

Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V,W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	18503	9116	9387	6959	6338	5206	4972	7301	5161	9220	9283	5152	6555	6796	10239	8264	2081	16422	3403	15100	12829	5674	8152	5191	5160
Base: All Respondents (wtd)	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
Spend time looking for a good deal	10530	5146	5383	4603	3379	2548	3230	4035	2564	4766	5764	3810	3946	2774	5519	5011	1068	9462	1639	8890	6847	3683	4476	3162	2892
	84%	83%	86%	84%	84%	84%	88%	84%	79%	83%	85%	87%	85%	80%	83%	85%	78%	85%	76%	86%	82%	88%	82%	86%	86%
Pay more to make a quick/efficient purchase		A					GH	H		I	LM	M			N		P								
	1970	1085	885	875	620	475	431	740	695	947	1024	571	703	697	1104	866	298	1673	526	1444	1461	510	957	529	484
	16%	17%	14%	16%	16%	16%	12%	16%	21%	17%	15%	13%	15%	20%	17%	15%	22%	15%	24%	14%	18%	12%	18%	14%	14%
		B					F	FG		J			K	KL	Q		Q		S		U		WX		
Sigma	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
	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 (*)
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
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Norway	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	Y
Base: All Respondents (unwtd)	18503	501	1000	500	1000	1000	1000	1000	1000	1000	500	1000	500	1000	1000	500	500	501	500	501	500	500	1000	500	500	1000
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Spend time looking for a good deal	10530	459	449	456	382	429	403	457	456	466	470	396	291	451	442	451	375	430	403	381	435	406	471	376	371	425
	84%	92%	90%	91%	76%	86%	81%	91%	91%	93%	94%	79%	58%	90%	88%	90%	75%	86%	81%	76%	87%	81%	94%	75%	74%	85%
		DEFKLPQRST UWXY	DEFKLPRSUV XY	DEFKLPQRST UWXY	L	DKLPRSUVX	L	DEFKLPQRST UWXY	DEFKLPQRST UWXY	BDEFKLMNP QRSTUWXY	BDEFKLMNP QRSTUWXY	LX		DEFKLPQRSU WXY	DFKLPRSUVX Y	DEFKLPRSUV XY	L	DKLPRSUVX	LX	L	DFKLPRSUVX	DLPX	BDEFGHKLM NOPQRSTUW XY	L	L	DKLPSWX
Pay more to make a quick/efficient purchase	1970	41	51	44	118	71	97	43	44	34	30	104	209	49	58	49	125	70	97	119	65	94	29	124	129	75
	16%	8%	10%	9%						7%	6%															
			UV		ABCEGHUMN OQTUVY	ABCGHIUMOV	ABCEGHUMN OTV	V	V			ABCEGHUMN OQTUVY	ABCEFGHIUK MNOPQRSTU VWXY	UV	UV	V	ABCEGHUMN OQTUVY	ACGHUMV	ABCEGHUMN OQTV	ABCEGHUMN OQTVY	ACGHUV	ABCEGHUMN OQTV		ABCEGHUMN OQTUVY	ABCEGHUUKM NOQRTUVY	ABCEGHUMN OV
Sigma	12500	500	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%	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 America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18503	2000	2001	7501	5500	7500	3500	1501
Base: All Respondents (wtd)	12500	1000	1500	5000	3500	4000	2000	1500
Spend time looking for a good deal	10530	853	1292	4407	2790	3528	1584	1188
	84%	85%	86%	88%	80%	88%	79%	79%
		DFG	DFG	ADFG		ADFG		
Pay more to make a quick/efficient purchase	1970	147	208	593	710	472	416	312
	16%	15%	14%	12%	20%	12%	21%	21%
		CE			ABCE		ABCE	ABCE
Sigma	12500	1000	1500	5000	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

Socialogae
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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 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,V/W/X
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		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	501	214	287	219	166	116	187	210	104	174	327	168	180	153	239	262	73	428	82	419	355	146	323	128	50
Base: All Respondents (wtd)	500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
Spend time looking for a good deal	459	228	231	232	133	93	208	193	59	143	316	302	110	47	203	255	56	403	51	408	283	176	278	127	54
	92%	93%	91%	94%	90%	90%	93%	92%	86%	93%	91%	92%	92%	86%	90%	93%	87%	92%	83%	93%	90%	95%	92%	91%	92%
Pay more to make a quick/efficient purchase	41	17	24	16	15	10	16	16	9	11	30	25	9	8	23	19	8	33	11	31	32	9	24	13	5
	8%	7%	9%	6%	10%	10%	7%	8%	14%	7%	9%	8%	8%	14%	10%	7%	13%	8%	17%	7%	10%	5%	8%	9%	8%
Sigma	500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
	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/a/b,c/d/e
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,c,d/e
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		METRO		NON-METRO		VIC/TAS		Region NSW/ACT		QLD		SA/NT		WA		Active		Passive		Inactive			
		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 Employed	Non Employed																						
		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	c	d	e												
Base: All Respondents (unwtd)	1000	421	579	336	341	323	222	511	267	516	484	304	317	379	525	475	107	893	123	877	623	377	614	386	291	322	214	90	83	384	270	346												
Base: All Respondents (wtd)	500	248	252	197	157	146	122	259	120	233	267	131	295	74	260	240	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174												
Spend time looking for a good deal	449	219	230	174	145	130	111	232	106	206	243	121	263	65	227	222	36	413	42	406	259	190	260	189	129	139	102	41	38	164	125	159												
	90%	88%	91%	88%	92%	89%	91%	90%	88%	88%	91%	92%	89%	87%	87%	92%	75%	91%	76%	91%	87%	95%	88%	92%	92%	88%	90%	93%	85%	87%	91%	92%												
Pay more to make a quick/efficient purchase	51	29	22	23	12	17	10	27	14	27	24	10	31	9	33	18	12	40	13	38	40	11	34	17	11	20	11	3	7	25	12	14												
	10%	12%	9%	12%	8%	11%	9%	10%	12%	12%	9%	8%	11%	13%	13%	8%	25%	9%	24%	9%	13%	5%	12%	8%	8%	12%	10%	7%	15%	13%	9%	8%												
Sigma	500	248	252	197	157	146	122	259	120	233	267	131	295	74	260	240	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174												
	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%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
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/c
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		Social Media		
		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 Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inactive
		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	c
Base: All Respondents (unwtd)	500	253	247	150	175	175	124	170	100	188	312	125	229	146	301	199	26	474	50	450	304	196	-	-	-	214	286	100	148	252
Base: All Respondents (wtd)	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	255
Spend time looking for a good deal	456	226	230	165	143	148	127	156	77	165	291	166	171	120	261	195	21	435	38	419	250	206	-	-	-	191	266	87	130	239
	91%	90%	93%	89%	90%	95%	96%	91%	85%	92%	91%	96%	92%	84%	90%	94%	94%	91%	86%	92%	87%	97%	-	-	-	91%	91%	87%	90%	94%
Pay more to make a quick/efficient purchase							H		*			M	M				**		*		T					*		a		
	44	25	18	20	16	8	5	15	13	14	30	7	14	23	30	14	1	42	6	37	38	6	-	-	-	19	25	13	15	15
	9%	10%	7%	11%	10%	5%	4%	9%	15%	8%	9%	4%	8%	16%	10%	6%	6%	9%	14%	8%	13%	3%	-	-	-	9%	9%	c*	10%	6%
Sigma	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	209	291	101	145	255
	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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Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	422	578	557	277	166	236	727	37	396	604	146	556	298	417	583	130	870	191	809	709	291	717	179	104
Base: All Respondents (wtd)	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
Spend time looking for a good deal	382	176	206	214	115	53	111	260	11	153	229	124	197	60	157	225	42	340	59	323	264	118	267	64	51
	76%	76%	77%	75%	80%	74%	78%	76%	76%	79%	75%	79%	75%	75%	77%	76%	66%	78%	65%	79%	76%	76%	77%	71%	78%
Pay more to make a quick/efficient purchase	118	56	62	71	29	18	32	83	3	41	77	32	65	21	47	71	21	97	32	86	81	37	78	26	15
	24%	24%	23%	25%	20%	26%	22%	24%	24%	21%	25%	21%	25%	25%	23%	24%	34%	22%	35%	21%	24%	24%	23%	29%	22%
Sigma	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
	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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Socialogee
HA1.1. Would you rather?
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/a/b,c/d/e
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,c/d/e
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							Social Media		
	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 Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inactive	
	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	c	d	e	
Base: All Respondents (unwtd)	1000	443	557	345	347	308	182	408	410	469	531	385	454	161	492	508	92	908	122	878	677	323	49	68	95	109	-	404	275	352	296	352
Base: All Respondents (wtd)	500	247	253	178	180	143	92	201	207	230	270	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173
Spend time looking for a good deal	429	205	223	147	161	120	84	175	170	197	232	162	194	73	217	211	38	391	52	377	291	137	20	29	41	46	-	178	116	156	127	146
	86%	83%	88%	83%	90%	84%	91%	87%	82%	86%	86%	87%	87%	81%	86%	86%	81%	86%	81%	86%	85%	87%	83%	88%	88%	85%	-	87%	84%	86%	87%	84%
Pay more to make a quick/efficient purchase	71	42	30	30	18	23	8	26	37	33	38	24	30	18	36	35	9	62	12	59	50	21	4	4	6	8	-	27	22	24	19	27
	14%	17%	12%	17%	10%	16%	9%	13%	18%	14%	14%	13%	13%	19%	14%	14%	19%	14%	19%	14%	15%	13%	17%	12%	12%	15%	-	13%	16%	14%	13%	16%
		B		D				FG								*						*	*	*	*							
	500	247	253	178	180	143	92	201	207	230	270	186	223	91	254	246	47	453	64	436	342	158	24	33	46	54	-	205	138	180	147	173
Sigma	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%	100%

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

	China Total	China																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
	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)	1000	518	482	425	425	150	56	273	671	719	281	94	293	613	672	328	86	914	306	694	877	123	632	286	82
Base: All Respondents (wtd)	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92
Spend time looking for a good deal	403	202	201	167	151	85	36	178	188	273	130	241	128	33	233	170	18	385	76	326	312	91	194	131	78
	81%	81%	80%	83%	80%	76%	67%	89%	77%	79%	84%	82%	83%	67%	78%	85%	52%	83%	67%	84%	80%	83%	74%	90%	85%
	*	*	*	*	*	**	*	H*	*	*	M*	M		*	**	**	*	R		*	*	V*		**	
Pay more to make a quick/efficient purchase	97	47	50	33	37	27	17	23	57	73	24	54	27	17	68	30	16	81	37	60	79	18	69	15	14
	19%	19%	20%	17%	20%	24%	33%	11%	23%	21%	16%	18%	17%	33%	22%	15%	48%	17%	33%	16%	20%	17%	26%	10%	15%
	*	*		*	*	*	**	*	G		*	*		KL		*	**		S*		*	W	*	**	
Sigma	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	506	494	315	304	381	177	478	203	391	609	389	289	322	627	373	31	969	61	939	634	366	223	313	464
Base: All Respondents (wtd)	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
Spend time looking for a good deal	457	224	233	173	138	145	89	219	83	168	289	157	188	112	273	184	14	443	23	434	286	171	105	139	213
	91%	91%	92%	91%	91%	92%	95%	91%	90%	93%	91%	94%	90%	90%	91%	92%	**	91%	* 90%	91%	90%	94%	90%	91%	92%
Pay more to make a quick/efficient purchase	43	23	20	17	13	13	5	21	9	13	30	11	20	12	28	16	1	42	3	41	32	11	11	14	18
	9%	9%	8%	9%	9%	8%	5%	9%	10%	7%	9%	6%	10%	10%	9%	8%	8%	9%	10%	9%	10%	6%	10%	9%	8%
Sigma																	**		*		U				
	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	521	479	289	356	355	211	297	387	410	590	186	621	193	669	331	75	925	178	822	735	265	240	301	459
Base: All Respondents (wtd)	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
Spend time looking for a good deal	456	231	225	153	164	139	103	136	165	176	280	107	261	88	296	159	31	425	73	382	324	131	108	138	210
	91%	91%	91%	89%	92%	93%	91%	92%	89%	92%	91%	94%	91%	87%	91%	91%	89%	91%	87%	92%	91%	92%	89%	91%	92%
Pay more to make a quick/efficient purchase	44	22	23	19	15	10	10	11	20	16	28	7	24	13	29	16	4	41	11	34	33	11	13	14	17
	9%	9%	9%	11%	8%	7%	9%	8%	11%	8%	9%	6%	9%	13%	9%	9%	11%	9%	13%	8%	9%	8%	11%	9%	8%
														K			*								
Sigma	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
	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%

Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	261	239	190	151	159	162	243	16	201	299	156	228	116	281	219	28	472	27	473	292	208	182	220	98
Base: All Respondents (wtd)	500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
Spend time looking for a good deal	470	231	239	190	128	151	156	229	12	180	289	121	273	75	259	211	25	444	24	445	263	206	175	206	88
	94%	95%	93%	94%	92%	95%	95%	93%	95%	91%	96%	94%	93%	98%	95%	93%	95%	94%	95%	94%	93%	96%	97%	93%	91%
Pay more to make a quick/efficient purchase	30	13	17	11	11	8	7	16	1	18	13	8	21	1	14	17	1	29	1	29	21	9	5	16	9
	6%	5%	7%	6%	8%	5%	5%	7%	5%	9%	4%	6%	7%	2%	5%	7%	5%	6%	5%	6%	7%	4%	3%	7%	9%
										**	I						**		**			WX			*
Sigma	500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
	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%

Socialogues
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	India Total	India																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	511	489	505	332	163	384	352	264	645	355	1	120	879	495	505	258	742	463	537	779	221	732	185	83
Base: All Respondents (wtd)	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
Spend time looking for a good deal	396	202	194	223	118	56	162	138	96	239	157	1	51	345	189	208	92	304	175	221	297	99	296	70	30
	79%	78%	80%	81%	79%	76%	82%	80%	74%	79%	80%	100%	80%	79%	78%	81%	72%	82%	77%	81%	77%	86%	80%	78%	73%
Pay more to make a quick/efficient purchase	104	56	48	54	32	18	35	35	33	65	39	-	13	90	54	50	36	67	52	52	87	16	73	19	11
	21%	22%	20%	19%	21%	24%	18%	20%	26%	21%	20%	-	20%	21%	22%	19%	28%	18%	23%	19%	23%	14%	20%	22%	27%
							F					**					Q				U				*
Sigma	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
	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%

Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Indonesia Total	Indonesia																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
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 Employed	Non Employed	Active	Passive	Inactive	
		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)	500	283	217	267	164	69	71	252	177	288	212	172	37	291	242	258	78	422	145	355	413	87	338	134	28
Base: All Respondents (wtd)	500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
Spend time looking for a good deal	291	138	154	172	87	33	46	151	94	141	151	107	22	163	126	165	47	245	76	216	237	54	187	85	19
	58%	55%	61%	61%	54%	56%	64%	59%	54%	51%	67%	61%	61%	56%	55%	61%	64%	57%	54%	60%	58%	61%	55%	63%	72%
Pay more to make a quick/efficient purchase	209	112	96	110	74	25	26	103	80	135	74	68	14	127	103	106	27	182	64	145	175	34	152	50	7
	42%	45%	39%	39%	46%	44%	36%	41%	46%	49%	33%	39%	39%	44%	45%	39%	36%	43%	46%	40%	42%	39%	45%	37%	28%
Sigma	500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	509	491	261	421	318	213	400	236	489	511	330	537	133	536	464	84	916	146	854	634	366	539	239	222
Base: All Respondents (wtd)	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
Spend time looking for a good deal	451	220	230	164	169	118	112	178	89	203	248	221	178	51	218	233	34	417	53	398	262	189	245	107	99
	90%	88%	92%	91%	90%	90%	93%	90%	87%	89%	91%	91%	90%	89%	89%	91%	87%	90%	84%	91%	89%	91%	90%	90%	91%
Pay more to make a quick/efficient purchase	49	30	20	17	20	12	8	20	13	25	25	23	20	7	26	23	5	44	10	39	31	18	27	12	10
	10%	12%	8%	9%	10%	10%	7%	10%	13%	11%	9%	9%	10%	11%	11%	9%	13%	10%	16%	9%	11%	9%	10%	10%	9%
Sigma	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
	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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Socialogues
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	527	473	264	359	377	618	319	63	558	442	328	215	457	519	481	56	944	102	898	708	292	81	250	669
Base: All Respondents (wtd)	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347
Spend time looking for a good deal	442	218	224	163	135	145	304	122	16	219	223	270	77	95	199	244	20	422	33	410	295	147	31	103	308
	88%	87%	90%	88%	90%	87%	90%	88%	69%	88%	89%	92%	86%	82%	86%	90%	75%	89%	79%	89%	88%	89%	82%	90%	89%
Pay more to make a quick/efficient purchase	58	32	25	22	14	21	34	16	7	29	28	25	13	20	31	26	7	51	9	49	39	19	7	12	39
	12%	13%	10%	12%	10%	13%	10%	12%	31%	12%	11%	8%	14%	18%	14%	10%	25%	11%	21%	11%	12%	11%	18%	10%	11%
Sigma	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347
	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%

Sociologue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Mexico Total	Mexico																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	253	247	256	157	87	337	134	29	205	295	141	157	202	287	213	128	372	159	341	345	155	291	139	70
Base: All Respondents (wtd)	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
Spend time looking for a good deal	451	211	241	243	144	64	350	82	19	174	277	289	94	68	242	210	98	353	116	335	292	160	233	141	77
	90%	88%	92%	90%	92%	88%	91%	84%	97%	92%	89%	90%	92%	90%	89%	91%	92%	90%	89%	91%	90%	91%	91%	93%	82%
Pay more to make a quick/efficient purchase	49	28	21	27	13	9	33	16	1	15	34	32	9	8	29	20	9	40	14	35	32	16	22	10	16
	10%	12%	8%	10%	8%	12%	9%	16%	3%	8%	11%	10%	8%	10%	11%	9%	8%	10%	11%	9%	10%	9%	9%	7%	18%
Sigma	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
	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%

Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Poland Total	Poland																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
	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)	501	244	257	188	153	160	329	102	8	255	246	49	362	90	248	253	44	457	66	435	308	193	235	177	89
Base: All Respondents (wtd)	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
Spend time looking for a good deal	430	211	220	183	133	114	295	75	3	212	218	85	287	58	197	233	34	397	51	379	238	192	206	148	77
	86%	85%	87%	85%	89%	84%	87%	83%	40%	90%	82%	82%	88%	84%	86%	86%	79%	87%	82%	87%	85%	87%	87%	86%	83%
Pay more to make a quick/efficient purchase	70	37	32	32	16	22	44	15	5	23	46	19	40	11	32	37	9	61	11	58	42	28	30	25	15
	14%	15%	13%	15%	11%	16%	13%	17%	60%	10%	18%	18%	12%	16%	14%	14%	21%	13%	18%	13%	15%	13%	13%	14%	17%
								*	**		I	*		*			*		*						*
Sigma	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Russia Total	Russia																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	259	241	156	173	171	38	246	190	267	233	82	270	148	274	226	39	461	64	436	346	154	137	212	151
Base: All Respondents (wtd)	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
Spend time looking for a good deal	403	191	212	171	136	96	33	221	128	209	194	123	215	64	185	218	22	381	40	364	254	149	99	176	128
	81%	79%	82%	81%	83%	78%	82%	83%	77%	83%	78%	84%	81%	73%	77%	84%	59%	82%	67%	82%	80%	82%	74%	85%	81%
Pay more to make a quick/efficient purchase							*					*					**		R			*	V		
	97	50	47	40	29	28	7	44	38	42	55	23	50	24	54	43	15	82	20	77	65	32	35	31	30
	19%	21%	18%	19%	17%	22%	18%	17%	23%	17%	22%	16%	19%	27%	23%	16%	41%	18%	33%	18%	20%	18%	26%	15%	19%
Sigma							*					*					**		S*			W*			
	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Saudi Arabia	Saudi Arabia																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	501	261	240	297	161	43	247	130	48	277	224	127	135	239	218	283	62	439	71	430	282	219	256	155	90
Base: All Respondents (wtd)	500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122
Spend time looking for a good deal	381	206	176	233	104	44	231	76	17	199	182	229	105	47	153	228	37	344	39	342	184	197	161	131	89
	76%	73%	81%	79%	71%	76%	83%	68%	63%	79%	73%	79%	73%	72%	75%	77%	69%	77%	67%	77%	76%	76%	74%	81%	73%
Pay more to make a quick/efficient purchase	119	77	41	62	43	14	46	36	10	53	66	61	40	18	50	69	17	102	19	99	57	62	56	30	33
	24%	27%	19%	21%	29%	24%	17%	32%	37%	21%	27%	21%	27%	28%	25%	23%	31%	23%	33%	23%	24%	24%	26%	19%	27%
Sigma	500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122
	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%

Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	South Africa	South Africa																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	219	281	264	148	88	39	96	365	239	261	246	143	111	277	223	123	377	187	313	415	85	313	139	48
Base: All Respondents (wtd)	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47
Spend time looking for a good deal	435	203	232	255	112	69	48	80	307	188	247	234	110	91	225	211	99	336	153	282	336	100	281	116	38
	87%	85%	89%	89%	89%	78%	95%	84%	87%	89%	86%	90%	84%	85%	87%	88%	88%	87%	88%	86%	87%	89%	89%	85%	81%
Pay more to make a quick/efficient purchase				E	E	*	*	*	*																*
	65	37	28	32	14	19	3	15	47	24	40	27	21	16	34	30	13	51	20	44	52	12	35	20	9
	13%	15%	11%	11%	11%	22%	5%	16%	13%	11%	14%	10%	16%	15%	13%	12%	12%	13%	12%	14%	13%	11%	11%	15%	19%
Sigma				CD*	CD*	*	*	*	*												*	*	*	*	*
	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	South Korea Total	South Korea																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
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 Employed	Non Employed	Active	Passive	Inactive	
		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)	500	238	262	172	196	132	63	193	244	318	182	9	128	363	269	231	63	437	99	401	376	124	184	206	110
Base: All Respondents (wtd)	500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
Spend time looking for a good deal	406	209	197	167	149	90	51	165	190	238	168	9	112	285	216	189	45	360	65	340	296	109	146	167	92
	81%	83%	80%	79%	80%	87%	75%	83%	81%	82%	80%	85%	83%	80%	83%	79%	75%	82%	72%	83%	81%	81%	79%	82%	82%
Pay more to make a quick/efficient purchase	94	44	51	43	37	14	17	34	43	52	42	2	23	70	45	50	15	79	26	68	70	25	39	36	20
	19%	17%	20%	21%	20%	13%	25%	17%	19%	18%	20%	15%	17%	20%	17%	21%	25%	18%	28%	17%	19%	19%	21%	18%	18%
Sigma	500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Spain Total	Spain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	496	504	327	392	281	571	254	48	503	497	650	85	265	537	463	97	903	100	900	597	403	500	267	233
Base: All Respondents (wtd)	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
Spend time looking for a good deal	471	233	238	192	162	117	265	121	21	210	261	236	109	126	249	222	42	429	44	427	268	203	244	127	100
	94%	93%	96%	94%	93%	96%	95%	92%	86%	94%	95%	95%	96%	92%	94%	95%	88%	95%	88%	95%	93%	96%	94%	96%	93%
Pay more to make a quick/efficient purchase	29	19	10	12	11	5	13	11	3	15	14	13	5	11	16	13	6	23	6	23	22	7	16	5	8
	6%	7%	4%	6%	7%	4%	5%	8%	14%	6%	5%	5%	4%	8%	6%	5%	12%	5%	12%	5%	7%	4%	6%	4%	7%
Sigma	F*						F*						*				Q*		S*		U				
	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
	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%

Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	257	243	158	157	185	174	204	72	126	374	334	75	91	357	143	42	458	57	443	334	166	130	149	221
Base: All Respondents (wtd)	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
Spend time looking for a good deal	376	177	198	144	112	119	123	147	54	93	282	89	180	107	276	100	41	335	43	332	274	102	101	127	148
	75%	70%	80%	78%	79%	69%	77%	77%	66%	80%	74%	85%	68%	81%	74%	79%	77%	75%	58%	78%	73%	81%	69%	79%	76%
Pay more to make a quick/efficient purchase	124	76	48	41	29	54	37	43	28	23	101	16	83	25	98	26	12	112	32	92	100	24	45	33	46
	25%	30%	20%	22%	21%	31%	23%	23%	34%	20%	26%	15%	32%	19%	26%	21%	23%	25%	42%	22%	27%	19%	31%	21%	24%
Sigma	500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
	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%

Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Turkey Total	Turkey																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	290	210	296	164	40	12	135	353	250	250	138	73	289	285	215	69	431	193	307	364	136	304	154	42
Base: All Respondents (wtd)	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
Spend time looking for a good deal	371	176	195	186	135	50	9	106	256	188	183	109	52	209	204	167	48	323	125	246	254	117	225	121	25
	74%	70%	79%	71%	78%	77%	82%	78%	73%	74%	74%	76%	67%	75%	74%	75%	69%	75%	69%	77%	74%	76%	73%	80%	58%
Pay more to make a quick/efficient purchase	129	76	A	76	38	15	2	30	97	64	65	34	25	69	74	55	21	108	57	72	91	38	81	29	18
	26%	30%	21%	29%	22%	23%	18%	22%	27%	26%	26%	24%	33%	25%	26%	25%	31%	25%	31%	23%	26%	24%	27%	20%	42%
Sigma	B					*	**						*				*		R			X	X		*
	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain	Great Britain																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
	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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	501	499	329	347	324	181	499	216	429	571	223	326	451	618	382	93	907	136	864	651	349	382	259	359
Base: All Respondents (wtd)	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
Spend time looking for a good deal	466	227	239	173	159	134	85	232	98	191	274	100	159	207	281	185	39	427	59	406	300	165	184	123	158
	93%	92%	94%	94%	95%	91%	94%	94%	90%	93%	93%	93%	95%	92%	94%	92%	86%	94%	89%	94%	93%	94%	95%	94%	91%
Pay more to make a quick/efficient purchase	34	19	15	12	9	13	6	15	10	15	19	8	9	17	19	16	6	28	7	27	23	11	10	7	17
	7%	8%	6%	6%	5%	9%	6%	6%	10%	7%	7%	7%	5%	8%	6%	8%	14%	6%	11%	6%	7%	6%	5%	6%	9%
Sigma																	Q*								V
	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
	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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Socialogue
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	United States	the US																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	462	538	309	313	378	131	448	421	639	361	347	354	299	529	471	143	857	164	836	660	340	419	215	366
Base: All Respondents (wtd)	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
Spend time looking for a good deal	425	203	222	151	131	142	71	183	171	258	167	194	111	119	213	212	53	371	61	364	269	155	174	88	162
	85%	82%	88%	83%	85%	87%	88%	87%	81%	85%	84%	87%	84%	85%	82%	88%	82%	85%	80%	86%	83%	88%	84%	87%	84%
Pay more to make a quick/efficient purchase			A					H								N					T				
	75	44	31	31	24	20	10	27	39	44	31	38	16	21	47	29	12	64	15	60	55	21	32	13	30
	15%	18%	12%	17%	15%	13%	12%	13%	19%	15%	16%	16%	13%	15%	18%	12%	18%	15%	20%	14%	17%	12%	16%	13%	16%
Sigma			B					G							O						U				
	500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
	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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Socialogues
HA1.1. Would you rather?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

	Norway Total	Norway																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media						
		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 Employed	Non Employed	Active	Passive	Inactive				
		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)	500	247	253	84	159	257	7	220	232	268	232	22	371	107	325	175	54	446	111	389	411	89	158	170	172				
Base: All Respondents (wtd)	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143				
Spend time looking for a good deal	375	180	194	166	114	94	21	181	132	140	234	14	296	65	221	154	36	338	68	307	256	118	126	145	104				
	75%	71%	79%	88%	69%	64%	100%	81%	64%	65%	83%	74%	79%	62%	72%	79%	73%	75%	64%	78%	69%	91%	78%	74%	73%				
Pay more to make a quick/efficient purchase	125	72	53	23	51	52	-	42	75	76	49	5	81	40	85	40	13	112	38	87	113	12	36	51	39				
	25%	29%	21%	12%	31%	36%	-	19%	36%	35%	17%	26%	21%	38%	28%	21%	27%	25%	36%	22%	31%	9%	22%	26%	27%				
Sigma				DE*			**	H		I		**	M	*		*	*		R		T*	*	*	*					
				23	51	52	-	42	75	76	49	5	81	40	85	40	13	112	38	87	113	12	36	51	39				
				12%	31%	36%	-	19%	36%	35%	17%	26%	21%	38%	28%	21%	27%	25%	36%	22%	31%	9%	22%	26%	27%				
	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143				
	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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