

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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 Mean:
Columns Tested (5%): A/B,C/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)	18331	9036	9295	6957	6329	5045	5791	7501	4879	9288	9043	5368	6306	6657	9966	8365	2082	16249	3299	15032	12471	5860
Base: All Respondents (wtd)	12000	5978	6022	5289	3883	2828	4189	4659	2995	5633	6367	4386	4288	3325	6150	5850	1326	10674	1977	10023	7764	4236
Corporations	7602	3732	3870	3444	2407	1751	2712	2935	1876	3438	4164	2716	2775	2111	3852	3750	863	6739	1253	6349	4902	2700
	63%	62%	64%	65%	62%	62%	65%	63%	63%	61%	65%	62%	65%	63%	63%	64%	65%	63%	63%	63%	63%	64%
Politicians		A	DE							I	K											
	4398	2246	2152	1845	1476	1077	1477	1723	1119	2195	2203	1671	1513	1214	2298	2100	464	3934	724	3674	2862	1536
	37%	38%	36%	35%	38%	38%	35%	37%	37%	39%	35%	38%	35%	37%	37%	36%	35%	37%	37%	37%	37%	36%
		B	C	C						J	L											
Sigma	12000	5978	6022	5289	3883	2828	4189	4659	2995	5633	6367	4386	4288	3325	6150	5850	1326	10674	1977	10023	7764	4236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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 States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18331	517	1016	508	1027	1024	1008	1015	1025	1017	513	1016	505	1020	1007	506	514	503	516	515	508	1020	513	504	1014
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
Corporations	7602	306	349	315	305	380	221	374	397	352	262	290	268	233	374	373	333	248	279	365	298	332	322	263	365
	63%	61%	70%	63%	61%	76%	44%	75%	79%	70%	52%	58%	54%	47%	75%	75%	67%	50%	56%	73%	60%	66%	64%	53%	73%
		FILMQW	ACDFJKLMQRTW	FILMQW	FILMQW	ABCDFUJLMPQRTUVW		ABCDFUJLMPQRTUVW	ABCDFUJLMPQRTUVW	ABCDFJKLMQRTW	FM	FJMQ	FM		ABCDFJKLMQRTUVW	ACDFJKLMPQRTUVW	DFJKLMQRTW		FM	ACDFJKLMQRTUVW	FJMQW	DFJKLMQRTW	FILMQW	FM	ACDFJKLMPQRTUVW
Politicians	4398	194	151	185	195	120	279	126	103	148	238	210	232	267	126	127	167	252	221	135	202	168	178	237	135
	37%	39%	30%	37%	39%	24%	56%	25%	21%	30%	48%	42%	46%	53%	25%	25%	33%	50%	44%	27%	40%	34%	36%	47%	27%
		BEGHINOSX	EGHN	BEGHINOSX	BEGHINOPSUX		ABCDDEGHUJLNOPRSTUVWX	H		EGH	ABCDDEGHKNOPSTUVX	BEGHINOPSUX	ABCDDEGHINO	ABCDDEGHUJLNOPRSTUVWX	H		EGHNOX	ABCDDEGHKNOPSTUVX	BEGHINOPSUX	H	BEGHINOPSUX	EGHNOX	EGHNOX	ABCDDEGHINOPSTUVX	H
Sigma	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	North	LATAM	Europe	APAC	G-8	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18331	2038	2050	7145	5563	7625	3554	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Corporations	7602	745	983	2919	2048	2722	1063	907
	63%	74%	66%	65%	59%	68%	53%	60%
		BCDEFG	DFG	DFG	F	CDFG		F
Politicians	4398	255	517	1581	1452	1278	937	593
	37%	26%	34%	35%	41%	32%	47%	40%
			A	AE	ABCE	A	ABCDEG	ABCE
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

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

	Argentina	Argentina																				
	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)	517	246	271	228	160	129	276	169	72	176	341	210	180	127	247	270	57	460	68	449	300	217
Base: All Respondents (wtd)	500	245	255	248	145	106	312	139	49	154	346	327	118	55	221	279	51	449	54	446	257	243
Corporations	306	145	161	144	100	62	192	82	32	97	209	201	69	35	132	173	31	275	32	274	149	157
	61%	59%	63%	58%	68%	58%	62%	59%	65%	63%	60%	62%	59%	63%	60%	62%	60%	61%	59%	61%	58%	64%
						*			*								*		*			
Politicians	194	100	94	104	46	45	120	57	17	57	137	125	49	20	89	106	20	174	22	172	108	87
	39%	41%	37%	42%	32%	42%	38%	41%	35%	37%	40%	38%	41%	37%	40%	38%	40%	39%	41%	39%	42%	36%
						*			*								*		*			
Sigma	500	245	255	248	145	106	312	139	49	154	346	327	118	55	221	279	51	449	54	446	257	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

		Australia																												
	Australia	Total																												
		Gender		Age				Household Income			Marital Status		Education			Australia		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	Chief Income Earner	Business Owner	Senior Executive/Decision	Employment Status	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)	1016	429	587	347	336	333	270	488	258	515	501	309	305	402	534	482	115	901	156	860	611	405	704	311	280	370	181	93	91	
Base: All Respondents (wtd)	500	248	252	196	159	144	142	246	112	226	274	131	295	74	261	239	48	452	70	430	291	209	323	176	114	184	100	54	48	
Corporations	349	163	186	147	106	95	91	175	83	154	194	87	207	55	175	174	35	314	49	300	201	207	222	126	83	131	70	29	35	
	70%	66%	74%	75%	67%	66%	64%	71%	74%	68%	71%	66%	70%	74%	67%	73%	71%	70%	70%	69%	71%	69%	71%	69%	71%	73%	71%	70%	55%	72%
Politicians	151	85	66	49	53	50	51	71	29	71	80	45	88	19	86	66	14	138	21	130	90	62	101	50	31	52	30	24	14	
	30%	34%	26%	25%	33%	34%	36%	29%	26%	32%	29%	34%	30%	26%	33%	27%	29%	30%	30%	30%	31%	29%	31%	29%	27%	29%	30%	45%	28%	
	8					C							M			*		*		*								XZ*	*	
Sigma	500	248	252	196	159	144	142	246	112	226	274	131	295	74	261	239	48	452	70	430	291	209	323	176	114	184	100	54	48	
	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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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 A	Female B	Under 35 C	35 to 49 D	50 to 64 E	Low F	Medium G	High H	Married I	Other J	Low K	Medium L	High M	Yes N	No O	Yes P	No Q	Yes R	No S	Total T	Non U	North V	Center W	South X	French Y	Flemish Z		
Base: All Respondents (unwtd)	508	253	255	169	168	171	168	227	113	181	327	110	243	155	315	193	24	484	49	459	296	212	261	111	136	250	258		
Base: All Respondents (wtd)	500	251	249	184	157	159	175	219	106	173	327	172	186	142	287	213	21	479	43	457	270	230	244	104	152	259	241		
Corporations	315	167	147	118	95	107	107	137	71	104	210	99	113	102	176	139	15	300	31	284	161	154	139	69	107	177	138		
	63%	66%	59%	64%	60%	64%	61%	63%	66%	60%	64%	58%	61%	72%	61%	65%	71%	63%	72%	62%	59%	67%	57%	67%	70%	68%	57%		
Politicians	185	84	101	66	62	57	68	82	36	69	116	73	73	40	111	75	6	179	12	173	110	76	105	35	45	82	103		
	37%	34%	41%	36%	40%	36%	39%	37%	34%	40%	36%	42%	39%	28%	39%	35%	29%	37%	28%	38%	41%	33%	43%	33%	30%	32%	43%		
Sigma	500	251	249	184	157	159	175	219	106	173	327	172	186	142	287	213	21	479	43	457	270	230	244	104	152	259	241		
	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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- 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)	1027	487	540	475	335	217	289	708	30	418	609	162	599	266	442	585	133	894	182	845	672	355
Base: All Respondents (wtd)	500	232	268	285	142	73	172	319	8	189	311	157	262	81	189	311	54	446	74	426	305	195
Corporations	305	144	161	175	80	50	99	201	4	109	196	84	170	50	122	183	29	275	45	260	187	118
	61%	62%	60%	61%	57%	68%	58%	63%	53%	58%	63%	54%	65%	62%	64%	59%	55%	62%	61%	61%	61%	60%
						D			**													
Politicians	195	88	107	110	62	23	73	119	4	80	115	73	92	31	67	128	24	171	29	166	117	78
	39%	38%	40%	39%	43%	32%	42%	37%	47%	42%	37%	46%	35%	38%	36%	41%	45%	38%	39%	39%	39%	40%
						E			**													
Sigma	500	232	268	285	142	73	172	319	8	189	311	157	262	81	189	311	54	446	74	426	305	195
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

		Canada Total		Canada																											
		Gender		Age				Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	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)	1024	439	585	309	328	387	226	384	414	514	510	390	468	166	515	509	108	916	133	891	692	332	66	70	134	134	-	389	231		
Base: All Respondents (wtd)	500	247	253	178	174	149	115	188	197	238	262	186	223	91	259	241	54	446	68	432	340	160	32	34	64	65	-	195	110		
Corporations	380	188	192	138	133	109	82	142	155	179	201	143	167	70	199	180	43	337	55	325	264	116	25	26	50	47	-	147	85		
	76%	76%	76%	78%	76%	73%	72%	76%	79%	75%	77%	77%	75%	77%	77%	75%	80%	76%	80%	75%	78%	72%	78%	77%	77%	77%	72%	-	75%	78%	
Politicians	120	59	61	40	41	40	33	46	42	59	61	43	57	20	60	60	11	109	13	107	76	44	7	8	15	18	-	48	24		
	24%	24%	24%	22%	24%	27%	28%	24%	21%	25%	23%	23%	25%	23%	23%	25%	20%	24%	20%	25%	22%	28%	22%	23%	23%	28%	-	25%	22%		
Sigma	500	247	253	178	174	149	115	188	197	238	262	186	223	91	259	241	54	446	68	432	340	160	32	34	64	65	-	195	110		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	

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

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

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)	1008	574	434	530	356	122	82	245	681	694	314	90	250	668	667	341	83	925	295	713	875	133
Base: All Respondents (wtd)	500	249	251	200	196	103	101	140	259	344	156	295	155	50	267	233	44	456	96	404	362	138
Politicians	279	157	122	96	122	62	57	86	137	205	75	165	87	27	164	115	30	250	56	223	207	73
	56%	63%	49%	48%	62%	60%	56%	61%	53%	59%	48%	56%	56%	54%	61%	50%	67%	55%	58%	55%	57%	53%
		B	*		*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*
Corporations	221	92	129	105	74	42	45	54	122	140	81	130	68	23	103	117	15	206	40	181	156	65
	44%	37%	51%	52%	38%	40%	44%	39%	47%	41%	52%	44%	44%	46%	39%	50%	33%	45%	42%	45%	43%	47%
			A*		*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*
Sigma	500	249	251	200	196	103	101	140	259	344	156	295	155	50	267	233	44	456	96	404	362	138
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

	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)	1015	449	566	369	332	314	241	524	250	418	597	397	310	308	550	465	39	976	66	949	625	390
Base: All Respondents (wtd)	500	247	253	191	167	142	115	262	123	203	297	168	209	124	273	227	21	479	34	466	314	186
Corporations	374	190	184	147	124	102	85	192	97	152	222	116	161	96	198	176	15	358	24	350	232	142
	75%	77%	73%	77%	74%	72%	74%	73%	78%	75%	75%	69%	77%	77%	73%	77%	74%	75%	71%	75%	74%	76%
Politicians	126	57	69	43	43	40	30	70	27	51	75	51	47	28	75	52	5	121	10	117	82	44
	25%	23%	27%	23%	26%	28%	26%	27%	22%	25%	25%	31%	23%	23%	27%	23%	26%	25%	29%	25%	26%	24%
Sigma	500	247	253	191	167	142	115	262	123	203	297	168	209	124	273	227	21	479	34	466	314	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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	Germany																				
	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)	1025	519	506	296	388	341	315	301	409	429	596	199	637	189	706	319	81	944	189	836	751	274
Base: All Respondents (wtd)	500	252	248	172	189	139	157	148	195	196	304	113	285	101	336	164	37	463	88	412	356	144
Corporations	397	202	195	135	150	111	118	121	158	158	239	88	225	84	267	130	31	366	71	326	293	104
	79%	80%	79%	79%	80%	80%	75%	82%	81%	80%	79%	78%	79%	83%	80%	79%	85%	79%	81%	79%	82%	72%
							F		F								+			U		
Politicians	103	51	53	37	39	28	40	27	36	39	65	25	60	18	68	35	6	98	17	86	63	40
	21%	20%	21%	21%	20%	20%	25%	18%	19%	20%	21%	22%	21%	17%	20%	21%	15%	21%	19%	21%	18%	28%
							GH										+			T		
Sigma	500	252	248	172	189	139	157	148	195	196	304	113	285	101	336	164	37	463	88	412	356	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	513	262	251	187	181	145	177	239	10	210	303	163	254	96	298	215	27	486	26	487	299	214
Base: All Respondents (wtd)	500	244	256	202	150	148	171	229	9	194	306	129	294	77	279	221	25	475	23	477	275	225
Corporations	262	118	144	116	82	64	96	110	5	94	168	58	160	44	135	127	11	251	10	252	143	119
	52%	48%	56%	58%	54%	43%	56%	48%	58%	48%	55%	45%	54%	57%	48%	57%	45%	53%	44%	53%	52%	53%
				E	E				**					*		N	**		**			
Politicians	238	126	112	85	69	84	75	119	4	100	138	71	134	33	144	94	14	224	13	225	132	106
	48%	52%	44%	42%	46%	57%	44%	52%	42%	52%	45%	55%	46%	43%	52%	43%	55%	47%	56%	47%	48%	47%
						CD			**					*		O	**		**			
Sigma	500	244	256	202	150	148	171	229	9	194	306	129	294	77	279	221	25	475	23	477	275	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	1016	547	469	449	376	191	354	381	281	728	288	-	109	907	563	453	301	715	540	476	845	171
Base: All Respondents (wtd)	500	258	242	276	152	72	191	179	129	308	192	-	64	436	254	246	143	357	251	249	396	104
Corporations	290	140	150	154	94	43	102	108	80	188	103	-	38	253	144	146	86	204	151	140	233	58
	58%	54%	62%	56%	61%	60%	53%	60%	62%	61%	54%	-	59%	58%	57%	59%	60%	57%	60%	56%	59%	55%
		A					F			J		*										
Politicians	210	118	92	122	59	29	89	71	49	121	89	-	26	184	110	100	57	152	101	109	163	47
	42%	46%	38%	44%	39%	40%	47%	40%	38%	39%	46%	-	41%	42%	43%	41%	40%	43%	40%	44%	41%	45%
		B					H			I		*										
Sigma	500	258	242	276	152	72	191	179	129	308	192	-	64	436	254	246	143	357	251	249	396	104
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	Indonesia Total	Indonesia																				
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status			
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	249	256	229	186	90	71	254	180	298	207	174	42	289	251	254	78	427	142	363	404	101
Base: All Respondents (wtd)	500	250	250	282	152	66	85	251	164	266	234	177	41	281	236	264	72	428	135	365	397	103
Corporations	268	123	145	166	73	29	51	134	83	122	146	97	24	147	123	145	47	221	73	195	208	60
	54%	49%	58%	59%	48%	44%	60%	53%	51%	46%	63%	55%	58%	52%	52%	55%	66%	52%	54%	53%	52%	58%
Politicians				DE		*	*			I			*				Q*					*
	232	127	105	115	80	37	34	117	81	144	88	80	18	134	112	119	25	207	62	170	189	43
	46%	51%	42%	41%	52%	56%	40%	47%	49%	54%	37%	45%	42%	48%	48%	45%	34%	48%	46%	47%	48%	42%
Sigma				C	C*	*				J			*				*	P				*
	500	250	250	282	152	66	85	251	164	266	234	177	41	281	236	264	72	428	135	365	397	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	1020	509	511	323	390	307	263	483	274	497	523	341	556	123	499	521	98	922	138	882	615	405
Base: All Respondents (wtd)	500	250	250	181	176	143	140	235	125	244	256	243	198	58	231	269	45	455	63	437	284	216
Politicians	267	140	127	97	90	80	74	123	69	126	141	126	108	33	129	138	22	244	36	231	149	118
	53%	56%	51%	54%	51%	56%	53%	53%	55%	52%	55%	52%	54%	58%	56%	51%	50%	54%	57%	53%	53%	54%
Corporations	233	110	123	84	86	63	66	111	56	118	115	118	91	25	102	131	23	211	27	206	135	99
	47%	44%	49%	46%	49%	44%	47%	47%	45%	48%	45%	48%	46%	42%	44%	49%	50%	46%	43%	47%	47%	46%
Sigma	500	250	250	181	176	143	140	235	125	244	256	243	198	58	231	269	45	455	63	437	284	216
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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	534	473	277	345	385	593	346	68	621	386	325	217	465	524	483	65	942	101	906	696	311
Base: All Respondents (wtd)	500	251	249	186	155	159	328	153	20	273	227	295	90	115	224	276	27	473	39	461	316	184
Corporations	374	176	198	156	112	105	250	109	14	199	175	217	72	85	156	217	16	358	25	349	234	140
	75%	70%	79%	84%	72%	66%	76%	72%	71%	73%	77%	74%	80%	74%	70%	79%	58%	76%	64%	76%	74%	76%
		A	DE						*						N	*	P	*	R			
Politicians	126	75	51	29	43	54	77	43	6	74	52	78	18	30	68	58	12	115	14	112	82	44
	25%	30%	21%	16%	28%	34%	24%	28%	29%	27%	23%	26%	20%	26%	30%	21%	42%	24%	36%	24%	26%	24%
		B		C		C			*						O	Q*			S*			
Sigma	500	251	249	186	155	159	328	153	20	273	227	295	90	115	224	276	27	473	39	461	316	184
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GU1. Who do you think can make a bigger difference in the world?

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)	506	251	255	242	170	94	350	138	18	219	287	137	151	218	263	243	124	382	122	384	313	193
Base: All Respondents (wtd)	500	238	262	270	160	70	397	94	9	212	288	321	103	76	238	262	111	389	91	409	271	229
Corporations	373	184	189	193	124	56	293	73	7	158	215	236	82	55	180	193	93	280	79	294	210	163
	75%	77%	72%	72%	77%	80%	74%	78%	81%	75%	75%	74%	80%	72%	75%	74%	84%	72%	87%	72%	78%	71%
					*	*	*	*	**	*	*	*	*	*	*	*	Q*	*	S*	*	*	*
Politicians	127	54	73	77	36	14	104	21	2	53	74	85	21	21	58	69	18	109	12	115	61	66
	25%	23%	28%	28%	23%	20%	26%	22%	19%	25%	25%	26%	20%	28%	25%	26%	16%	28%	13%	28%	22%	29%
					*	*	*	*	**	*	*	*	*	*	*	*	*	P	*	R	*	*
Sigma	500	238	262	270	160	70	397	94	9	212	288	321	103	76	238	262	111	389	91	409	271	229
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	514	294	220	207	161	146	399	104	11	247	267	60	364	90	232	282	61	453	76	438	285	229
Base: All Respondents (wtd)	500	248	252	215	147	138	403	87	9	229	271	104	327	69	206	294	51	449	63	437	253	247
Corporations	333	180	153	131	105	97	265	64	5	154	179	62	216	55	145	188	39	294	51	282	182	152
	67%	73%	61%	61%	71%	71%	66%	73%	50%	67%	66%	59%	66%	80%	70%	64%	76%	66%	81%	65%	72%	61%
	B			C					**			*		KL*			+		S*		U	
Politicians	167	68	99	84	42	41	138	24	5	75	92	42	110	14	61	106	12	155	12	155	71	96
	33%	27%	39%	39%	29%	29%	34%	27%	50%	33%	34%	41%	34%	20%	30%	36%	24%	34%	19%	35%	28%	39%
	A			D					**			M*		M			*		*		R	T
Sigma	500	248	252	215	147	138	403	87	9	229	271	104	327	69	206	294	51	449	63	437	253	247
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	503	234	269	194	175	134	61	270	172	257	246	81	285	137	265	238	33	470	43	460	365	138
Base: All Respondents (wtd)	500	241	259	211	177	112	75	276	149	234	266	146	265	89	246	254	32	468	38	462	343	157
Politicians	252	119	134	80	100	73	36	135	81	136	116	70	130	52	135	117	12	240	15	238	185	68
	50%	49%	51%	38%	56%	65%	48%	49%	55%	58%	44%	48%	49%	59%	55%	46%	38%	51%	39%	51%	54%	43%
Corporations	248	122	126	131	77	39	39	141	68	97	150	76	136	36	111	137	20	228	23	224	159	89
	50%	51%	49%	62%	44%	35%	52%	51%	45%	42%	56%	52%	51%	41%	45%	54%	62%	49%	61%	49%	46%	57%
				DE	C	C	*			I	J	*			*		**		*			
Sigma	500	241	259	211	177	112	75	276	149	234	266	146	265	89	246	254	32	468	38	462	343	157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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																					
	Saudi Arabia		Saudi Arabia																			
	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)	516	329	187	310	171	35	246	137	60	316	200	119	143	254	249	267	86	430	102	414	331	185
Base: All Respondents (wtd)	500	283	217	295	164	41	276	116	42	304	196	290	145	65	213	287	73	427	78	422	277	223
Corporations	279	155	124	167	88	24	151	72	28	167	112	161	79	39	122	157	40	239	45	234	157	122
	56%	55%	57%	56%	54%	59%	55%	62%	67%	55%	57%	55%	54%	60%	57%	55%	54%	56%	58%	55%	57%	55%
					*	**		*	**								+	*				
Politicians	221	128	93	129	76	17	125	44	14	137	84	129	66	26	91	130	34	187	33	188	120	101
	44%	45%	43%	44%	46%	41%	45%	38%	33%	45%	43%	45%	46%	40%	43%	45%	46%	44%	42%	45%	43%	45%
					*	**		*	**								+	*				
Sigma	500	283	217	295	164	41	276	116	42	304	196	290	145	65	213	287	73	427	78	422	277	223
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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	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)	515	164	351	207	189	119	22	121	372	264	251	230	153	132	283	232	95	420	156	359	449	66
Base: All Respondents (wtd)	500	240	260	287	132	82	34	130	335	203	297	235	139	126	261	239	89	411	137	363	398	102
Corporations	365	191	174	215	96	54	32	89	244	137	228	159	108	98	184	181	70	295	103	263	280	85
	73%	80%	67%	75%	73%	66%	93%	68%	73%	68%	77%	68%	78%	78%	70%	76%	79%	72%	75%	72%	70%	84%
		B*					**	*					*	*			*		*			*
Politicians	135	49	86	71	35	28	2	41	91	66	69	76	31	28	77	58	19	116	34	100	118	17
	27%	20%	33%	25%	27%	34%	7%	32%	27%	32%	23%	32%	22%	22%	30%	24%	21%	28%	25%	28%	30%	16%
		*	A				**	*					*	*			*		*			*
Sigma	500	240	260	287	132	82	34	130	335	203	297	235	139	126	261	239	89	411	137	363	398	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	508	258	250	176	205	127	87	198	223	315	193	10	127	371	292	216	77	431	118	390	395	113
Base: All Respondents (wtd)	500	252	248	211	192	97	92	203	205	283	217	10	133	357	276	224	69	431	104	396	374	126
Corporations	298	140	158	138	109	51	58	116	124	163	135	6	78	215	154	144	37	261	56	242	218	81
	60%	56%	64%	66%	57%	53%	63%	57%	61%	58%	62%	56%	58%	60%	56%	64%	54%	61%	54%	61%	58%	64%
				E			*					**					+					
Politicians	202	112	89	72	83	46	34	87	81	120	82	4	55	142	121	80	32	170	48	154	157	45
	40%	44%	36%	34%	43%	47%	37%	43%	39%	42%	38%	44%	42%	40%	44%	36%	46%	39%	46%	39%	42%	36%
				C			*					**					*					
Sigma	500	252	248	211	192	97	92	203	205	283	217	10	133	357	276	224	69	431	104	396	374	126
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	1020	484	536	315	429	276	695	287	38	476	544	653	79	288	555	465	77	943	83	937	603	417
Base: All Respondents (wtd)	500	252	248	205	177	118	344	137	19	202	298	249	115	136	267	233	36	464	41	459	289	211
Corporations	332	175	157	131	114	87	227	89	16	128	204	164	83	85	182	150	25	307	29	303	197	135
	66%	69%	63%	64%	64%	73%	66%	65%	83%	63%	68%	66%	72%	63%	68%	65%	69%	66%	71%	66%	68%	64%
Politicians	168	77	91	73	63	32	118	47	3	74	94	85	32	51	86	83	11	157	12	156	92	76
	34%	31%	37%	36%	36%	27%	34%	35%	17%	37%	32%	34%	28%	37%	32%	35%	31%	34%	29%	34%	32%	36%
Sigma	500	252	248	205	177	118	344	137	19	202	298	249	115	136	267	233	36	464	41	459	289	211
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	513	252	261	145	161	207	152	267	94	200	313	366	77	70	325	188	57	456	80	433	374	139	
Base: All Respondents (wtd)	500	253	247	185	140	174	138	242	120	185	315	105	262	132	323	177	59	441	78	422	407	93	
Corporations	322	148	173	151	76	95	106	166	50	115	207	64	178	80	213	109	32	290	44	278	257	65	
	64%	59%	70%	81%	54%	54%	77%	69%	41%	62%	66%	61%	68%	60%	66%	61%	55%	66%	56%	66%	63%	70%	
		*	*	DE*	*	*	H*	H	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Politicians	178	105	73	35	64	79	32	76	70	70	108	41	84	53	110	69	26	152	34	144	151	27	
	36%	41%	30%	19%	46%	46%	23%	31%	59%	38%	34%	39%	32%	40%	34%	39%	45%	34%	44%	34%	37%	30%	
		*	*	C*	C*	*	*	FG*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Sigma	500	253	247	185	140	174	138	242	120	185	315	105	262	132	323	177	59	441	78	422	407	93	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	504	283	221	299	172	33	16	174	314	289	215	137	86	281	284	220	75	429	206	298	367	137
Base: All Respondents (wtd)	500	252	248	262	183	54	15	170	315	287	213	144	83	272	277	223	72	428	195	305	351	149
Corporations	263	133	130	139	98	26	9	98	156	148	115	67	43	153	143	120	39	224	105	158	183	80
	53%	53%	53%	53%	53%	48%	59%	58%	49%	51%	54%	46%	51%	56%	52%	54%	55%	52%	54%	52%	52%	54%
					*		**						*				+					
Politicians	237	119	118	123	86	28	6	72	159	139	98	77	41	119	134	103	32	205	90	147	168	69
	47%	47%	47%	47%	47%	52%	41%	42%	51%	49%	46%	54%	49%	44%	48%	46%	45%	48%	46%	48%	48%	46%
						*	**						*				+					
Sigma	500	252	248	262	183	54	15	170	315	287	213	144	83	272	277	223	72	428	195	305	351	149
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	1017	505	512	364	306	347	250	592	175	408	609	307	334	376	592	425	79	938	102	915	688	329
Base: All Respondents (wtd)	500	246	254	185	147	168	128	287	85	193	307	156	168	176	280	220	38	462	49	451	327	173
Corporations	352	167	185	126	109	117	95	196	61	138	215	108	121	124	200	152	28	324	35	317	235	117
	70%	68%	73%	68%	74%	70%	74%	68%	72%	71%	70%	69%	72%	70%	71%	69%	75%	70%	72%	70%	72%	68%
																	*					
Politicians	148	79	69	59	38	50	33	91	24	55	92	48	48	52	80	67	9	138	14	134	92	56
	30%	32%	27%	32%	26%	30%	26%	32%	28%	29%	30%	31%	28%	30%	29%	31%	25%	30%	28%	30%	28%	32%
																	*					
Sigma	500	246	254	185	147	168	128	287	85	193	307	156	168	176	280	220	38	462	49	451	327	173
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GU1. Who do you think can make a bigger difference in the world?
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)	1014	485	529	310	309	395	188	464	362	598	416	398	337	279	515	499	109	905	126	888	620	394
Base: All Respondents (wtd)	500	247	253	182	148	170	81	210	210	292	208	232	127	141	246	254	55	445	64	436	310	190
Corporations	365	178	187	134	102	129	54	154	157	219	146	174	90	101	185	180	43	322	51	314	231	134
	73%	72%	74%	73%	69%	76%	66%	74%	75%	75%	70%	75%	71%	72%	75%	71%	79%	72%	79%	72%	74%	71%
					D				F								*					
Politicians	135	69	66	49	46	41	27	55	52	72	62	59	37	39	61	74	12	123	13	122	79	56
	27%	28%	26%	27%	31%	24%	34%	26%	25%	25%	30%	25%	29%	28%	25%	29%	21%	28%	21%	28%	26%	29%
					E		H										*					
Sigma	500	247	253	182	148	170	81	210	210	292	208	232	127	141	246	254	55	445	64	436	310	190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%