

Lng	Cat	Region	South Asia	East Asia & Pacific	Latin America & Caribbean	Middle East & North Africa	Europe & Central Asia	Sub-Saharan Africa	North America
German	Culture	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific		–	–	–	–	–	–
		Latin America & Caribbean			–	–	–	–	–
		Middle East & North Africa				–	–	–	–
		Europe & Central Asia				0.157	–	–	–
		Sub-Saharan Africa						–	–
		North America				0.156	0.019		–
	Disaster	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.735	–	–	–	–	–	–
		Latin America & Caribbean	0.51	0.923	–	–	–	–	–
		Middle East & North Africa	0.429	0.243	0.328	–	–	–	–
		Europe & Central Asia	0.041	0.17	0.076	0.001	–	–	–
		Sub-Saharan Africa	0.503	0.823	0.726	0.272	0.449	–	–
		North America	0.01	0.159	0.002	0.001	0.892	0.465	–
	Politics	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.043	–	–	–	–	–	–
		Latin America & Caribbean	0.013	0.387	–	–	–	–	–
		Middle East & North Africa	0.013	0.778	0.814	–	–	–	–
		Europe & Central Asia	0.001	0.034	0.005	0.013	–	–	–
		Sub-Saharan Africa	0.821	0.125	0.14	0.069	<0.001	–	–
		North America	0.003	0.864	0.132	0.436	0.104	0.015	–
	Sports	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	<0.001	–	–	–	–	–	–
		Latin America & Caribbean	<0.001	<0.001	–	–	–	–	–
		Middle East & North Africa	<0.001	0.411	<0.001	–	–	–	–
		Europe & Central Asia	<0.001	<0.001	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	0.087	0.016	0.331	0.002	<0.001	–	–
		North America	<0.001	0.014	<0.001	0.447	<0.001	<0.001	–
English	Culture	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	<0.001	–	–	–	–	–	–
		Latin America & Caribbean	0.001	0.001	–	–	–	–	–
		Middle East & North Africa	0.156	0.196	0.156	–	–	–	–
		Europe & Central Asia	<0.001	0.688	0.003	0.296	–	–	–
		Sub-Saharan Africa	0.125	<0.001	0.065	0.189	<0.001	–	–
		North America	0.282	<0.001	0.01	0.133	<0.001	0.197	–
	Disaster	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	<0.001	–	–	–	–	–	–
		Latin America & Caribbean	0.012	<0.001	–	–	–	–	–
		Middle East & North Africa	0.222	<0.001	0.879	–	–	–	–
		Europe & Central Asia	<0.001	<0.001	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	0.013	0.172	0.892	0.219	<0.001	–	–
		North America	<0.001	0.41	<0.001	<0.001	<0.001	0.015	–
	Politics	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	<0.001	–	–	–	–	–	–
		Latin America & Caribbean	<0.001	0.27	–	–	–	–	–
		Middle East & North Africa	<0.001	0.845	0.467	–	–	–	–
		Europe & Central Asia	<0.001	<0.001	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	0.001	<0.001	<0.001	<0.001	<0.001	–	–
		North America	<0.001	<0.001	<0.001	0.004	<0.001	<0.001	–
	Sports	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	<0.001	–	–	–	–	–	–
		Latin America & Caribbean	<0.001	<0.001	–	–	–	–	–
		Middle East & North Africa	<0.001	0.637	<0.001	–	–	–	–
		Europe & Central Asia	<0.001	<0.001	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	<0.001	0.014	<0.001	0.003	<0.001	–	–
		North America	<0.001	<0.001	<0.001	0.001	<0.001	<0.001	–
Spanish	Culture	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific		–	–	–	–	–	–
		Latin America & Caribbean		0.609	–	–	–	–	–
		Middle East & North Africa				–	–	–	–
		Europe & Central Asia		0.036	<0.001		–	–	–
		Sub-Saharan Africa		0.747	0.777		0.152	–	–
		North America		0.522	0.008		<0.001	0.84	–
	Disaster	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.88	–	–	–	–	–	–
		Latin America & Caribbean	<0.001	<0.001	–	–	–	–	–
		Middle East & North Africa	0.123	0.005	0.014	–	–	–	–
		Europe & Central Asia	0.241	0.605	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	0.303	0.159	0.189	0.97	0.009	–	–
		North America	0.324	0.881	<0.001	<0.001	0.948	0.022	–
	Politics	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.021	–	–	–	–	–	–
		Latin America & Caribbean	0.21	<0.001	–	–	–	–	–
		Middle East & North Africa	0.016	0.196	<0.001	–	–	–	–
		Europe & Central Asia	<0.001	<0.001	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	0.891	0.008	0.053	0.036	<0.001	–	–
		North America	<0.001	0.108	<0.001	<0.001	<0.001	<0.001	–
	Sports	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.001	–	–	–	–	–	–
		Latin America & Caribbean	0.149	<0.001	–	–	–	–	–
		Middle East & North Africa	0.014	0.075	<0.001	–	–	–	–
		Europe & Central Asia	0.001	<0.001	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	0.041	0.011	<0.001	0.019	<0.001	–	–
		North America	<0.001	0.686	<0.001	0.013	<0.001	<0.001	–
Italian	Culture	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific		–	–	–	–	–	–
		Latin America & Caribbean			–	–	–	–	–
		Middle East & North Africa				–	–	–	–
		Europe & Central Asia		0.331			–	–	–
		Sub-Saharan Africa						–	–
		North America		0.243			<0.001		–
	Disaster	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.129	–	–	–	–	–	–
		Latin America & Caribbean	0.001	0.121	–	–	–	–	–
		Middle East & North Africa	0.539	0.13	0.686	–	–	–	–
		Europe & Central Asia	<0.001	0.781	0.002	0.008	–	–	–
		Sub-Saharan Africa	0.32	0.054	0.002	0.313	<0.001	–	–
		North America	0.001	0.69	0.053	0.048	0.594	0.002	–
	Politics	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.189	–	–	–	–	–	–
		Latin America & Caribbean	0.189	0.008	–	–	–	–	–
		Middle East & North Africa	0.447	0.146	0.547	–	–	–	–
		Europe & Central Asia	0.156	0.438	0.006	0.095	–	–	–
		Sub-Saharan Africa	0.892	0.082	0.599	0.422	0.013	–	–
		North America	0.461	0.287	0.828	0.821	0.022	0.726	–
	Sports	South Asia	–	–	–	–	–	–	–
		East Asia & Pacific	0.747	–	–	–	–	–	–
		Latin America & Caribbean	0.168	<0.001	–	–	–	–	–
		Middle East & North Africa	0.449	0.467	<0.001	–	–	–	–
		Europe & Central Asia	0.214	<0.001	<0.001	<0.001	–	–	–
		Sub-Saharan Africa	1	0.93	0.1	1	0.151	–	–
		North America	0.97	0.06	0.864	0.892	<0.001	0.27	–

Bold = Significant with p < 0.05
Empty = No data in either comparison group
Dash = Other half of matrix