30	24	5	49	4	50	28	27	
	11%	9%	12%	10%	8%	14%	10%	11%	16%	10%	11%	12%	11%	7%	11%	11%	15%	11%	13%	11%	9%	13%	
									**					*			*		*				
Respect and adhere to local laws and rights	103	60	43	41	31	31	45	46	2	37	66	24	63	16	57	46	8	95	10	94	68	35	
	21%	25%	17%	20%	22%	19%	23%	21%	22%	21%	20%	18%	22%	21%	21%	20%	24%	20%	28%	20%	23%	17%	
		B							**					*			*		*				
Sigma	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	1020	564	456	525	344	151	383	373	264	675	345	1	125	894	555	465	248	772	482	538	786	234	
Base: All Respondents (wtd)	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129	
Maintain sustainable environmental practices	101	51	49	52	34	15	36	33	32	64	36	-	13	88	50	50	25	75	46	55	79	22	
	20%	20%	20%	19%	22%	21%	19%	18%	25%	21%	19%	-	20%	20%	20%	20%	21%	20%	20%	20%	21%	17%	
									FG			**											
	62	30	32	36	18	8	29	22	11	38	24	-	9	53	33	29	14	48	28	34	43	19	
Prioritize workplace safety	12%	12%	13%	13%	12%	12%	15%	12%	9%	12%	13%	-	13%	12%	13%	12%	12%	13%	12%	12%	13%	14%	
							H					**											
	106	55	52	56	32	18	34	42	31	71	36	-	12	94	61	45	28	78	55	51	80	26	
	21%	21%	21%	20%	21%	26%	17%	23%	25%	23%	19%	-	18%	22%	24%	18%	23%	21%	24%	19%	22%	20%	
Contribute to the socioeconomic development of the countries where it operates							F	F				**			O				S				
	61	34	27	37	17	8	35	17	10	34	27	-	11	51	29	33	16	45	25	37	44	17	
	12%	13%	11%	13%	11%	11%	18%	9%	8%	11%	14%	-	16%	12%	11%	13%	14%	12%	11%	13%	12%	13%	
							GH					**											
Leave behind conditions for sustainable development after operations are closed	73	36	37	42	22	9	22	31	20	43	30	-	9	64	35	38	19	54	33	40	52	21	
	15%	14%	15%	15%	14%	13%	11%	17%	16%	14%	16%	-	14%	15%	14%	15%	16%	14%	15%	15%	14%	16%	
							F					**											
Respect and adhere to local laws and rights	97	51	46	53	32	12	39	35	22	59	38	1	13	83	46	51	18	79	41	56	72	25	
	19%	20%	19%	19%	21%	17%	20%	20%	18%	19%	20%	100%	20%	19%	18%	21%	15%	21%	18%	21%	19%	19%	
												**						P					
Sigma	500	258	242	276	154	70	195	179	125	309	191	1	68	432	254	246	121	379	227	273	371	129	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	509	251	258	280	183	46	58	268	183	287	222	177	37	295	249	260	71	438	129	380	439	70
Base: All Respondents (wtd)	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72
Maintain sustainable environmental practices	84	30	54	48	32	4	11	41	32	45	39	25	6	53	31	53	9	75	16	68	69	16
	17%	12%	22%	17%	18%	9%	19%	15%	18%	17%	17%	14%	17%	18%	13%	21%	13%	17%	12%	18%	16%	21%
			A			*	*						*		N	*						*
Prioritize workplace safety	92	49	43	54	31	8	20	49	23	38	54	30	6	57	39	54	15	77	21	72	75	17
	18%	20%	17%	19%	18%	17%	33%	19%	13%	14%	24%	17%	16%	20%	16%	21%	22%	18%	16%	19%	18%	23%
						*	GH*				I		*			*						*
Contribute to the socioeconomic development of the countries where it operates	105	54	52	60	35	10	9	59	37	64	42	42	6	58	53	53	15	90	35	70	90	15
	21%	22%	21%	21%	20%	22%	15%	22%	21%	23%	18%	24%	16%	20%	22%	20%	22%	21%	28%	19%	21%	21%
						*	*						*			*		S				*
Leave behind conditions for sustainable development after operations are closed	43	21	22	19	18	7	5	23	16	21	22	21	1	22	26	18	5	38	9	34	37	6
	9%	8%	9%	7%	10%	15%	8%	9%	9%	8%	10%	12%	3%	8%	11%	7%	7%	9%	7%	9%	9%	8%
						C*	*						*			*						*
Fulfill financial and commercial targets to increase shareholder value	72	41	31	40	25	7	2	39	31	43	29	18	8	45	46	26	14	58	20	52	66	6
	14%	16%	12%	14%	14%	15%	3%	15%	18%	16%	13%	10%	22%	16%	19%	10%	19%	14%	16%	14%	15%	9%
						*	*	F	F				*		O	*						*
Respect and adhere to local laws and rights	103	55	48	60	33	10	13	53	37	62	41	41	10	52	48	55	12	91	25	78	90	13
	21%	22%	19%	21%	19%	22%	21%	20%	21%	23%	18%	23%	26%	18%	20%	21%	17%	21%	20%	21%	21%	18%
						*	*						*			*						*
Sigma	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	1002	482	520	332	393	277	276	429	297	510	492	368	475	159	508	494	100	902	153	849	630	372	
Base: All Respondents (wtd)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
Maintain sustainable environmental practices	93	45	49	33	38	23	25	43	25	46	47	45	36	12	41	52	11	82	15	79	55	39	
	19%	18%	19%	18%	20%	18%	17%	20%	19%	18%	19%	19%	18%	21%	17%	21%	23%	18%	21%	18%	18%	20%	
Prioritize workplace safety	112	53	59	37	45	30	35	47	30	58	54	53	48	12	59	53	12	100	16	96	70	42	
	22%	21%	24%	21%	24%	23%	24%	22%	22%	23%	22%	22%	24%	20%	24%	21%	26%	22%	22%	22%	23%	21%	
Contribute to the socioeconomic development of the countries where it operates	110	57	53	39	39	32	28	48	34	58	52	55	42	13	53	57	9	101	15	95	65	45	
	22%	23%	21%	21%	21%	24%	19%	22%	25%	23%	21%	23%	21%	23%	22%	22%	20%	22%	21%	22%	21%	23%	
Leave behind conditions for sustainable development after operations are closed	59	31	27	26	19	14	18	25	15	31	28	29	22	7	32	26	2	56	6	53	38	21	
	12%	12%	11%	14%	10%	10%	12%	12%	11%	12%	11%	12%	11%	13%	13%	10%	5%	12%	8%	12%	13%	10%	
Fulfill financial and commercial targets to increase shareholder value	44	25	19	14	18	12	16	16	12	21	23	24	14	6	23	21	7	37	10	35	28	17	
	9%	10%	8%	8%	10%	9%	11%	7%	9%	8%	9%	10%	7%	11%	9%	8%	15%	8%	13%	8%	9%	8%	
Respect and adhere to local laws and rights	81	39	42	32	27	22	25	37	19	39	43	37	37	7	38	44	5	76	11	71	48	34	
	16%	16%	17%	18%	15%	17%	17%	17%	14%	15%	17%	15%	19%	13%	15%	17%	11%	17%	15%	16%	16%	17%	
Sigma	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	1007	492	515	275	351	381	636	321	50	629	378	318	242	447	491	516	46	961	73	934	656	351
Base: All Respondents (wtd)	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
Maintain sustainable environmental practices	96	43	53	27	33	37	70	24	2	56	40	55	20	22	39	57	4	92	5	91	52	44
	19%	17%	21%	14%	21%	23%	20%	18%	16%	20%	18%	19%	22%	19%	17%	21%	19%	19%	16%	20%	17%	23%
Prioritize workplace safety					C				*								*		*			
	83	44	39	33	26	24	54	25	3	45	38	52	12	18	39	43	4	78	7	76	52	31
	17%	17%	16%	18%	16%	15%	15%	19%	20%	16%	17%	18%	14%	16%	17%	16%	18%	16%	20%	16%	17%	16%
									*								*		*			
Contribute to the socioeconomic development of the countries where it operates	107	50	57	45	31	31	78	25	4	55	52	68	18	21	44	63	5	103	4	103	60	47
	21%	20%	23%	24%	20%	20%	22%	18%	28%	20%	24%	23%	20%	18%	19%	23%	19%	22%	12%	22%	20%	24%
									*								*		*			
Leave behind conditions for sustainable development after operations are closed	59	31	29	25	15	19	42	15	3	35	24	30	13	16	26	33	4	56	6	54	37	22
	12%	12%	11%	14%	10%	12%	12%	11%	17%	13%	11%	10%	15%	14%	11%	12%	15%	12%	17%	12%	12%	11%
									*								*		*			
Fulfill financial and commercial targets to increase shareholder value	56	34	23	24	15	17	33	22	2	32	24	28	9	19	28	28	3	53	6	50	36	21
	11%	13%	9%	13%	10%	11%	9%	16%	10%	12%	11%	10%	10%	16%	12%	10%	14%	11%	18%	11%	12%	11%
							F		*					KL			*		*			
Respect and adhere to local laws and rights	98	50	48	31	35	32	73	23	1	56	42	61	17	19	52	46	3	95	6	92	71	27
	20%	20%	19%	17%	23%	20%	21%	18%	8%	20%	19%	21%	19%	17%	23%	17%	15%	20%	18%	20%	23%	14%
									*								*		*		U	
Sigma	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	501	239	262	219	197	85	348	132	21	244	257	150	156	195	276	225	118	383	139	362	344	157
Base: All Respondents (wtd)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
Maintain sustainable environmental practices	84	36	47	44	27	13	65	15	4	32	51	49	19	16	43	41	13	70	21	62	45	38
	17%	15%	18%	16%	17%	18%	16%	17%	39%	15%	18%	15%	18%	21%	16%	17%	13%	18%	18%	16%	15%	19%
Prioritize workplace safety						*		*	**								*		*			
	70	39	31	42	23	5	59	9	3	30	40	43	16	12	28	42	13	57	10	60	41	29
	14%	17%	12%	15%	15%	7%	15%	10%	23%	14%	14%	13%	15%	16%	11%	17%	13%	14%	8%	16%	14%	14%
Contribute to the socioeconomic development of the countries where it operates						*		*	**								*		*			
	105	53	52	55	31	19	76	27	2	42	63	64	25	16	57	49	19	86	20	85	66	40
	21%	22%	20%	20%	20%	26%	19%	31%	17%	20%	22%	20%	24%	22%	22%	20%	19%	22%	17%	22%	22%	20%
Leave behind conditions for sustainable development after operations are closed						*		F*	**								*		*			
	61	24	37	31	25	6	50	10	*	31	30	44	8	9	32	29	15	45	19	42	40	21
	12%	10%	14%	11%	16%	8%	13%	11%	4%	15%	10%	14%	8%	12%	12%	12%	15%	11%	15%	11%	13%	11%
Fulfill financial and commercial targets to increase shareholder value						*		*	**								*		*			
	79	41	39	49	21	9	68	11	*	27	52	60	12	8	45	35	21	58	21	59	41	39
	16%	17%	15%	18%	13%	12%	17%	12%	4%	13%	18%	19%	12%	10%	17%	14%	20%	15%	17%	15%	14%	19%
Respect and adhere to local laws and rights						*		*	**								*		*			
	101	45	56	49	30	21	83	16	2	47	54	62	24	15	55	45	20	80	30	71	65	36
	20%	19%	21%	18%	19%	29%	21%	18%	14%	23%	18%	19%	23%	20%	21%	19%	20%	20%	25%	19%	22%	18%
Sigma						*		*	**								*		*			
	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	500	235	265	191	157	152	396	97	7	258	242	73	330	97	220	280	48	452	72	428	284	216	
Base: All Respondents (wtd)	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228	
Maintain sustainable environmental practices	80	37	43	42	23	15	66	11	3	33	48	19	52	9	31	50	5	76	10	71	35	45	
	16%	15%	17%	20%	16%	11%	16%	13%	40%	13%	19%	18%	16%	14%	15%	17%	10%	17%	15%	16%	13%	20%	
				E				*	**			*		*			*		*			T	
	74	32	42	25	26	23	57	17	-	40	34	11	51	12	29	45	2	72	5	69	45	29	
Prioritize workplace safety	15%	13%	17%	12%	18%	16%	14%	19%	-	17%	13%	11%	16%	17%	14%	16%	4%	16%	8%	16%	17%	13%	
								*	**			*		*			*	p	*				
	109	69	40	45	37	28	82	26	1	50	59	30	64	15	50	59	16	94	15	95	69	40	
	22%	28%	16%	21%	25%	20%	20%	30%	15%	21%	23%	29%	20%	22%	24%	20%	34%	21%	22%	22%	25%	18%	
Contribute to the socioeconomic development of the countries where it operates		B						*	**			*		*			Q*		*		U		
	61	24	36	28	17	16	54	7	-	29	32	15	38	8	25	36	8	52	12	49	25	36	
	12%	10%	14%	13%	12%	11%	13%	8%	-	12%	12%	14%	12%	11%	12%	12%	18%	12%	18%	11%	9%	16%	
								*	**			*		*			*		*		T		
Leave behind conditions for sustainable development after operations are closed	80	38	41	24	20	36	64	14	1	44	36	10	61	9	38	42	7	73	13	67	46	33	
	16%	16%	16%	11%	13%	26%	16%	16%	16%	18%	14%	9%	19%	13%	18%	15%	15%	16%	19%	16%	17%	15%	
						CD		*	**			*		*			*		*				
	96	47	48	51	23	22	81	12	2	47	49	19	61	16	38	57	9	87	12	83	51	44	
Respect and adhere to local laws and rights	19%	19%	19%	24%	16%	16%	20%	14%	29%	19%	19%	18%	19%	24%	18%	20%	19%	19%	18%	19%	19%	19%	
								*	**			*		*			*		*				
	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Sigma																							

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	500	235	265	166	179	155	56	272	172	263	237	130	266	104	267	233	34	466	57	443	329	171	
Base: All Respondents (wtd)	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
Maintain sustainable environmental practices	74	31	43	30	27	17	5	48	21	36	38	17	38	18	42	31	9	65	11	63	53	21	
	15%	13%	16%	14%	16%	14%	8%	17%	13%	15%	15%	12%	14%	21%	17%	13%	26%	14%	19%	14%	17%	11%	
							*							*			*		*				
Prioritize workplace safety	79	33	46	28	33	18	7	48	24	44	35	26	41	12	43	37	5	74	8	71	55	24	
	16%	14%	18%	13%	20%	15%	11%	17%	15%	18%	14%	18%	16%	14%	17%	15%	17%	16%	14%	16%	17%	13%	
							*							*			*		*				
Contribute to the socioeconomic development of the countries where it operates	111	60	51	43	45	23	11	59	41	54	57	33	60	18	58	53	10	101	14	98	71	40	
	22%	25%	20%	20%	27%	19%	19%	21%	26%	22%	22%	23%	22%	21%	23%	22%	30%	22%	23%	22%	22%	22%	
							*							*			*		*				
Leave behind conditions for sustainable development after operations are closed	76	37	39	39	20	17	9	43	24	32	44	22	41	13	37	39	1	75	9	66	44	32	
	15%	16%	15%	18%	12%	14%	15%	15%	15%	13%	17%	15%	15%	15%	15%	16%	3%	16%	16%	15%	14%	18%	
							*							*			*		*				
Fulfill financial and commercial targets to increase shareholder value	74	30	44	35	18	20	18	39	17	34	40	31	35	8	28	46	3	71	5	68	38	35	
	15%	12%	17%	17%	11%	17%	29%	14%	11%	14%	15%	21%	13%	9%	11%	19%	8%	15%	9%	15%	12%	19%	
							GH*					M		*		N	*	*	*		T		
Respect and adhere to local laws and rights	86	49	37	37	25	24	11	43	32	42	44	16	51	19	46	40	5	81	11	76	56	31	
	17%	20%	14%	17%	15%	20%	19%	15%	20%	17%	17%	11%	19%	21%	18%	16%	15%	17%	18%	17%	18%	17%	
							*							K*			*		*				
Sigma	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	503	304	199	305	151	47	239	127	63	305	198	130	116	257	234	269	74	429	98	405	317	186	
Base: All Respondents (wtd)	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
Maintain sustainable environmental practices	74	50	24	28	37	9	40	18	7	52	22	42	23	9	34	40	7	67	19	55	52	22	
	15%	18%	11%	9%	24%	19%	15%	17%	17%	18%	10%	14%	16%	14%	17%	13%	11%	15%	22%	13%	20%	9%	
					C*	**		*	**								*		*		U		
Prioritize workplace safety	63	31	32	48	12	3	38	13	3	29	34	32	23	8	24	39	3	61	3	60	29	34	
	13%	11%	15%	16%	8%	5%	14%	12%	8%	10%	16%	11%	16%	13%	11%	13%	4%	14%	4%	14%	11%	14%	
					*	**		*	**								*		*	R			
Contribute to the socioeconomic development of the countries where it operates	99	53	46	69	23	7	55	19	6	56	42	59	24	15	41	57	12	87	18	80	52	47	
	20%	19%	21%	23%	15%	15%	20%	18%	15%	20%	20%	21%	17%	24%	20%	19%	18%	20%	21%	19%	20%	20%	
					*	**		*	**								*		*				
Leave behind conditions for sustainable development after operations are closed	67	36	30	36	24	7	28	11	11	35	32	43	17	7	19	48	11	56	12	55	31	36	
	13%	13%	14%	12%	15%	14%	10%	10%	24%	12%	15%	15%	12%	11%	9%	16%	16%	13%	13%	13%	12%	15%	
					*	**		*	**								*		*				
Fulfill financial and commercial targets to increase shareholder value	105	56	50	63	33	9	63	27	5	57	48	59	34	12	44	61	19	86	23	83	50	55	
	21%	20%	23%	21%	21%	19%	23%	25%	12%	20%	23%	20%	23%	19%	22%	21%	27%	20%	26%	20%	19%	23%	
					*	**		*	**								*		*				
Respect and adhere to local laws and rights	92	58	34	51	27	14	46	19	11	59	33	55	25	13	43	49	17	75	11	81	48	44	
	18%	20%	16%	17%	18%	28%	17%	18%	24%	21%	16%	19%	17%	19%	21%	17%	25%	17%	13%	19%	18%	18%	
					*	**		*	**								*		*				
Sigma	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	529	169	360	266	185	78	40	123	366	274	255	249	157	123	283	246	98	431	171	358	459	70
Base: All Respondents (wtd)	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97
Maintain sustainable environmental practices	84	46	38	47	29	8	8	21	55	33	51	39	29	17	47	38	18	66	23	62	65	19
	17%	19%	15%	17%	21%	10%	13%	18%	17%	15%	19%	17%	19%	14%	18%	16%	20%	16%	15%	18%	16%	20%
						*	**	*						*			*					*
Prioritize workplace safety	72	33	38	37	24	11	10	17	44	35	37	33	24	14	33	39	10	62	14	58	58	13
	14%	14%	15%	13%	17%	15%	17%	15%	14%	15%	14%	15%	16%	12%	13%	16%	11%	15%	9%	17%	14%	14%
						*	**	*						*			*		R			*
Contribute to the socioeconomic development of the countries where it operates	107	53	55	65	26	15	9	26	73	50	57	45	31	32	60	47	29	78	37	71	87	21
	21%	22%	21%	23%	19%	20%	14%	22%	23%	22%	21%	20%	20%	27%	23%	20%	32%	19%	24%	20%	22%	21%
						*	**	*						*			Q*					*
Leave behind conditions for sustainable development after operations are closed	82	34	47	42	18	21	9	15	58	39	43	31	23	27	48	34	15	66	35	47	68	13
	16%	14%	18%	15%	13%	28%	15%	13%	18%	17%	16%	14%	15%	23%	18%	14%	17%	16%	23%	14%	17%	14%
						CD*	**	*						*			*		S			*
Fulfill financial and commercial targets to increase shareholder value	67	43	24	39	19	9	16	10	41	32	35	33	19	14	32	35	8	58	20	47	52	15
	13%	18%	9%	14%	14%	11%	26%	8%	13%	14%	13%	14%	13%	12%	12%	15%	9%	14%	13%	14%	13%	15%
		B				*	**	*						*			*	*				*
Respect and adhere to local laws and rights	88	30	58	55	21	12	9	28	51	38	50	49	26	14	43	45	11	76	26	61	72	15
	18%	13%	22%	19%	16%	15%	15%	24%	16%	17%	18%	21%	17%	12%	17%	19%	12%	19%	17%	18%	18%	16%
		A				*	**	*						*			*	*				*
Sigma	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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 (*)

	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)	532	308	224	172	204	156	85	192	255	349	183	8	141	383	310	222	76	456	115	417	416	116
Base: All Respondents (wtd)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133
Maintain sustainable environmental practices	101	42	59	43	33	25	15	39	47	62	39	-	36	65	52	49	6	95	9	92	78	23
	20%	16%	24%	20%	18%	23%	16%	21%	21%	21%	19%	-	24%	19%	20%	20%	9%	22%	11%	22%	21%	17%
Prioritize workplace safety			A				*					**					*	P		R		
	84	39	45	34	35	15	21	29	35	46	38	2	26	57	35	49	10	75	17	67	56	28
	17%	16%	18%	16%	20%	13%	23%	16%	15%	16%	18%	16%	18%	17%	14%	20%	16%	17%	19%	16%	15%	21%
							*					**				N	*					
Contribute to the socioeconomic development of the countries where it operates	114	59	55	42	43	29	17	42	56	70	44	2	33	80	61	53	21	93	25	89	83	31
	23%	23%	22%	20%	24%	26%	18%	23%	25%	24%	21%	16%	22%	23%	24%	22%	35%	21%	28%	22%	23%	23%
							*					**					Q*					
	34	16	18	21	6	7	6	13	15	18	16	3	9	22	15	18	4	29	5	29	21	13
Leave behind conditions for sustainable development after operations are closed	7%	6%	7%	10%	4%	6%	6%	7%	7%	6%	8%	29%	6%	6%	6%	8%	7%	7%	5%	7%	6%	10%
			D				*					**					*					
Fulfill financial and commercial targets to increase shareholder value	57	34	23	21	27	9	8	23	26	36	21	2	15	40	36	21	8	49	12	44	47	10
	11%	13%	9%	10%	15%	8%	9%	12%	12%	12%	10%	16%	10%	12%	14%	9%	13%	11%	14%	11%	13%	7%
							*					**					*					
	110	64	46	50	35	26	26	38	46	60	50	2	28	79	61	49	12	98	19	91	82	28
Respect and adhere to local laws and rights	22%	25%	19%	24%	19%	23%	28%	21%	21%	21%	24%	24%	19%	23%	23%	21%	20%	22%	22%	22%	22%	21%
							*					**					*					
Sigma	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	1001	500	501	382	397	222	715	241	45	443	558	649	81	271	485	516	90	911	93	908	545	456	
Base: All Respondents (wtd)	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
Maintain sustainable environmental practices	75	36	38	35	26	14	52	19	3	30	45	32	16	27	36	39	5	70	6	69	38	36	
	15%	14%	16%	17%	14%	13%	15%	16%	12%	14%	16%	13%	14%	20%	15%	15%	12%	15%	13%	15%	14%	16%	
									*				*	K			*		*				
Prioritize workplace safety	108	47	61	44	38	27	75	27	6	53	56	56	29	24	52	56	8	100	8	100	63	45	
	22%	19%	25%	22%	20%	25%	21%	22%	25%	25%	19%	22%	25%	18%	22%	22%	21%	22%	17%	22%	23%	20%	
									*				*				*		*				
Contribute to the socioeconomic development of the countries where it operates	115	58	57	49	49	17	83	27	5	46	69	57	28	31	57	58	11	104	11	105	63	52	
	23%	23%	23%	24%	26%	16%	23%	22%	21%	21%	24%	23%	24%	22%	24%	22%	26%	23%	23%	23%	23%	23%	
				E	E				*				*				*		*				
Leave behind conditions for sustainable development after operations are closed	55	31	24	21	18	15	41	11	3	20	35	22	17	17	24	31	5	50	4	50	30	25	
	11%	12%	10%	10%	10%	14%	12%	9%	10%	9%	12%	9%	15%	12%	10%	12%	12%	11%	9%	11%	11%	11%	
									*				*				*		*				
Fulfill financial and commercial targets to increase shareholder value	39	22	17	17	12	10	32	4	3	14	25	18	12	10	20	19	2	37	5	34	19	20	
	8%	9%	7%	8%	6%	10%	9%	4%	11%	7%	9%	7%	10%	7%	8%	7%	5%	8%	10%	8%	7%	9%	
							G		G*				*				*		*				
Respect and adhere to local laws and rights	108	57	51	39	46	23	72	31	5	52	56	65	14	29	53	55	10	98	13	95	57	51	
	22%	23%	21%	19%	24%	22%	20%	26%	20%	24%	20%	26%	12%	21%	22%	21%	24%	21%	27%	21%	21%	22%	
									*			L	*				*		*				
Sigma	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	500	236	264	177	131	192	200	225	75	165	335	346	76	78	312	188	38	462	56	444	307	193	
Base: All Respondents (wtd)	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158	
Maintain sustainable environmental practices	141	73	68	42	44	55	48	62	30	58	83	23	84	34	101	40	13	128	23	117	97	44	
	28%	29%	27%	22%	31%	32%	26%	30%	30%	35%	25%	22%	32%	25%	32%	22%	27%	28%	33%	27%	28%	28%	
			*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	
Prioritize workplace safety	77	38	40	40	16	21	46	27	5	15	62	18	34	25	52	25	2	75	1	77	42	35	
	15%	15%	16%	21%	11%	12%	24%	13%	5%	9%	19%	17%	13%	19%	16%	14%	5%	17%	1%	18%	12%	22%	
			*	*	*	*	H*	*	*	*	*	*	*	*	*	*	**	*	**	**	*	*	
Contribute to the socioeconomic development of the countries where it operates	100	37	63	38	33	29	31	54	16	28	73	15	51	34	55	46	4	96	8	93	66	34	
	20%	15%	26%	21%	23%	17%	16%	26%	16%	16%	22%	15%	19%	26%	17%	25%	9%	21%	11%	22%	19%	22%	
			*	*	*	*	*	*	*	*	*	*	*	*	K*	*	**	*	**	**	*	*	
Leave behind conditions for sustainable development after operations are closed	49	23	26	20	9	21	19	16	14	16	32	14	26	9	24	25	5	44	7	42	35	13	
	10%	9%	10%	11%	6%	12%	10%	7%	14%	10%	10%	13%	10%	7%	8%	14%	11%	10%	10%	10%	10%	9%	
			*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	**	*	*	
Fulfill financial and commercial targets to increase shareholder value	51	36	16	13	19	19	11	20	20	26	25	12	31	8	40	11	6	45	13	38	40	11	
	10%	14%	6%	7%	13%	11%	6%	10%	20%	15%	8%	11%	12%	6%	12%	6%	13%	10%	18%	9%	12%	7%	
			*	*	*	*	*	*	*	F*	*	*	*	*	*	*	**	*	**	**	*	*	
Respect and adhere to local laws and rights	81	47	35	33	23	26	34	32	16	25	57	23	35	23	48	33	16	65	19	62	61	20	
	16%	18%	14%	18%	16%	15%	18%	15%	15%	15%	17%	22%	13%	17%	15%	18%	35%	14%	27%	14%	18%	13%	
			*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	**	*	*	
Sigma	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	503	281	222	214	238	51	10	146	347	356	147	136	79	288	326	177	80	423	200	303	385	118
Base: All Respondents (wtd)	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
Maintain sustainable environmental practices	91	55	36	48	30	13	1	42	48	74	17	16	34	40	65	26	15	76	26	65	76	15
	18%	22%	15%	18%	18%	20%	8%	25%	15%	22%	10%	11%	33%	17%	21%	14%	25%	17%	15%	20%	21%	11%
Prioritize workplace safety						*	**	**			**	**	**			**	*	*	**			**
	94	29	64	55	25	14	-	7	86	43	50	44	10	40	45	48	10	83	29	65	78	15
	19%	12%	26%	21%	15%	21%	-	4%	26%	13%	31%	28%	9%	16%	15%	25%	18%	19%	17%	20%	21%	12%
Contribute to the socioeconomic development of the countries where it operates						*	**	**			**	**	**			**	*	*	**			**
	119	70	49	56	47	16	-	49	70	74	45	51	15	52	58	61	10	109	35	84	62	57
	24%	28%	20%	21%	27%	24%	-	29%	22%	22%	28%	33%	15%	22%	19%	32%	18%	25%	21%	26%	17%	44%
Leave behind conditions for sustainable development after operations are closed						*	**	**			**	**	**			**	*	*	**			**
	34	17	17	12	19	4	3	14	18	25	10	12	9	14	22	12	2	32	6	29	26	9
	7%	7%	7%	5%	11%	6%	31%	8%	6%	7%	6%	8%	8%	6%	7%	6%	4%	7%	3%	9%	7%	7%
Fulfill financial and commercial targets to increase shareholder value						*	**	**			**	**	**			**	*	*	**			**
	58	40	18	35	20	2	2	31	25	46	11	12	26	20	42	16	9	49	14	43	44	14
	12%	16%	7%	13%	12%	4%	19%	19%	8%	14%	7%	8%	25%	8%	13%	9%	15%	11%	8%	13%	12%	11%
Respect and adhere to local laws and rights						*	**	**			**	**	**			**	*	*	**			**
	104	41	64	57	30	17	4	23	77	74	30	19	9	77	79	26	12	93	60	44	85	20
	21%	16%	26%	22%	18%	26%	41%	14%	24%	22%	18%	12%	9%	31%	25%	14%	20%	21%	35%	13%	23%	15%
Sigma						*	**	**			**	**	**			**	*	*	**			**
	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	1001	481	520	345	310	346	228	590	183	425	576	273	321	407	591	410	83	918	128	873	654	347	
Base: All Respondents (wtd)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
Maintain sustainable environmental practices	109	54	55	40	36	33	25	61	24	43	66	27	31	51	65	44	11	98	16	93	77	32	
	22%	22%	22%	22%	24%	20%	22%	21%	26%	21%	23%	20%	19%	25%	22%	22%	28%	21%	25%	21%	23%	19%	
																	*						
Prioritize workplace safety	68	32	36	23	27	18	17	41	9	28	40	26	21	21	39	30	5	63	6	63	44	24	
	14%	13%	14%	12%	17%	11%	15%	14%	10%	13%	14%	19%	13%	10%	13%	14%	12%	14%	9%	14%	13%	14%	
					E							LM					*						
Contribute to the socioeconomic development of the countries where it operates	96	49	47	41	25	31	18	57	22	38	59	19	36	42	55	41	8	89	14	83	65	31	
	19%	20%	19%	22%	16%	19%	16%	19%	24%	18%	20%	14%	23%	20%	19%	20%	19%	19%	22%	19%	20%	18%	
									F				K	K			*						
Leave behind conditions for sustainable development after operations are closed	74	33	41	24	22	28	22	42	10	33	41	18	21	36	46	27	3	70	7	67	43	31	
	15%	13%	16%	13%	15%	17%	19%	14%	11%	16%	14%	13%	13%	17%	16%	13%	8%	15%	11%	15%	13%	18%	
							H										*				T		
Fulfill financial and commercial targets to increase shareholder value	41	22	19	16	10	15	12	21	8	16	25	14	10	17	22	19	3	37	6	35	26	15	
	8%	9%	8%	8%	7%	9%	10%	7%	9%	8%	8%	10%	6%	8%	7%	9%	9%	8%	9%	8%	8%	9%	
																	*						
Respect and adhere to local laws and rights	112	56	56	42	33	37	20	73	19	50	62	31	41	39	68	44	10	102	16	96	74	37	
	22%	23%	22%	23%	22%	23%	18%	25%	21%	24%	21%	23%	26%	19%	23%	21%	25%	22%	25%	22%	23%	22%	
								F					M				*						
Sigma	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Corporate Social Responsibility Section
C4.2. [Second] What do you think are the two most important things that a company must do to be respected?

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)	1000	453	547	294	322	384	144	424	432	639	361	361	355	284	516	484	106	894	135	865	637	363
Base: All Respondents (wtd)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
Maintain sustainable environmental practices	88	45	42	31	27	30	12	44	32	49	39	41	28	19	47	41	9	79	11	77	56	32
	18%	18%	17%	17%	17%	19%	15%	21%	15%	16%	20%	18%	22%	13%	18%	17%	18%	18%	16%	18%	18%	17%
								H					M				*					
Prioritize workplace safety	92	44	48	31	33	28	19	34	39	54	38	52	20	20	46	47	9	83	11	81	54	38
	18%	18%	19%	17%	21%	18%	23%	16%	19%	18%	20%	22%	16%	14%	18%	19%	19%	18%	17%	19%	17%	20%
													LM				*					
Contribute to the socioeconomic development of the countries where it operates	93	46	47	37	33	23	12	36	45	56	37	36	23	34	46	47	7	86	11	82	62	31
	19%	19%	19%	20%	21%	14%	15%	17%	21%	18%	19%	15%	18%	24%	18%	19%	13%	19%	16%	19%	20%	17%
					E								K				*					
Leave behind conditions for sustainable development after operations are closed	66	27	39	25	16	25	9	32	25	43	23	29	18	19	30	36	6	60	10	55	37	29
	13%	11%	15%	14%	10%	15%	11%	15%	12%	14%	12%	12%	14%	14%	12%	15%	11%	13%	16%	13%	12%	15%
																	*					
Fulfill financial and commercial targets to increase shareholder value	55	32	23	20	18	17	11	19	25	34	20	24	14	17	29	26	8	46	9	46	36	19
	11%	13%	9%	11%	11%	11%	13%	9%	12%	11%	11%	10%	11%	12%	11%	11%	16%	10%	13%	11%	11%	10%
																	*					
Respect and adhere to local laws and rights	107	53	54	39	31	36	18	44	44	70	36	52	24	31	59	48	11	95	14	92	70	36
	21%	21%	21%	22%	20%	23%	23%	21%	21%	23%	19%	22%	19%	22%	23%	20%	23%	21%	22%	21%	22%	20%
																	*					
Sigma	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%