

Q24_1. [Influences what I purchase online] To what extent do agree or disagree that online apps influence your online behaviour in the following ways:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Answering (unwtd)	22624	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	590	493	260	206	
Base: All Answering (wtd)	22493	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	586	469	245	193	
Strongly agree	3057	226	52	54	167	111	87	190	51	216	71	190	75	89	40	91	340	56	110	213	70	289	109	71	66	23	
	14%	23%	5%	5%	17%	11%	9%	19%	5%	22%	7%	19%	7%	9%	4%	9%	34%	6%	11%	21%	7%	29%	19%	15%	27%	12%	
		CDEFGIKMN OPRSUXZ			CDFGKMN PRSU	CDIKMORU	CDIOR	CDFGKMN PRSUZ		CDFGKMN PRSUZ	O	CDFGKMN PRSUZ	O	CDIOR		CIOR	BCDEFGHIJKL MNOPRSTUV		CDIKMORU	CDEFGIKMN OPRSUXZ	O	BCDEFGHIJKL MNOPRSTU	CDFGKMN PRSUZ	CDFGKMN PRSU	CDFGHIKLM NOPRSUWXZ	CDIKORU	
Somewhat agree	7861	392	302	278	357	524	217	390	317	399	276	473	250	237	245	303	432	303	305	447	489	522	167	102	94	38	
	35%	39%	30%	28%	36%	52%	22%	39%	32%	40%	28%	47%	25%	24%	25%	30%	43%	30%	31%	45%	49%	52%	28%	22%	38%	20%	
		CDGIKMN RSWXZ	GMNOXZ	GXZ	CDGKMN RSWXZ	BCDEFGHIJKL MNOPQRST		CDGIKMN RSWXZ	GMNOXZ	CDGIKMN RSWXZ	GXZ	BCDEFGHIJKM NOPRSWXYZ				GNOXZ	CDEGIKMN PRSWXZ	GMNOXZ	GMNOXZ	CDEGIKMN PRSWXZ	BCDEFGHIJKM NOPRSWXYZ	BCDEFGHIJKL MNOPQRST	GNXZ		CDGIKMN RSWXZ		
Somewhat disagree	6327	202	393	347	251	277	290	314	336	224	324	277	307	306	343	348	156	382	307	215	375	155	79	51	33	35	
	28%	20%	39%	35%	25%	28%	29%	31%	34%	22%	32%	28%	31%	31%	34%	35%	16%	38%	31%	21%	38%	15%	14%	11%	13%	18%	
		QVWXYZ	BEFGHIJKL NOQSTVWXY	BEFJLQTVW YZ	BQVWXYZ	BIQTVWXYZ	BIQTVWXYZ	BEIQTUVWXYZ	BEFGJLQTVW XYZ	QVWXYZ	BEFJLQTVW YZ	BIQTVWXYZ	BEIQTUVWXYZ	BEIQTUVWXYZ	BEFGJLQTVW XYZ	BEFGJLQTVW XYZ	X	BEFGHIJKLMN QSTVWXYZ	BEIQTUVWXYZ	QVWXYZ	BEFGHIJKLMN QSTVWXYZ	X				X	
Strongly disagree	5247	179	253	320	225	87	405	105	296	161	330	60	368	369	371	258	72	259	278	126	67	35	230	244	52	98	
	23%	18%	25%	32%	23%	9%	41%	11%	30%	16%	33%	6%	37%	37%	37%	26%	7%	26%	28%	13%	7%	3%	39%	52%	21%	50%	
		FHLQTUV	BFHJLQTVU	BCEFHJLQTV VY	BFHJLQTVU	LV	BCDEFHIJKL QRSTUVVY	LQUV	BCEFHJLQTV VY	FHLQUV	BCEFHJLPQR STUVVY	V	BCEFHJLPQR STUVVY	BCEFHJLPQR STUVVY	BCEFHJLPQR STUVVY	BFHJLQTVU	V	BFHJLQTVU	BFHJLQTVU Y	FLQUV	V		BCDEFHIJKL QRSTUVVY	BCDEFHIJKL MNOPQRSTU	FHLQTVU	BCDEFHIJKL MNOPQRSTU	
Sigma	22493	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	586	469	245	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%	100%	
Top2Box (Strongly/ Somewhat agree)	10918	619	355	333	524	635	305	580	368	615	347	663	325	325	286	394	772	359	415	659	558	811	276	173	160	61	
	49%	62%	35%	33%	52%	64%	30%	58%	37%	61%	35%	66%	33%	33%	29%	39%	77%	36%	41%	66%	56%	81%	47%	37%	65%	32%	
		CDEGIKMN PRSUWXZ	GO		CDGIKMN RSXZ	CDEGHKMN OPRSUWXZ		CDGIKMN RSWXZ	GO	CDEGIKMN PRSWXZ	O	CDEGHKMN OPRSUWXZ				GMNO	BCDEFGHIJKL MNOPRSTU	GO	CDGKMNORZ	CDEGHKMN OPRSUWXZ	CDGIKMN RSWXZ	BCDEFGHIJKL MNOPRSTU	CDGIKMN RSXZ	GO	CDEGIKMN PRSUWXZ		
Low2Box (Somewhat/ Strongly disagree)	11574	381	645	667	476	365	695	420	632	385	653	337	675	675	714	606	228	641	585	341	442	189	310	296	85	132	
	51%	38%	65%	67%	48%	36%	70%	42%	63%	39%	65%	34%	67%	67%	71%	61%	23%	64%	59%	34%	44%	19%	53%	63%	35%	68%	
		QV	BEFHJLQSTU VWY	BEFHJLQSTU VWY	BFJLQTVY	QV	BCEFHJLPQR STUVWXYZ	FLQTV	BEFHJLQSTU VWY	QV	BEFHJLQSTU VWY	QV	BEFHJLPQST UVWY	BEFHJLPQST UVWY	BCEFHJLPQ RSTUVWXYZ	BEFHJLQSTU VWY	V	BEFHJLQSTU VWY	BEFHJLQSTU VWY	QV	BFLQTVY		BFHJLQSTU VWY	BEFHJLQSTU VWY	QV	BEFHJLQSTU VWY	
Mean	2.39	2.67	2.15	2.07	2.47	2.66	1.99	2.66	2.12	2.67	2.09	2.79	2.03	2.04	1.95	2.23	3.04	2.16	2.25	2.75	2.56	3.06	2.26	2	2.71	1.93	
		CDEGIKMN PRSUWXZ	GMNOXZ		CDGIKMN RSWXZ	CDEGIKMN OPRSUWXZ		CDEGIKMN PRSUWXZ	GOXZ	CDEGIKMN PRSUWXZ	GOZ	BCDEFGHIJK MNOPRSUW X7				DGIKMN OPRSUWXZ	BCDEFGHIJKL MNOPRSTU WXY7	GMNOXZ	DGIKMN OPRSUWXZ	CDEGIKMN PRSUWXZ	CDEGIKMN PRSUWXZ	BCDEFGHIJKL MNOPRSTU WXY7	CDGIKMN OPRSUWXZ		CDEGIKMN PRSUWXZ		

Cell Contents:
 - Count
 - Column Percentage
 - Statistical Test Results
 Statistics:
 - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 Rules:
 - Hide rows where the Count is equal to 0
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Q24_1. [Influences what I purchase online] To what extent do agree or disagree that online apps influence your online behaviour in the following ways:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	22624	2001	2001	6048	8072	8048	4988	4296
Base: All Answering (wtd)	22493	2000	2000	6000	8000	8000	5000	4299
Strongly agree	3057	180	442	435	1162	586	967	816
	14%	9%	22%	7%	15%	7%	19%	19%
		CE	ACDEG		ACE		ACDE	ACDE
Somewhat agree	7861	582	792	1555	3338	2198	1939	1556
	35%	29%	40%	26%	42%	27%	39%	36%
		C	ACE		ACEFG		ACEG	ACE
Somewhat disagree	6327	631	427	1986	2305	2663	1256	944
	28%	32%	21%	33%	29%	33%	25%	22%
		BDFG		BDFG	BFG	BDFG	BG	
Strongly disagree	5247	608	340	2024	1195	2553	838	983
	23%	30%	17%	34%	15%	32%	17%	23%
		BDFG		ABDFG		BDFG	D	BDF
Sigma	22493	2000	2000	6000	8000	8000	5000	4299
	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly/ Somewhat agree)	10918	762	1234	1990	4500	2784	2906	2372
	49%	38%	62%	33%	56%	35%	58%	55%
		CE	ACDEG		ACE		ACEG	ACE
Low2Box (Somewhat/ Strongly disagree)	11574	1238	766	4010	3500	5216	2094	1927
	51%	62%	38%	67%	44%	65%	42%	45%
		BDFG		ABDFG	B	ABDFG		BF
Mean	2.39	2.17	2.67	2.07	2.56	2.1	2.61	2.51
		CE	ACDEG		ACEG		ACDEG	ACE

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Q8_1. [Governments] To what extent do you agree or disagree that the following contribute to your distrust in the Internet?

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Answering (unwtd)	21503	774	914	937	871	973	895	873	927	817	907	868	934	933	937	899	650	962	903	886	963	815	632	742	535	956
Base: All Answering (wtd)	21269	779	882	893	928	965	884	858	929	834	903	870	921	912	921	901	655	965	894	867	958	817	628	705	503	898
Strongly agree	3928	245	189	119	254	96	88	268	137	247	161	114	182	185	145	155	111	89	244	230	117	133	134	95	94	96
	18%	31%	21%	13%	27%	10%	10%	31%	15%	30%	18%	13%	20%	20%	16%	17%	17%	9%	27%	27%	12%	16%	21%	13%	19%	11%
		CDFGIKLMN OPQRUVWXY	DFGILOQRUV XZ		CDFGIKLMN OPQRUVWXY			CDFGIKLMN OPQRUVWXY	FGRZ	CDFGIKLMN OPQRUVWXY	FGLRUXZ	FGR	DFGILRUXZ	DFGILORUXZ	FGRUZ	FGRUZ	FGLRUZ		CDFGIKLMN OPQRUVWXY	CDFGIKLMN OPQRUVWXY		FGRUZ	DFGILOQRUV XZ	FGR	DFGLRUXZ	
Somewhat agree	9051	319	376	326	380	437	306	320	457	333	430	351	396	395	468	402	296	247	436	399	489	433	225	282	242	308
	43%	41%	43%	37%	41%	45%	35%	37%	49%	40%	48%	40%	43%	43%	51%	45%	45%	26%	49%	46%	51%	53%	36%	40%	48%	34%
		GRZ	GRWZ	R	GRZ	DGHLRWXZ	R	R	BCDEGHJLM NRWXZ	R	BDEGHJLRW XZ	GRZ	GRWZ	DGRWZ	BCDEFGHJLM NPQRWXZ	DGHRWZ	DGHRWZ		BCDEGHJLM NRWXZ	DGHLRWXZ	BCDEFGHJLM NPQRWXZ	BCDEFGHJKL MNPQRTWX	R	GRZ	BDEGHJLRW XZ	R
Somewhat disagree	6525	146	260	352	228	373	375	217	297	173	236	334	289	259	267	269	201	500	185	179	326	223	127	197	148	364
	31%	19%	29%	39%	25%	39%	42%	25%	32%	21%	26%	38%	31%	28%	29%	30%	31%	52%	21%	21%	34%	27%	20%	28%	29%	41%
			BEJSTW	BCEHIJKMNO PQSTVWXY	B	BCEHIJKMNO PQSTUVWXY	BCEHIJKMNO PQSTUVWXY	B	BEHIJKSTVW		BSTW	BCEHIJKMNO PQSTVWXY	BEHIJKSTW	BJSTW	BJSTW	BJSTW	BEJSTW	BCDEFGHIJKL MNOPQRSTU VWXY			BEHIJKNOSTV WX	BJSTW		BJSTW	BJSTW	BCEHIJKMNO PQSTUVWXY
Strongly disagree	1766	69	58	96	66	60	116	53	38	81	76	70	53	73	41	76	47	129	29	60	26	28	141	131	20	130
	8%	9%	7%	11%	7%	6%	13%	6%	4%	10%	8%	8%	6%	8%	4%	8%	7%	13%	3%	7%	3%	3%	22%	19%	4%	14%
		IOSUVY	ISUV	CFHIMOSUVY	IOSUVY	ISUV	BCEFHJKLMN OPQSTUVY	SUV		FIMOSUVY	IOSUVY	IOSUVY	SUV	IOSUVY		IOSUVY	IOSUVY	BCEFHJKLMN OPQSTUVY		ISUVY			BCDEFGHIJKL MNOPQRSTU VWXY	BCDEFGHIJKL MNOPQRSTU VWXY		BCEFHJKLM NOPQSTUVY
Sigma	21269	779	882	893	928	965	884	858	929	834	903	870	921	912	921	901	655	965	894	867	958	817	628	705	503	898
	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%
Top2Box (Strongly/ Somewhat agree)	12979	564	565	445	634	533	393	587	594	580	591	466	578	579	613	557	406	336	680	628	606	566	359	377	336	404
	61%	72%	64%	50%	68%	55%	45%	68%	64%	70%	66%	53%	63%	64%	67%	62%	62%	35%	76%	73%	63%	69%	57%	54%	67%	45%
		CDFGIKLMN OPQRUVWXY	DFGLRWXZ	R	DFGLMPQRU WXZ	GRZ	R	DFGLPQRWX Z	DFGLRWXZ	DFGLMPQRU WXZ	DFGLRWXZ	GRZ	DFGLRWXZ	DFGLRWXZ	DFGLRWXZ	DFGLRXZ	DFGLRXZ		CDDEFGHIJKL MNOPQRUV WXY	CDFGIKLMN OPQRUVWXY	DFGLRWXZ	CDGILMNP QRUVWXZ	DGRZ	GRZ	DFGLRWXZ	R
Low2Box (Somewhat / Strongly disagree)	8291	215	318	448	294	433	491	270	335	254	311	405	343	332	308	345	249	629	214	238	352	251	268	328	167	494
	39%	28%	36%	50%	32%	45%	55%	32%	36%	30%	34%	47%	37%	36%	33%	38%	38%	65%	24%	27%	37%	31%	43%	46%	33%	55%
		BSTV	BCEHIJKMNO PQSTUVWY	S	BCEHIJKMNO PQSTUVY	BCEFHJKLM NOPQSTUVW XY	S	BSTV	S	BST	BCEHIJKMNO PQSTUVY	BEJSTV	BSTV	BST	BEHJSTV	BEHJSTV	BEHJSTV	BCDEFGHIJKL MNOPQRSTU VWXY		BEJSTV	S	BCEHIJKMNO STUVY	BCEHIJKMNO PQSTUVY	ST	BCEFHJKLM NOPQSTUVW XY	
Mean	2.71	2.95	2.79	2.52	2.89	2.59	2.41	2.94	2.75	2.9	2.75	2.59	2.77	2.76	2.78	2.71	2.72	2.31	3	2.92	2.73	2.82	2.56	2.48	2.81	2.41
		CDFGIKLMN OPQRUVWXY	DFGLRWXZ	R	CDFGIKLMN OPQRUVWXY	GRXZ	R	CDFGIKLMN OPQRUVWXY	DFGLRWXZ	DFGILMNO PQRUVWXZ	DFGLRWXZ	GRXZ	DFGLRWXZ	DFGLRWXZ	DFGLRWXZ	DFGLRWXZ	DFGLRWXZ		CDDEFGHIJKL MNOPQRUV WXY	CDFGIKLMN OPQRUVWXY	DFGLRWXZ	DFGLPQRUV WXZ	GRZ	R	DFGLPQRUV WXZ	R

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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
 Minimum Base: 30 (**), Small Base: 100 (*)
 Rules:
 - Hide rows where the Count is equal to 0
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Q8_1. [Governments] To what extent do you agree or disagree that the following contribute to your distrust in the Internet?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	21503	1810	1591	5512	7095	7412	4143	4539
Base: All Answering (wtd)	21269	1797	1613	5421	7052	7309	4180	4489
Strongly agree	3928	405	492	944	915	1281	845	1075
	18%	23%	31%	17%	13%	18%	20%	24%
		CDE	ACDEFG	D		D	CDE	CDEF
Somewhat agree	9051	866	652	2341	3036	3098	1686	1848
	43%	48%	40%	43%	43%	42%	40%	41%
		BCDEFG		F	F			
Somewhat disagree	6525	421	319	1719	2606	2357	1288	1095
	31%	23%	20%	32%	37%	32%	31%	24%
				ABG	ABCEFG	ABG	ABG	B
Strongly disagree	1766	105	149	417	495	574	360	470
	8%	6%	9%	8%	7%	8%	9%	10%
			AD	A		A	AD	ACDEF
Sigma	21269	1797	1613	5421	7052	7309	4180	4489
	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly/ Somewhat agree)								
	12979	1271	1144	3286	3951	4379	2531	2923
	61%	71%	71%	61%	56%	60%	61%	65%
		CDEFG	CDEFG	D		D	D	CDEF
Low2Box (Somewhat / Strongly disagree)								
	8291	526	468	2136	3101	2930	1649	1566
	39%	29%	29%	39%	44%	40%	39%	35%
				ABG	ABCEFG	ABG	ABG	AB
Mean								
	2.71	2.87	2.92	2.7	2.62	2.7	2.72	2.79
		CDEFG	CDEFG	D		D	D	CDEF

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Q27. [Summary - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent do you agree or disagree with the following statements about search engines:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Answering (unwtd)	22656	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	599	494	272	216	
Base: All Answering (wtd)	22523	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	595	470	256	203	
They have too much power	12825	664	382	357	505	641	428	783	452	748	426	790	492	452	507	483	741	492	436	776	621	497	471	384	164	134	
	57%	66%	38%	36%	50%	64%	43%	78%	45%	75%	43%	79%	49%	45%	51%	48%	74%	49%	44%	78%	62%	50%	79%	82%	64%	66%	
		CDEGIKMNO PRSV			CDGIKNS	CDEGIKMNO PRSV	D	BCDEFGIKMN OPRSUVYZ	CD	BCDEFGIKMN OPRSUVYZ	D	BCDEFGIKMN OPRSUVYZ	CDGKS	CD	CDGIKNS	CD	BCDEFGIKMN OPRSUVYZ	CDGKS	CD	BCDEFGIKMN OPRSUVYZ	CDEGIKMNO PRSV	CDGKS	BCDEFGIKMN OPRSUVYZ	BCDEFGIKMN NOPQRSUVY	CDEGIKMNO PRSV	CDEGIKMNO PRSV	
They have too little power	6369	335	248	250	240	198	203	328	211	430	210	225	234	253	160	252	497	164	200	421	338	397	223	122	126	106	
	28%	33%	25%	25%	24%	20%	20%	33%	21%	43%	21%	22%	23%	25%	16%	25%	50%	16%	20%	42%	34%	40%	38%	26%	49%	52%	
		CDEFGIKLMN OPRSX	FGORS	FOR	FOR	O	O	CDEFGIKLMN OPRSX	OR	BCDEFGHIKL MNOPRSUX	OR	OR	OR	FGIORS		FGORS	BCDEFGHIJKL MNOPRSUV		O	BCDEFGHIKL MNOPRSUX	CDEFGIKLMN OPRSX	BCDEFGHIKL MNOPRSUX	CDEFGIKLMN OPRSX	FGIKORS	BCDEFGHIKL MNOPRSUV	BCDEFGHIJKL MNOPRSUV	
They help make my life easier	17238	804	633	783	860	806	654	807	764	823	734	824	730	682	758	709	850	510	766	815	780	887	496	441	172	152	
	77%	80%	63%	78%	86%	81%	65%	81%	76%	82%	73%	82%	73%	68%	76%	71%	85%	51%	77%	81%	78%	89%	83%	94%	67%	75%	
		CGKMNOPRY	R	CGNPRY	BCDFGHIKM NOPRSUWY	CGIKMNOPR SY	R	CGKMNOPRY	CGNPRY	CGIKMNOPR SYZ	CGNR	CGIKMNOPR SUVZ		CGR	CR	CGNRY	CGR	BCDFGHIKM NOPRSUVZ		CGNPRY	CGIKMNOPR SYZ	CGKMNOPRY	BCDFGHIJKL MNOPQRSTU	CGIKMNOPR SUVZ	BCDEFGHIJKL MNOPQRSTU	R	CGR
They help make my life more efficient	16362	759	533	680	829	751	651	761	745	792	670	827	630	614	709	677	833	546	745	761	779	888	466	417	170	127	
	73%	76%	53%	68%	83%	75%	65%	76%	75%	79%	67%	83%	63%	61%	71%	68%	83%	55%	75%	76%	78%	89%	78%	417	67%	62%	
		CDGKMNOPR YZ		CNR	BCDFGHIKM NOPRSUWY	CDGKMNOPR YZ	CR	CDGKMNOPR YZ	CDGKMNOPR YZ	CDGKMNOPR YZ	CNR	BCDFGHIKM NOPRSUWY	CR	CR	CGMNRZ	CNR	BCDFGHIKM NOPRSUWY		CDGKMNOPR YZ	CDGKMNOPR YZ	CDGKMNOPR YZ	BCDEFGHIJKL MNOPQRSTU	CDGKMNOPR YZ	BCDEFGHIJKL MNOPQRSTU	CR	CR	
They make my life less efficient	5903	293	208	170	212	212	224	325	238	396	209	254	218	224	173	225	486	147	221	388	308	304	202	87	138	40	
	26%	29%	21%	17%	21%	21%	22%	32%	24%	40%	21%	25%	22%	22%	17%	22%	49%	15%	22%	39%	31%	30%	34%	19%	54%	20%	
		CDEFGIKMN OPRSXZ	R		R	OR	DOR	CDEFGIKLMN OPRSXZ	DORX	BCDEFGHIKL MNOPRSUVX	R	CDFKORX	OR	DOR		OR	BCDEFGHIJKL MNOPRSUVX		OR	BCDEFGHIKL MNOPRSUVX	CDEFGIKLMN OPRSXZ	CDEFGIKLMN OPRSXZ	CDEFGIKLMN OPRSXZ		BCDEFGHIJKL MNOPRSUVX		
They help make my life better	15836	741	520	716	828	727	536	738	693	781	662	792	609	586	625	658	842	455	692	803	727	867	495	433	171	142	
	70%	74%	52%	72%	83%	73%	54%	74%	69%	78%	66%	79%	61%	59%	62%	66%	84%	46%	69%	80%	73%	87%	83%	92%	67%	70%	
		CGIKMNOPR Y	R	CGMNOR	BCDFGHIKM NOPRSUWY	CGKMNOPR	R	CGKMNOPRY	CGMNOR	CDGKMNOPR PRSUWY	CGMNR	BCDFGHIKM NOPRSUWY		CGR	CGR	CGNR	BCDFGHIJKL MNOPRSUWY		CGMNOR	BCDFGHIKM NOPRSUWY	CGKMNOPR	BCDEFGHIJKL MNOPQRSTU	BCDFGHIKM NOPRSUWY	BCDEFGHIJKL MNOPQRSTU	CGNR	CGMNOR	
They make my life worse	4923	236	195	95	146	198	184	269	190	347	180	233	220	188	154	237	414	174	182	282	275	262	79	38	111	34	
	22%	24%	19%	10%	15%	20%	18%	27%	19%	35%	18%	23%	22%	19%	15%	24%	41%	17%	18%	28%	27%	26%	13%	8%	43%	17%	
		DEGIKNORS WXZ	DEOWX		DX	DEOWX	DEWX	CDEFGIKNOR SWXZ	DEWX	BCDEFGHIKL MNOPRSUVX	DWX	DEGIKNORS WXZ	DEORWX	DEWX	DX	DEORWX	DEGIKNORS WXZ	BCDEFGHIJKL MNOPRSUVX		DWX	CDEFGIKLMN ORSWXZ	CDEFGIKLMN ORSWXZ	CDEFGIKNOR SWXZ		BCDEFGHIJKL MNOPRSUVX	DX	
They make my life harder	4983	229	200	84	165	187	191	263	206	349	189	254	204	198	152	222	417	170	187	277	285	264	87	52	118	35	
	22%	23%	20%	8%	16%	19%	19%	26%	21%	35%	19%	25%	20%	20%	15%	22%	42%	17%	19%	28%	28%	26%	15%	11%	46%	17%	
		DEORWX	DOWX		DX	DWX	DOWX	CDEFGIKMN ORSWXZ	DEOWX	BCDEFGHIKL MNOPRSUVX	DWX	CDEFGIKMN ORSWXZ	DOWX	DOWX	DX	DEORWX	BCDEFGHIJKL MNOPRSUVX		DX	CDEFGIKMN OPRSWXZ	BCDEFGIKMN OPRSWXZ	CDEFGIKMN ORSWXZ	D		BCDEFGHIJKL MNOPRSUVX	DX	
They make my life less predictable	7079	393	242	201	308	231	258	372	299	512	262	332	277	255	237	363	542	178	266	390	322	346	166	157	131	39	
	31%	39%	24%	20%	31%	23%	26%	37%	30%	51%	26%	33%	28%	26%	24%	36%	54%	18%	27%	39%	32%	35%	28%	33%	51%	19%	
		CDEFGIKLMN ORSUWXZ	R		CDGKNORZ	R	DR	CDEFGIKMN ORSWZ	CDFORZ	BCDEFGHIKL MNOPRSUVX	DRZ	CDGKMNOR SWZ	DFRZ	R	R	CDGKMNOR RSWZ	BCDEFGHIKL MNOPRSUVX		DRZ	CDEFGIKLMN ORSUWXZ	CDGKNORZ	CDGKMNOR RSWZ	DFRZ	CDGKMNOR SWZ	BCDEFGHIKL MNOPRSUVX		
They make my life more predictable	10743	453	348	375	426	531	294	577	419	596	342	642	387	346	319	365	673	441	399	673	634	624	362	284	169	61	
	48%	45%	35%	38%	43%	53%	29%	58%	42%	60%	34%	64%	39%	35%	32%	37%	67%	44%	40%	67%	63%	62%	61%	61%	66%	30%	
		CDGKMNOPZ	G	G	CGKNOPZ	BCDEGIKMN OPRSZ		BCDEGIKMN OPRSZ	CGKNOZ	BCDEFGIKMN OPRSZ	G	BCDEFGHIKM NOPRSZ	GOZ	G		G	BCDEFGHIJK MNOPRSVW	CGKNOPZ	CGKNOZ	BCDEFGHIJK MNOPRSVW	BCDEFGHIKM NOPRSZ	BCDEFGIKMN OPRSZ	BCDEFGIKMN OPRSZ	BCDEFGIKMN OPRSZ	BCDEFGIKMN OPRSZ	BCDEFGHIKM NOPRSZ	

Cell Contents:
- Count
- Column Percentage
- Statistical Test Results
Statistics:
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
Rules:
- Hide rows where the Count is equal to 0Populate warnings:
- The column means test was not run. No suitable mean elements are available.
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Q27. [Summary - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent do you agree or disagree with the following statements about search engines:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	22656	2001	2001	6048	8072	8048	4988	4318
Base: All Answering (wtd)	22523	2000	2000	6000	8000	8000	5000	4320
They have too much power	12825	862	1413	2744	4591	3645	3142	3082
	57%	43%	71%	46%	57%	46%	63%	71%
			ACDEF		ACE		ACDE	ACDEF
They have too little power	6369	410	765	1349	2279	1722	1643	1460
	28%	20%	38%	22%	28%	22%	33%	34%
			ACDEFG		ACE		ACDE	ACDE
They help make my life easier	17238	1499	1627	4166	6203	5671	4140	3590
	77%	75%	81%	69%	78%	71%	83%	83%
		CE	ACDE		ACE		ACDE	ACDE
They help make my life more efficient	16362	1416	1551	3814	6050	5271	3961	3405
	73%	71%	78%	64%	76%	66%	79%	79%
		CE	ACE		ACE	C	ACDE	ACDE
They make my life less efficient	5903	430	689	1272	2119	1587	1519	1353
	26%	22%	34%	21%	26%	20%	30%	31%
			ACDEF		ACE		ACDE	ACDE
They help make my life better	15836	1354	1521	3532	5818	5003	3958	3468
	70%	68%	76%	59%	73%	63%	79%	80%
		CE	ACDE		ACE	C	ACDE	ABCDE
They make my life worse	4923	362	583	1178	1840	1431	1236	926
	22%	18%	29%	20%	23%	18%	25%	21%
			ACDEFG	E	ACE		ACEG	AE
They make my life harder	4983	377	577	1166	1866	1406	1268	962
	22%	19%	29%	19%	23%	18%	25%	22%
			ACDEFG	E	ACE		ACDEG	ACE
They make my life less predictable	7079	528	906	1632	2451	2039	1895	1523
	31%	26%	45%	27%	31%	25%	38%	35%
			ACDEFG		ACE		ACDEG	ACDE
They make my life more predictable	10743	741	1049	2060	4340	2975	2712	2492
	48%	37%	52%	34%	54%	37%	54%	58%
			ACE		ACE	C	ACE	ABCDEF

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0Populate warnings:

- The column means test was not run. No suitable mean elements are available.

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Q28_1. [They have too much power] To what extent do you agree or disagree with the following statements about online apps:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Answering (unwtd)	22624	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	590	493	260	206	
Base: All Answering (wtd)	22493	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	193	
Strongly agree	3172	183	64	51	130	60	98	221	63	312	70	185	88	74	68	92	248	60	92	286	92	128	236	175	64	29	
	14%	18%	6%	5%	13%	6%	10%	22%	6%	31%	7%	19%	9%	7%	7%	9%	25%	6%	9%	29%	9%	13%	40%	37%	26%	15%	
		CDEFGIKMN OPRSUV			CDEFGIKMNO PRSU		CDFIKOR	CDEFGIKMNO OPRSUVZ		BCDEFGHIKL MNOPQRSUV 7		CDEFGIKMNO OPRSUV	DF			DF	BCDEFGIKLM NOPRSUVZ		CDFIR	BCDEFGHIKL MNOPRSUVZ	CDFIR	CDEFGIKMNO RSU	BCDEFGHIJKL MNOPQRSTU	BCDEFGHIKL MNOPQRSTU	BCDEFGIKLM NOPRSUVZ	CDEFGIKMNO PRSU	
Somewhat agree	7526	429	252	199	276	390	210	442	268	385	246	542	266	250	243	298	442	283	247	421	477	356	214	200	111	78	
	33%	43%	25%	20%	28%	39%	21%	44%	27%	39%	25%	54%	27%	25%	24%	30%	44%	28%	25%	42%	48%	36%	36%	43%	45%	40%	
		CDEFGIKMNO PRSVW	G		DG	CDEFGIKMNO PRS		CDEFGIKMNO PRSVW	DG	CDEFGIKMNO PRS		BCDEFGHIJK MNOPQRSTU VWXYZ	DG			DGO	CDEFGIKMNO OPRSVW	DG		CDEFGIKMNO PRSVW	CDEFGIKMNO OPRSTVW	CDEFGIKMNO PRS	CDEFGIKMNO PRS	CDEFGIKMNO PRSVW	CDEFGIKMNO PRSVW	CDEFGIKMNO PRS	
Somewhat disagree	8050	229	465	451	403	436	337	272	487	217	458	232	389	356	452	421	245	463	419	219	395	425	89	70	51	69	
	36%	23%	47%	45%	40%	44%	34%	27%	49%	22%	46%	23%	39%	36%	45%	42%	24%	46%	42%	22%	39%	42%	15%	15%	21%	35%	
		WX	BEGHJLMNQ TUWXYZ	BGHJLNQW XYZ	BGHJLQW Y	BGHJLNQW XYZ	BHJLQWXY	WX	BEFGHJLMNP QSTUVWXYZ	WX	BEGHJLMNQ TUWXYZ	WX	BGHJLQW Y	BHJLQWXY	BGHJLMNQ UWXYZ	BGHJLNQW XY	WX	BEGHJLMNQ TUWXYZ	BGHJLNQW XY	WX	BGHJLQW Y	BGHJLNQW XY				WX	BHJLQWXY
Strongly disagree	3745	159	220	298	191	114	355	65	182	86	226	40	257	319	237	188	65	194	242	73	36	91	47	24	19	18	
	17%	16%	22%	30%	19%	11%	35%	6%	18%	9%	23%	4%	26%	32%	24%	19%	7%	19%	24%	7%	4%	9%	8%	5%	8%	9%	
		FHJLQTVVWX YZ	BHJLQTV WXYZ	BCEFHJKL OPQRSUV	FHJLQTVVWX YZ	HLQTVWX	BCEFHJKL OPQRSTUVW XYZ	U	FHJLQTVVWX YZ	LUX	BHJLQTV WXYZ		BEFHJLPQRT UVWXYZ	BCEFHJKL OPQRSTUVW XYZ	BEFHJLPQRT VWXYZ	FHJLQTVVWX YZ	LU	FHJLQTVVWX YZ	BEFHJLPQRT UVWXYZ	LU		LQUX	LU			LU	LUX
Sigma	22493	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
	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%	
Top2Box (Strongly/ Somewhat agree)	10698	612	315	251	406	450	308	664	331	697	316	727	354	325	311	391	690	343	339	708	569	484	450	375	175	107	
	48%	61%	32%	25%	41%	45%	31%	66%	33%	70%	32%	73%	35%	32%	31%	39%	69%	34%	34%	71%	57%	48%	47%	80%	72%	55%	
		CDEFGIKMN OPRSV	D		CDGIKNORS	CDGIKMNO RS	D	CDEFGIKMNO OPRSUVZ	D	BCDEFGIKMN OPRSUVZ	D	BCDEFGHIKM NOPRSUVZ	D	D	D	CDGIKNO	BCDEFGIKMNO OPRSUVZ	D	D	BCDEFGIKMNO OPRSUVZ	CDEFGIKMNO OPRSV	CDEFGIKMNO PRS	BCDEFGHIJK MNOPQRSTU	BCDEFGHIJKL MNOPQRSTU	BCDEFGIKMNO OPRSUVZ	CDEFGIKMNO OPRS	
Low2Box (Somewhat/ Strongly disagree)	11795	388	685	749	594	550	692	336	669	303	684	273	646	675	689	609	310	657	661	292	431	516	136	94	70	86	
	52%	39%	68%	75%	59%	55%	69%	34%	67%	30%	68%	27%	65%	68%	69%	61%	31%	66%	66%	29%	43%	52%	23%	20%	28%	45%	
		JLQTVWX	BEFHJLPQ TUWXYZ	BCEFGHIJKL MNOPQRSTU VWXYZ	BHJLQTVV WXYZ	BHJLQTVV WXYZ	BEFHJLPQ TUWXYZ	LWX	BEFHJLPQ TUWXYZ	WX	BEFHJLPQ TUWXYZ	X	BEFHJLPQ TUWXYZ	BEFHJLPQ TUWXYZ	BEFHJLPQ TUWXYZ	BEFHJLPQ TUWXYZ	WX	BEFHJLPQ TUWXYZ	BEFHJLPQ TUWXYZ	WX	HJLQTVWX	BHJLQTVV WXYZ			X	HJLQTVWX	
Mean	2.45	2.64	2.16	2	2.35	2.4	2.05	2.82	2.21	2.92	2.16	2.87	2.18	2.08	2.14	2.3	2.87	2.21	2.19	2.92	2.63	2.52	3.09	3.12	2.9	2.61	
		CDEFGIKMNO OPRSV	DG		CDGIKMNO RS			BCDEFGIKMNO OPRSUVZ	DGN	BCDEFGIKMNO OPRSUVZ	DG	BCDEFGIKMNO OPRSUVZ	DGN		DG	CDGKMNO	BCDEFGIKMNO OPRSUVZ	DGN	DGN	BCDEFGIKMNO OPRSUVZ	CDEFGIKMNO OPRSV	CDEFGIKMNO OPRS	BCDEFGHIJKL MNOPQRSTU VW7	BCDEFGHIJKL MNOPQRSTU VW7	BCDEFGIKMNO OPRSUVZ	CDEFGIKMNO OPRS	

Cell Contents:
 - Count
 - Column Percentage
 - Statistical Test Results
 Statistics:
 - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 Rules:
 - Hide rows where the Count is equal to 0
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Q28_1. [They have too much power] To what extent do you agree or disagree with the following statements about online apps:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	22624	2001	2001	6048	8072	8048	4988	4296
Base: All Answering (wtd)	22493	2000	2000	6000	8000	8000	5000	4299
Strongly agree	3172	162	495	485	888	596	927	1113
	14%	8%	25%	8%	11%	7%	19%	26%
			ACDEF		ACE		ACDE	ACDEF
Somewhat agree	7526	493	814	1519	2958	2033	1845	1664
	33%	25%	41%	25%	37%	25%	37%	39%
			ACDEF		ACE		ACE	ACE
Somewhat disagree	8050	877	446	2421	3133	3410	1547	1104
	36%	44%	22%	40%	39%	43%	31%	26%
		BCDFG		BFG	BFG	BCDFG	BG	B
Strongly disagree	3745	468	245	1575	1021	1961	681	418
	17%	23%	12%	26%	13%	25%	14%	10%
		BDFG	G	ABDFG	G	BDFG	G	
Sigma	22493	2000	2000	6000	8000	8000	5000	4299
	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly/ Somewhat agree)	10698	655	1309	2003	3846	2629	2772	2777
	48%	33%	65%	33%	48%	33%	55%	65%
			ACDEF		ACE		ACDE	ACDEF
Low2Box (Somewhat/ Strongly disagree)	11795	1345	691	3997	4154	5371	2228	1522
	52%	67%	35%	67%	52%	67%	45%	35%
		BDFG		BDFG	BFG	BDFG	BG	
Mean	2.45	2.17	2.78	2.15	2.46	2.16	2.6	2.81
			ACDEF		ACE		ACDE	ACDEF

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Q25_1. [Influences what I purchase online] To what extent do agree or disagree that online advertisements influence your online behaviour in the following ways:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Answering (unwtd)	22636	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	593	492	258	218
Base: All Answering (wtd)	22504	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	589	468	243	205
Strongly agree	3236	227	93	87	210	111	100	208	61	241	75	163	64	79	46	98	317	63	99	279	74	291	124	70	30	24
	14%	23%	9%	9%	21%	11%	10%	21%	6%	24%	8%	16%	6%	8%	5%	10%	32%	6%	10%	28%	7%	29%	21%	15%	12%	12%
		CDFGIKLMN OPRSUXYZ	IMOR	O	CDFGIKLMN OPRSUXYZ	IKMNORU	IMORU	CDFGIKLMN OPRSUXYZ		CDFGIKLMN OPRSUXYZ	O	CDFGIKMNO PRSU		O		IMOR	BCDEFGHIJKL MNOPRSUW		IMOR	BCDEFGHIJKL MNOPRSUW	O	BCDEFGHIJKL MNOPRSUW	CDFGIKLMN OPRSUXYZ	CDFGIKMNO PRSU	IKMNORU	IKMORU
Somewhat agree	8177	415	322	312	418	492	277	423	327	414	301	500	258	264	267	321	464	263	316	454	474	499	166	101	82	48
	36%	42%	32%	31%	42%	49%	28%	42%	33%	41%	30%	50%	26%	26%	27%	32%	46%	26%	32%	45%	47%	50%	28%	22%	34%	23%
		CDGIKMNOP RSWXYZ	GMNORXZ	X	CDGIKMNOP RSWXYZ	BCDEGHIJKM NOPRSWXYZ	X	CDGIKMNOP RSWXYZ	GMNORXZ	CDGIKMNOP RSWXYZ	X	BCDEGHIJKM NOPRSWXYZ			X	MNORXZ	CDGIKMNOP RSWXYZ		MNORXZ	CDGIKMNOP RSWXYZ	BCDEGHIJKM OPRSWXYZ	BCDEGHIJKM NOPRSWXYZ	X		MNORXZ	
Somewhat disagree	5798	190	327	312	186	271	300	243	301	179	292	262	287	295	297	312	152	386	282	165	371	163	83	58	56	28
	26%	19%	33%	31%	19%	27%	30%	24%	30%	18%	29%	26%	29%	29%	30%	31%	15%	39%	28%	17%	37%	16%	14%	12%	23%	14%
		WX	BEFHJLQTVVW XYZ	BEFHJLQTVVW YZ	WX	BEJQTVVWX	BEFHJLQTVVW YZ	BEJQTVVWX	BEFHJLQTVVW YZ	X	BEJQTVVWX	BEJQTVVWX	BEJQTVVWX	BEFHJLQTVVW YZ	BEFHJLQTVVW YZ	BEFHJLQTVVW YZ		BCDEFGHIJKL MNOPQSTV WXY7	BEJQTVVWX		BEFHJLQTVVW YZ		BEFHJLQTVVW YZ		QTVVWX	
Strongly disagree	5293	168	258	289	186	127	323	126	311	166	332	75	391	362	389	269	67	289	303	103	81	47	215	239	74	104
	24%	17%	26%	29%	19%	13%	32%	13%	31%	17%	33%	8%	39%	36%	39%	27%	7%	29%	30%	10%	8%	5%	37%	51%	31%	51%
		FLQTUV	BEFHJLQTVU	BEFHJLQTVU	FHLQTVU	LQUV	BCEFHJLPQT UV	LQUV	BCEFHJLQTV V	LQTVU	BCEFHJLPQT UV	V	BCDEFGHIJKL PQRSTUVVY	BCDEFHJLPQ RSTUV	BCDEFGHIJKL PQRSTUVVY	BEFHJLQTVU		BEFHJLQTVU	BEFHJLQTVU	QV	V		BCDEFHJLPQ RSTUV	BCDEFGHIJKL MNOPQRSTU VWXY	BEFHJLQTVU	BCDEFGHIJKL MNOPQRSTU VWXY
Sigma	22504	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	589	468	243	205
	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%
Top2Box (Strongly/ Somewhat agree)	11413	643	415	399	628	602	377	631	388	655	376	663	321	343	314	419	781	326	415	732	548	790	290	171	112	72
	51%	64%	42%	40%	63%	60%	38%	63%	39%	65%	38%	66%	32%	34%	31%	42%	78%	33%	41%	73%	55%	79%	49%	37%	46%	35%
		CDGIKMNOP RSUWXYZ	MNOR	MOR	CDGIKMNOP RSUWXYZ	CDGIKMNOP RSUWXYZ	MOR	CDGIKMNOP RSUWXYZ	MOR	CDGIKMNOP RSUWXYZ	MO	CDFGIKMNO PRSUWXYZ				MNOR	BCDEFGHIJKL MNOPRSTU WXY7		MNOR	BCDEFGHIJKL MNOPRSUW XY7	CDGIKMNOP RSWXYZ	BCDEFGHIJKL MNOPRSTU RSXZ	CDGIKMNOP RSXZ		GIKMNORXZ	
Low2Box (Somewhat/ Strongly disagree)	11091	357	585	601	372	398	623	369	612	345	624	337	679	657	686	581	219	674	585	268	452	210	299	297	131	132
	49%	36%	58%	60%	37%	40%	62%	37%	61%	35%	62%	34%	68%	66%	69%	58%	22%	67%	59%	27%	45%	21%	51%	63%	54%	65%
		QTV	BEFHJLQTVU W	BEFHJLQTVU W	QTV	LQTV	BEFHJLQTVU WY	QTV	BEFHJLQTVU WY	QTV	BEFHJLQTVU WY	QTV	BCDEFGHIJKL POSTUVVY	BCEFHJLPQST UVVY	BCDEFGHIJKL POSTUVVY	BEFHJLQTVU W		BCDEFGHIJLP QSTUVVY	BEFHJLQTVU W	QV	BEFHJLQTV		BEFHJLQTVU	BEFHJLQTVU WY	BEFHJLQTVU	BEFHJLQTVU WY
Mean	2.42	2.7	2.25	2.2	2.65	2.59	2.15	2.71	2.14	2.73	2.12	2.75	1.99	2.06	1.97	2.25	3.03	2.1	2.21	2.91	2.54	3.03	2.34	2.01	2.28	1.96
		CDFGIKMNO PRSUWXYZ	GIKMNORXZ	MNOXZ	CDGIKMNOP RSUWXYZ	CDGIKMNOP RSWXYZ	MOXZ	CDFGIKMNO PRSUWXYZ	MOXZ	CDFGIKMNO PRSUWXYZ	MOZ	CDEFGIKMN OPRSUWXYZ				IKMNORXZ	BCDEFGHIJKL MNOPRSTU WXY7	O	MNORXZ	BCDEFGHIJKL MNOPRSUW XY7	CDGIKMNOP RSWXYZ	BCDEFGHIJKL MNOPRSTU WXY7	GIKMNORSX Z		IKMNORXZ	

Cell Contents:
 - Count
 - Column Percentage
 - Statistical Test Results
 Statistics:
 - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 Rules:
 - Hide rows where the Count is equal to 0
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Q25_1. [Influences what I purchase online] To what extent do agree or disagree that online advertisements influence your online behaviour in the following ways:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	22636	2001	2001	6048	8072	8048	4988	4296
Base: All Answering (wtd)	22504	2000	2000	6000	8000	8000	5000	4299
Strongly agree	3236	175	469	480	1167	612	1018	921
	14%	9%	23%	8%	15%	8%	20%	21%
			ACDE		ACE		ACDE	ACDE
Somewhat agree	8177	617	829	1710	3330	2302	2108	1643
	36%	31%	41%	29%	42%	29%	42%	38%
			ACE		ACEG		ACEG	ACE
Somewhat disagree	5798	574	369	1818	2217	2463	1091	792
	26%	29%	18%	30%	28%	31%	22%	18%
		BFG		BDFG	BFG	BDFG	BG	
Strongly disagree	5293	635	333	1992	1286	2623	783	943
	24%	32%	17%	33%	16%	33%	16%	22%
		BDFG		BDFG		BDFG		BDF
Sigma	22504	2000	2000	6000	8000	8000	5000	4299
	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly/ Somewhat agree)	11413	791	1298	2190	4497	2914	3126	2564
	51%	40%	65%	37%	56%	36%	63%	60%
		CE	ACDEG		ACE		ACDEG	ACDE
Low2Box (Somewhat/ Strongly disagree)	11091	1209	702	3810	3503	5086	1874	1735
	49%	60%	35%	63%	44%	64%	37%	40%
		BDFG		ABDFG	BFG	ABDFG		BF
Mean	2.42	2.17	2.72	2.11	2.55	2.11	2.67	2.59
			ACDEG		ACE		ACDEG	ACE

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Global @dvisor: CIGI/IPSONS Poll Questions

Q1. How concerned are you about your online privacy compared to one year ago?

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	24750	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	1007	1052	763	853	
Base: All Respondents (wtd)	24519	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	718	801
Much more concerned	5362	292	131	107	319	165	93	185	120	318	150	99	256	114	109	126	361	114	176	456	179	174	523	380	95	319	
	22%	29%	13%	11%	32%	17%	9%	19%	12%	32%	15%	10%	26%	11%	11%	13%	36%	11%	18%	46%	18%	17%	52%	38%	13%	40%	
		CDFGHIKLN OPRSUVY	GL		CDFGHIKLMN OPRSUVY	CDGILNOR		CDGILNOPRY		CDFGHIKLMN OPRSUVY	GLNO		CDFGHIKLN OPRSUVY				BCDFGHIKLM NOPRSUVY		CDGILNOPRY	BCDFGHIJKL MNOPQRSUV	CDGILNOPRY	CDGILNOPRY	BCDFGHIJKL MNOPQRSTU	BCDFGHIJKL MNOPRSUVY	GL	BCDFGHIJKL MNOPRSUVY	
Somewhat more concerned	7373	337	325	292	360	354	322	314	299	307	295	385	283	243	278	266	346	294	341	311	397	390	129	205	221	77	
	30%	34%	33%	29%	36%	35%	32%	31%	30%	31%	29%	39%	28%	24%	28%	27%	35%	29%	34%	31%	40%	39%	13%	21%	31%	10%	
		MNOPWXZ	NOPWXZ	WXZ	DIKMNOPRW XYZ	DIKMNOPRW XYZ	NOPWXZ	NWXZ	NWXZ	NWXZ	NWXZ	CDGHIKLMN OPRTWXYZ	WXZ	WZ	WXZ	WXZ	IKMNOPRW Z	NWXZ	MNOPWXZ	NWXZ	BCDGHJKMN OPQRSTWXY	BCDGHJKMN OPRSTWXYZ	Z	WZ	NWXZ		
No more or less concerned	9027	260	448	522	229	413	492	301	544	226	490	396	407	581	584	541	150	467	410	153	398	300	126	113	185	289	
	37%	26%	45%	52%	23%	41%	49%	30%	54%	23%	49%	40%	41%	58%	58%	54%	15%	47%	41%	15%	40%	30%	13%	11%	26%	36%	
		QTXW	BEHJLQTUV WXYZ	BCEFHJLMQS TUVWXYZ	QTXW	BEHJQTVVWX YZ	BEFHJLMQST UVWXYZ	EJQTXW	BCEFHJLMQST QRSTUVWXY	QTXW	BEFHJLMQST UVWXYZ	BEHJQTVVWX Y	BEHJQTVVWX Y	BCEFHJLMQST QRSTUVWXY	BCEFHJLMQST QRSTUVWXY	BCEFHJLMQST QRSTUVWXY	X	BEFHJLMQST UVWXYZ	BEHJQTVVWX Y	BEHJQTVVWX Y	BEHJQTVVWX Y	BEHJQTVVWX Y	BEHJQTVVWX Y		QTXW	BEHJQTVVWX Y	
Somewhat less concerned	1566	78	57	36	70	43	48	138	25	84	42	90	37	47	20	40	95	107	46	35	18	110	74	54	83	87	
	6%	8%	6%	4%	7%	4%	5%	14%	2%	8%	4%	9%	4%	5%	2%	4%	10%	11%	5%	3%	2%	11%	7%	5%	12%	11%	
		DFGIKMNOP STU	IOU		DFIKMOPTU	IOU	IOU	BCDEFGHIJKL MNOPQSTU		DFGIKMNOP STU	OU	CDFGIKMNO PSTUX	U	IOU		U	CDFGIKMNO PSTUX	CDEFGIKMN OPSTUWX	IOU			BCDEFGIKMN OPSTUWX	DFGIKMNOP STU	IOU	BCDEFGIKMN OPSTUWX	CDEFGIKMN OPSTUWX	
Much less concerned	1191	33	39	43	22	24	44	61	12	65	24	29	16	15	9	28	47	17	27	46	8	25	147	247	134	28	
	5%	3%	4%	4%	2%	2%	4%	6%	1%	6%	2%	3%	2%	2%	1%	3%	5%	2%	3%	5%	1%	3%	15%	25%	19%	4%	
		INOUE	IMNORU	IMNORU	OU	OU	EFIKMNORU V	BEFIKLMNOP RSUVZ		BEFIKLMNOP RSUVZ	OU	IOU				OU	EFIKLMNORS UV		IOU	EFIKMNORU V		IOU	BCDEFGHIJKL MNOPQRSTU	BCDEFGHIJKL MNOPQRSTU	BCDEFGHIJKL MNOPQRSTU	IMNORU	
Sigma	24519	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
	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%	
Top2Box (Much/ Somewhat more concerned)	12735	628	456	398	679	519	416	499	419	625	445	484	539	357	387	392	707	408	517	767	576	565	652	586	316	396	
	52%	63%	46%	40%	68%	52%	42%	50%	42%	63%	44%	48%	54%	36%	39%	39%	71%	41%	52%	77%	58%	56%	65%	59%	44%	49%	
		CDFGHIKLMN OPRSUVYZ	NOP		CDFGHIKLMN OPRSUVXYZ	CDGKLNOPRY	N	DGINOPRY	N	CDFGHIKLMN OPRSVYZ	NO	DGINOPR	CDGKLNOPR Y				BCDFGHIJKL MNOPRSUV WXY7		CDGKLNOPRY	BCDFGHIJKL MNOPQRSUV WXYZ	CDFGHIKLN OPRSYZ	CDGHIKLN OPRSYZ	CDFGHIKLMN OPRSUVXYZ	CDFGHIKLN OPRSYZ	NO	DGINOPRY	
Low2Box (Somewhat / Much less concerned)	2757	112	96	79	92	68	92	199	37	148	65	120	54	62	29	68	143	125	73	80	26	135	221	301	216	115	
	11%	11%	10%	8%	9%	7%	9%	20%	4%	15%	7%	12%	5%	6%	3%	7%	14%	12%	7%	8%	3%	13%	22%	30%	30%	14%	
		FIKMNOPSU	FIKMNOU	IOU	IMNOU	IOU	FIKMNOU	BCDEFGHIKLM NOPQRSTU		CDEFGIKMN OPSTU	IOU	DFIKMNOPST U	OU	IOU		IOU	CDEFGIKMN OPSTU	DFIKMNOPST U	IOU	IOU		CDEFGIKMN OPSTU	BCDEFGHIJKL MNOPQRSTU	BCDEFGHIJKL MNOPQRSTU	BCDEFGHIJKL MNOPQRSTU	CDEFGIKMN OPSTU	
Mean	3.58	3.77	3.45	3.38	3.88	3.59	3.37	3.42	3.49	3.73	3.51	3.43	3.73	3.39	3.46	3.42	3.88	3.38	3.59	4.1	3.72	3.58	3.81	3.42	3.09	3.71	
		CDFGHIKLN OPRSVXY	Y	Y	CDFGHIKLM NOPRSUVXYZ	CDGHILNOPR XY	Y	Y	DGNRY	CDFGHIKLN OPRSVXY	DGNRY	Y	CDFGHIKLN OPRSVXY	Y	GY	Y	CDFGHIKLM NOPRSUVXYZ	Y	CDGHILNOPR XY	BCDEFGHIJKL MNOPQRSUV WXYZ	CDFGHIKLN OPRSVXY	CDGHILNOPR XY	CDFGHIKLN OPRSVXY	Y	3.09	CDFGHIKLN OPRSVXY	

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Global @dvisor: CIGI/IPSOS Poll Questions

Q1. How concerned are you about your online privacy compared to one year ago?

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	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	24750	2001	2001	6048	8072	8048	4988	5775
Base: All Respondents (wtd)	24519	2000	2000	6000	8000	8000	5000	5718
Much more concerned	5362	326	610	830	1319	1153	1204	1959
	22%	16%	30%	14%	16%	14%	24%	34%
		C	ACDEF		CE		ACDE	ABCDEF
Somewhat more concerned	7373	636	644	1717	2759	2291	1690	1540
	30%	32%	32%	29%	34%	29%	34%	27%
		CEG	CEG		CEG		CEG	
No more or less concerned	9027	900	486	3053	3191	4002	1524	1108
	37%	45%	24%	51%	40%	50%	30%	19%
		BDFG	G	ABDFG	BFG	ABDFG	BG	
Somewhat less concerned	1566	87	162	249	526	376	376	455
	6%	4%	8%	4%	7%	5%	8%	8%
			ACE		ACE		ACE	ACDE
Much less concerned	1191	51	98	152	206	179	206	657
	5%	3%	5%	3%	3%	2%	4%	11%
			ACDE				ACDE	ABCDEF
Sigma	24519	2000	2000	6000	8000	8000	5000	5718
	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Much/ Somewhat more concerned)	12735	962	1254	2546	4078	3444	2894	3499
	52%	48%	63%	42%	51%	43%	58%	61%
		CE	ACDEF		CE		ACDE	ACDEF
Low2Box (Somewhat / Much less concerned)	2757	138	260	401	731	555	582	1111
	11%	7%	13%	7%	9%	7%	12%	19%
			ACDE		ACE		ACDE	ABCDEF
Mean	3.58	3.55	3.75	3.47	3.56	3.48	3.66	3.65

		CE	ACDEFG		CE		ACDE	ACDE
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Global @dvisor: CIGI/IPSONS Poll Questions
 Q2_1. [Your government] To what extent have the following sources contributed to your being more concerned than last year about your online privacy?
 Proportions/Mean: - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z		
Base: Much/ Somewhat More Concerned About Online Privacy - Excluding China (unwtd)	12468	651	478	426	645	520	411	537	424	634	463	-	523	356	388	395	718	418	549	775	575	551	657	616	336	422		
Base: Much/ Somewhat More Concerned About Online Privacy - Excluding China (wtd)	12251	628	456	398	679	519	416	499	419	625	445	-	539	357	387	392	707	408	517	767	576	565	652	586	316	396		
A great deal	3685 30%	257 41%	162 35%	97 24%	234 34%	80 15%	113 27%	207 42%	88 21%	260 42%	101 23%	-	138 26%	105 29%	101 26%	72 18%	294 42%	71 17%	227 44%	204 27%	154 27%	135 24%	208 32%	208 36%	73 23%	96 24%		
		DFGIKMNOP RTUVWYZ	DFGIKMOPR TUVYZ	F	DFGIKMOPR TUVYZ		FIPR	DFGIKMNOP RTUVWYZ	F	DFGIKMNOP RTUVWYZ	F		FR	FIPR	FR		DFGIKMNO PRTUVWXYZ		CDEFGIKMN OPRTUVWXY	FPR	FIPR	FR	FIKMPRVYZ	DFGIKMOPR TUVYZ	F	FR		
Somewhat	4093 33%	210 33%	137 30%	85 21%	201 30%	206 40%	127 30%	176 35%	162 39%	139 22%	178 40%	-	193 36%	111 31%	135 35%	172 44%	249 35%	165 40%	178 34%	233 30%	206 36%	245 43%	158 24%	201 34%	157 50%	69 18%		
		DJWZ	JWZ		JWZ	CDEGJNTWZ	DJWZ	DJWZ	CDEGJNTWZ		CDEGJNTWZ		DJWZ	DJWZ	DJWZ	BCDEGINQST WXZ	DJWZ	CDEGJNTWZ	DJWZ	DJWZ	DJWZ	DEJWZ	BCDEGHJMN OQSTUWXZ	Z	DJWZ	BCDEFGHIJK MNOQRSTU WXZ	60 19%	85 21%
A little	2576 21%	106 17%	95 21%	87 22%	128 19%	191 37%	90 22%	53 11%	107 26%	135 22%	85 19%	-	118 22%	77 22%	93 24%	88 23%	107 15%	131 32%	68 13%	144 19%	171 30%	134 24%	128 20%	95 16%	60 19%	85 21%		
		H	HQS	HS	HS	BCDEGHJMK NOPQSTUVW XYZ	HQSX		BEHKQSTWX Y	HQS	HS		HQSX	HQS	BHQSX	HQS		BCDEGHJMK NOPQSTUVW XYZ		HS	BCDEGHJMKMN QSTVWXYZ	BHQSX	HQS		H	HS	HQSX	
Not at all	1896 15%	55 9%	62 14%	129 32%	115 17%	43 8%	86 21%	63 13%	62 15%	92 15%	81 18%	-	90 17%	64 18%	57 15%	59 15%	58 8%	41 10%	44 8%	185 24%	45 8%	51 9%	159 24%	82 14%	25 8%	146 37%		
			BFQSUVY	BCDEFGHIJK NOPQRSUVX Y	BFQRSUVY		BCFHIOQRSU VXY	U	BFQSUVY	BFQSUVY	BFQRSUVY		BFQRSUVY	BFQRSUVY	BFQSUVY	BFQSUVY				BCFEHIJMOP QRSUVXY			BCFEHIJKMN OPQRSUVXY	BFQSUVY		BCDEFGHIJK NOPQRSTU VWXYZ		
Sigma	12251 100%	628 100%	456 100%	398 100%	679 100%	519 100%	416 100%	499 100%	419 100%	625 100%	445 100%	-	539 100%	357 100%	387 100%	392 100%	707 100%	408 100%	517 100%	767 100%	576 100%	565 100%	652 100%	586 100%	316 100%	396 100%		
Top3Box (A Great Deal/ Somewhat/ A Little)	10354 85%	574 91%	393 86%	270 68%	563 83%	476 92%	330 79%	436 87%	357 85%	534 85%	364 82%	-	449 83%	293 82%	330 85%	333 85%	649 92%	367 90%	474 92%	582 76%	531 92%	514 91%	494 76%	504 86%	291 92%	250 63%		
		CDEGIJKMNO PTWXZ	DGTWZ		DTWZ	CDEGIJKMNO PTWXZ	DZ	DGTWZ	DGTWZ	DTWZ	DWZ		DTWZ	DWZ	DGTWZ	DTWZ	CDEGIJKMNO PTWXZ	DEGKMNTW Z	CDEGIJKMNO PTWXZ	Z	CDEGHJMKMN OPTWXZ	CDEGIJKMNO PTWXZ	Z	DGTWZ	CDEGIJKMNO PTWXZ	230 57%		
Top2Box (A Great Deal/ Somewhat)	7778 63%	468 74%	298 65%	182 46%	435 64%	285 55%	240 58%	383 77%	250 60%	399 64%	279 63%	-	331 61%	215 60%	237 61%	244 62%	542 77%	236 58%	405 78%	438 57%	361 63%	380 67%	365 56%	409 70%	230 73%	165 42%		
		CDEFGIJKMN OPRTUVWZ	DFGTWZ		DFTWZ	Z	DZ	CDEFGIJKMN OPRTUVWXZ	DZ	DFWZ	DFWZ		DZ	DZ	DZ	DZ	CDEFGIJKMN OPRTUVWXZ	DZ	CDEFGIJKMN OPRTUVWXZ	DZ	DFWZ	DFGIRTWZ	DZ	DEFGIJKMN RTUWZ	CDEFGIJKMN OPRTUWZ			
Mean	2.78	3.07	2.87	2.38	2.82	2.62	2.64	3.06	2.66	2.91	2.67	-	2.7	2.72	2.72	2.66	3.1	2.65	3.14	2.6	2.81	2.82	2.63	2.91	2.88	2.29		
		CDEFGIJKMN OPRTUVWXY Z	DFGIKMOPR TWZ		DFGIRTWZ	DZ	DZ	CDEFGIJKMN OPRTUVWYZ	DZ	DFGIKMOPR TWZ	DZ		DZ	DZ	DZ	DZ	CDEFGIJKMN OPRTUVWXY Z	DZ	CDEFGIJKMN OPRTUVWXY Z	Z	DFGIKRTWZ	DFGIKPRTWZ	DZ	DFGIKMNOP RTWZ	DFGIKMNOP RTWZ			

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Global @dvisor: CIGI/IPSOS Poll Questions

Q2_1. [Your government] To what extent have the following sources contributed to your being more concerned than last year about your online privacy?

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	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: Much/ Somewhat More Concerned About Online Privacy - Excluding China (unwtd)	12468	1012	1285	2551	3632	3518	2423	3566
Base: Much/ Somewhat More Concerned About Online Privacy - Excluding China (wtd)	12251	962	1254	2546	3594	3444	2410	3499
A great deal	3685	328	517	691	918	912	885	1135
	30%	34%	41%	27%	26%	26%	37%	32%
		CDE	ACDEG				CDEG	CDE
Somewhat	4093	356	349	875	1318	1218	674	1126
	33%	37%	28%	34%	37%	35%	28%	32%
		BFG		BF	BFG	BFG		BF
A little	2576	153	241	561	928	748	457	609
	21%	16%	19%	22%	26%	22%	19%	17%
				AFG	ABCEFG	AG		
Not at all	1896	125	146	420	429	566	394	630
	15%	13%	12%	16%	12%	16%	16%	18%
				ABD		ABD	ABD	ABD
Sigma	12251	962	1254	2546	3594	3444	2410	3499
	100%	100%	100%	100%	100%	100%	100%	100%
Top3Box (A Great Deal/ Somewhat/ A Little)	10354	837	1107	2127	3164	2877	2016	2869
	85%	87%	88%	84%	88%	84%	84%	82%
		CEFG	CEFG		CEFG			
Top2Box (A Great Deal/ Somewhat)	7778	684	866	1566	2236	2130	1559	2260
	63%	71%	69%	61%	62%	62%	65%	65%
		CDEFG	CDEG					C

Mean	2.78	2.92	2.99	2.72	2.76	2.72	2.85	2.79
		CDEG	CDEFG				CDE	CE

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Q29_1. [They have too much power] To what extent do you agree or disagree with the following statements about online advertisements:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Answering (unwtd)	22635	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	593	492	258	217	
Base: All Answering (wtd)	22503	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	589	468	243	204	
Strongly agree	3522	155	121	93	184	57	158	229	111	281	134	158	195	114	103	165	218	36	146	230	62	97	251	175	32	16	
	16%	16%	12%	9%	18%	6%	16%	23%	11%	28%	13%	16%	20%	11%	10%	16%	22%	4%	15%	23%	6%	10%	43%	37%	13%	8%	
		DFINORUVZ	FRU	FR	CDFIKNORUVZ		CDFINORUVZ	BCDFGIKLNOPRSUVYZ	FRU	BCDFGIKLMNOPRSUVY7	FRUVZ	CDFINORUVZ	CDFIKNORSUVYZ	FRU	FRU	CDFINORUVZ	BCDFGIKLNOPRSUVYZ		DFIORUVZ	BCDFGIKLNOPRSUVYZ	R	FRU	BCDFGIKLMNOPQRSTU	BCDFGIKLMNOPQRSTU	FRU	R	
Somewhat agree	7579	345	301	287	327	357	244	424	309	365	264	480	298	282	273	305	408	276	282	442	381	333	206	201	106	86	
	34%	35%	30%	29%	33%	36%	24%	42%	31%	36%	26%	48%	30%	28%	27%	30%	41%	28%	28%	44%	38%	33%	35%	43%	44%	42%	
		GKNORS	G		GKOR	CDGIKMNORS		BCDFGIKLMNOPRSVW	G	CDGKMNORS		BCDFGIKLMNOPRSUVW	G			G	BCDFGIKLMNOPRSVW			BCDFGIKLMNOPRSUVW	CDEGIKMNOPRSV	GKNORS	GKNORS	BCDFGIKLMNOPRSVW	BCDFGIKLMNOPRSVW	BCDFGIKLMNOPRSV	
Somewhat disagree	7334	308	342	370	297	448	271	254	394	230	381	302	253	318	361	322	274	462	325	215	473	439	78	67	80	71	
	33%	31%	34%	37%	30%	45%	27%	25%	39%	23%	38%	30%	25%	32%	36%	32%	27%	46%	32%	21%	47%	44%	13%	14%	33%	35%	
		JMTWX	GHJMQTWX	EGHJMQTWX	JTWX	BCDEGHJLMNOPQSTWXY7	TWX	WX	BCEGHJLMNOPQSTWX	WX	BEGHJLMNOPQSTWX	JMTWX	WX	GHJMQTWX	BEGHJLMQW	HJMTWX	WX	BCDEGHJLMNOPQSTWXY7	GHJMQTWX	WX	BCDEGHJLMNOPQSTWXY7	BCDEGHJLMNOPQSTWXY7			HJMTWX	GHJMQTWX	
Strongly disagree	4068	191	236	250	192	138	328	94	186	125	61	254	286	263	209	100	226	247	113	84	131	54	25	24	30		
	18%	19%	24%	25%	19%	14%	33%	9%	19%	12%	22%	6%	25%	29%	26%	21%	10%	23%	25%	11%	8%	13%	9%	5%	10%	15%	
		FHJLQTVVWX	EFHJLQTVVWX	BEFHJLQTVVWX	FHJLQTVVWX	HLQUWX	BCDFEHIJKLMOPQRSTUVWXY7	LX	FHJLQTVVWX	LUX	FHJLQTVVWX		BEFHJLQTVVWX	BCEFHJLQTVVWX	BEFHJLQTVVWX	FHJLQTVVWX	LX	FHJLQTVVWX	BEFHJLQTVVWX	LX	X	HLQUWX	LX		LX	HLQUWX	
Sigma	22503	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	589	468	243	204
	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%	
Top2Box (Strongly/ Somewhat agree)	11101	501	422	380	511	414	402	653	420	645	399	638	493	396	376	469	626	311	428	672	443	430	457	375	138	102	
	49%	50%	42%	38%	51%	41%	40%	65%	42%	65%	40%	64%	49%	40%	38%	47%	63%	31%	43%	67%	44%	43%	47%	80%	57%	50%	
		CDFGIKMNORSUV	R	R	CDFGIKMNORSUV	R	R	BCDFGIKLMNOPRSUVYZ	R	BCDFGIKLMNOPRSUVZ	R	BCDFGIKLMNOPRSUVYZ	CDFGIKMNORSUV	R	R	DGKNOR	BCDFGIKLMNOPRSUVZ		OR	BCDFGIKLMNOPRSUVYZ	DOR	OR	BCDFGIKLMNOPRSUVYZ	BCDFGIKLMNOPRSUVYZ	CDFGIKMNORSUV	CDFGIKMNORSUV	
Low2Box (Somewhat/ Strongly disagree)	11402	499	578	620	489	586	598	347	580	355	601	362	507	604	624	531	374	689	572	328	557	570	132	92	104	101	
	51%	50%	58%	62%	49%	59%	60%	35%	58%	35%	60%	36%	51%	60%	62%	53%	37%	69%	57%	33%	56%	57%	22%	20%	43%	50%	
		HJLQTVVWX	BEHJLMQTVVWX	BEHJLMQTVVWX	HJLQTVVWX	BEHJLMQTVVWX	BEHJLMQTVVWX	WX	BEHJLMQTVVWX	WX	BEHJLMQTVVWX	WX	HJLQTVVWX	BEHJLMQTVVWX	BEHJLMQTVVWX	HJLQTVVWX	WX	BCDFGIKLMNOPRSUVYZ	BEHJLMQTVVWX	WX	BEHJLMQTVVWX	BEHJLMQTVVWX			HLTWX	HJLQTVVWX	
Mean	2.47	2.46	2.31	2.22	2.5	2.33	2.23	2.79	2.35	2.8	2.31	2.74	2.43	2.22	2.22	2.43	2.74	2.12	2.33	2.79	2.42	2.4	3.11	3.12	2.6	2.43	
		CDFGIKMNORS	R		CDFGIKMNORS	DGNOR	R	BCDFGIKLMNOPRSUVYZ	DGNOR	BCDFGIKLMNOPRSUVYZ	R	BCDFGIKLMNOPRSUVYZ	CDFGIKMNORS	R	R	CDGNOR	BCDFGIKLMNOPRSUVYZ		NOR	BCDFGIKLMNOPRSUVYZ	CDFGIKMNORS	DGNOR	BCDFGIKLMNOPRSUVYZ	BCDFGIKLMNOPRSUVYZ	CDFGIKMNORS	DGNOR	

Cell Contents:
- Count
- Column Percentage
- Statistical Test Results
Statistics:
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
Rules:
- Hide rows where the Count is equal to 0
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Q29_1. [They have too much power] To what extent do you agree or disagree with the following statements about online advertisements:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	22635	2001	2001	6048	8072	8048	4988	4296
Base: All Answering (wtd)	22503	2000	2000	6000	8000	8000	5000	4299
Strongly agree	3522	281	436	856	832	987	934	1101
	16%	14%	22%	14%	10%	12%	19%	26%
		D	ACDEF	DE		D	ACDE	ABCDEF
Somewhat agree	7579	546	710	1702	2829	2266	1866	1705
	34%	27%	36%	28%	35%	28%	37%	40%
			ACE		ACE		ACE	ABCDE
Somewhat disagree	7334	706	538	1867	3162	2791	1472	991
	33%	35%	27%	31%	40%	35%	29%	23%
		BCFG	G	BG	ABCEFG	BCFG	G	
Strongly disagree	4068	468	316	1576	1177	1956	728	502
	18%	23%	16%	26%	15%	24%	15%	12%
		BDFG	G	ABDFG	G	BDFG	G	
Sigma	22503	2000	2000	6000	8000	8000	5000	4299
	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly/ Somewhat agree)	11101	827	1146	2558	3661	3252	2800	2806
	49%	41%	57%	43%	46%	41%	56%	65%
			ACDE		ACE		ACDE	ABCDEF
Low2Box (Somewhat/ Strongly disagree)	11402	1173	854	3442	4339	4748	2200	1493
	51%	59%	43%	57%	54%	59%	44%	35%
		BDFG	G	BDFG	BFG	BDFG	G	
Mean	2.47	2.32	2.63	2.31	2.41	2.29	2.6	2.79
			ACDE		ACE		ACDE	ABCDEF

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Global @dvisor: CIGI/IPPOS Poll Questions
 Q2_5. [Cyber criminals] To what extent have the following sources contributed to your being more concerned than last year about your online privacy?
 Proportions/Means: - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: Much/ Somewhat More Concerned About Online Privacy (unwtd)	12956	651	478	426	645	520	411	537	424	634	463	488	523	356	388	395	718	418	549	775	575	551	657	616	336	422
Base: Much/ Somewhat More Concerned About Online Privacy (wtd)	12735	628	456	398	679	519	416	499	419	625	445	484	539	357	387	392	707	408	517	767	576	565	652	586	316	396
A great deal	7133	444	263	189	538	303	220	277	229	443	253	247	292	188	230	189	382	150	312	366	324	399	289	331	116	162
	56%	71%	58%	47%	79%	58%	53%	55%	55%	71%	57%	51%	54%	53%	59%	48%	54%	37%	60%	48%	56%	71%	44%	56%	37%	41%
		CDFGHIKLMN OPQRSTUWX Y7	DPRTWYZ	RY	BCDFGHIJKL MNOPQRSTU VWXYZ7	DLPRTWYZ	RWYZ	RWYZ	RWYZ	CDFGHIKLMN OPQRSTUWX Y7	RTWYZ	RWYZ	RWYZ	RWYZ	DLPRTWYZ	RY	RTWYZ		DGLPQRTWY Z	RYZ	RTWYZ	CDFGHIKLMN OPQRSTUWX Y7	RY	RTWYZ		
Somewhat	3131	124	124	105	80	155	119	100	108	90	114	164	147	104	105	145	181	152	151	151	152	121	123	137	115	66
	25%	20%	27%	26%	12%	30%	29%	20%	26%	14%	26%	34%	27%	29%	27%	37%	26%	37%	29%	20%	26%	21%	19%	23%	36%	17%
		E	BEJTWZ	EJZ		BEHJTVWXZ	BEHJTVWXZ	E	BEJTWZ		EJWZ	BCEHIJKMOQ TUVWXZ	BEJTWZ	BEHJTVWXZ	BEJTWZ	BCDEHIJKMO QTUVWXZ	BEJTWZ	BCDEHIJKMO QOSTUVWXZ	BEHJTVWXZ	E	BEJTWZ	EJ	E	EJWZ	BCDEGHIJKM OOSTUVWXZ	E
A little	1503	45	42	57	37	46	57	52	66	53	45	65	80	44	34	49	80	85	37	111	91	34	86	66	63	76
	12%	7%	9%	14%	6%	9%	14%	10%	16%	9%	10%	13%	15%	12%	9%	12%	11%	21%	7%	14%	16%	6%	13%	11%	20%	19%
			E	BESV		E	BEFJOSV	EV	BCEFIJKOQSV X		EV	BEFJSV	BCEFIJOSV	BESV		EV	BESV	BCEFGHIJKLN OPQSTVWX		BCEFIJOSV	BCEFIJKOQS VX		BEFJOSV	BESV	BCEFGHIJKLN OPQSTVWX	BCEFGHIJKLN OPOSVWX
Not at all	968	16	27	47	24	15	20	70	17	39	33	8	21	21	18	9	64	22	17	139	10	10	154	52	23	93
	8%	2%	6%	12%	3%	3%	5%	14%	4%	6%	7%	2%	4%	6%	5%	2%	9%	5%	3%	18%	2%	2%	24%	9%	7%	23%
			BFLUV	BCEFGILMOP RSUV			LUV	BCEFGILKLM NOPQRSUVX Y	LUV	BFLUV	BEFLMPSUV			BFLUV	LUV		BCEFGILMOPS UV	LUV		BCEFGILKLM NOPQRSUVX Y			BCDEFGHIJKL MNOPQRSTU VXY	BEFGILMOPS UV	BEFLPSUV	BCDEFGHIJKL MNOPQRSUV XY
Sigma	12735	628	456	398	679	519	416	499	419	625	445	484	539	357	387	392	707	408	517	767	576	565	652	586	316	396
	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%
Top3Box (A Great Deal/ Somewhat/ A Little)	11767	613	429	351	655	504	395	429	403	586	412	476	518	336	369	382	643	386	500	628	567	555	499	533	294	303
	92%	98%	94%	88%	97%	97%	95%	86%	96%	94%	93%	98%	96%	94%	95%	98%	91%	95%	97%	82%	98%	98%	76%	91%	93%	77%
		CDHJKNQTW XYZ	DHTWZ	WZ	DHKQTWXYZ	CDHJKNQTW XYZ	DHQTWXZ	WZ	DHQTWXZ	HTWZ	HTWZ	CDGHIJKNOQ RTWXYZ	DHKQTWXZ	HTWZ	DHQTWXZ	DHKQTWXYZ	HTWZ	DHTWZ	DHKQTWXYZ	W	CDGHIJKNOQ RTWXYZ	CDGHIJKNOQ RTWXYZ		HTWZ	HTWZ	
Top2Box (A Great Deal/ Somewhat)	10264	567	387	294	618	458	338	377	337	533	367	411	439	292	334	334	562	302	463	517	476	521	412	468	230	227
	81%	90%	85%	74%	91%	88%	81%	76%	80%	85%	82%	85%	81%	82%	86%	85%	80%	74%	67%	89%	83%	92%	63%	80%	73%	57%
		CDGHIKLMN QRTUWXYZ	DHRTWYZ	WZ	CDGHIKLMN OPQRTUWXYZ 7	DGHIKMNQR TUWXYZ	RTWYZ	TWZ	TWYZ	DHRTWYZ	DRTWYZ	DHRTWYZ	RTWYZ	RTWYZ	DHIQRTWYZ	DHRTWYZ	TWYZ	WZ	DGHIKLMNQ RTUWXYZ	Z	DHRTWYZ	CDFGHIJKLM NOPQRTUW XY7		TWYZ	WZ	
Mean	3.29	3.59	3.37	3.09	3.67	3.44	3.29	3.17	3.31	3.5	3.32	3.34	3.32	3.28	3.41	3.31	3.24	3.05	3.46	2.97	3.37	3.61	2.84	3.27	3.02	2.75
		CDFGHIKLMN OPQRSTUWX Y7	DHRTWYZ	WZ	CDFGHIJKLM NOPQRSTUW XY7	DGHIMNQRT WXYZ	DRTWYZ	TWZ	DRTWYZ	DGHIKLMNP QRTWXYZ	DRTWYZ	DHRTWYZ	DRTWYZ	RTWYZ	DHRTWYZ	DRTWYZ	RTWYZ	WZ	DGHIKLMNP QRTWXYZ	Z	DHRTWYZ	CDFGHIKLMN OPQRSTUWX Y7		RTWYZ	WZ	

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Global @dvisor: CIGI/IPSOS Poll Questions

Q2_5. [Cyber criminals] To what extent have the following sources contributed to your being more concerned than last year about your online privacy?

Proportions/Means: - Column Proportions:

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

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

- Column Means:

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

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

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: Much/ Somewhat More Concerned About Online Privacy (unwtd)	12956	1012	1285	2551	4120	3518	2911	3566
Base: Much/ Somewhat More Concerned About Online Privacy (wtd)	12735	962	1254	2546	4078	3444	2894	3499
A great deal	7133	565	887	1382	2222	1802	1799	1916
	56%	59%	71%	54%	54%	52%	62%	55%
		CDE	ACDEFG				CDEG	
Somewhat	3131	265	213	742	1138	1022	619	706
	25%	28%	17%	29%	28%	30%	21%	20%
		BFG		BFG	BFG	BFG	B	
A little	1503	82	99	306	525	430	293	416
	12%	9%	8%	12%	13%	12%	10%	12%
				AB	ABF	ABF		AB
Not at all	968	50	55	116	193	189	183	461
	8%	5%	4%	5%	5%	5%	6%	13%
							CD	ABCDEF
Sigma	12735	962	1254	2546	4078	3444	2894	3499
	100%	100%	100%	100%	100%	100%	100%	100%
Top3Box (A Great Deal/ Somewhat/ A Little)	11767	912	1199	2430	3885	3255	2711	3038
	92%	95%	96%	95%	95%	95%	94%	87%
		G	G	FG	FG	G	G	
Top2Box (A Great Deal/ Somewhat)	10264	830	1100	2124	3360	2824	2418	2622
	81%	86%	88%	83%	82%	82%	84%	75%
		DEG	CDEFG	G	G	G	G	
Mean	3.29	3.4	3.54	3.33	3.32	3.29	3.39	3.17
		DEG	ACDEFG	G	G	G	CDEG	

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Q26_1. [They have too much power] To what extent do you agree or disagree with the following statements about social media:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Answering (unwtd)	22638	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	586	491	273	213	
Base: All Answering (wtd)	22505	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	582	467	257	200	
Strongly agree	5080	331	130	104	293	129	214	310	197	340	202	176	197	183	231	204	299	102	226	372	135	136	277	190	62	38	
	23%	33%	13%	10%	29%	13%	21%	31%	20%	34%	20%	18%	20%	18%	23%	20%	30%	10%	23%	37%	13%	14%	48%	41%	24%	19%	
		CDFGIKLMN OPRSUVYZ			CDFGIKLMN OPRSUVZ		CDFLRUV	CDFGIKLMN OPRSUVZ	CDFRUV	CDFGIKLMN OPRSUVZ	CDFRUV	CDFRUV	CDFRUV	CDFRUV	CDFLNRUV	CDFRUV	CDFGIKLMN OPRSUVZ		CDFLNRUV	CDFGIKLMN NOPQRSUVY			BCDEFGHIJKL MNOPQRSTU	BCDEFGHIJKL MNOPQRSUV	CDFLNRUV	CDFRU	
Somewhat agree	9093	400	363	300	353	468	345	444	400	401	376	563	394	362	394	396	407	370	397	436	528	397	184	202	110	100	
	40%	40%	36%	30%	35%	47%	35%	44%	40%	40%	38%	56%	39%	36%	39%	40%	41%	37%	40%	44%	53%	40%	32%	43%	43%	50%	
		DGW	D			BCDEGIJKMN OPQRSVW		CDEGKNRW	DGW	DW	DW	BCDEFGHIJK MNOPQRSTV	DW	D	DGW	DW	DEGW	D	DGW	CDEGKNRW	BCDEFGHIJK MNOPQRSTV	DGW		CDEGKNRW	DEGW	BCDEGIJKMN OPQRSVW	
Somewhat disagree	5857	156	362	369	227	327	257	183	297	179	289	226	235	268	268	288	223	378	248	156	302	391	67	48	65	47	
	26%	16%	36%	37%	23%	33%	26%	18%	30%	18%	29%	23%	23%	27%	27%	29%	22%	38%	25%	16%	30%	39%	11%	10%	25%	23%	
		WX	BEGHIJKLMN OPQSTUWXY	BEGHIJKLMN OPQSTUWXY	BTWX	BEGHILMNO QSTWXYZ	BHJTWX	WX	BEHILMQST WX	WX	BEHILMQTW X	BTWX	BHJTWX	BHJLQTWX	BHJLQTWX	BEHILMQTW X	BTWX	BEFGHIJKLM NOPQSTUWX	BHJTWX	WX	BEGHILMQST WX	BEFGHIJKLM NOPQSTUWX			BHJTWX	BTWX	
Strongly disagree	2475	112	145	226	126	76	183	63	106	80	133	35	174	186	107	111	71	150	128	36	35	76	55	26	20	15	
	11%	11%	14%	23%	13%	8%	18%	6%	11%	8%	13%	3%	17%	19%	11%	11%	7%	15%	13%	4%	3%	8%	9%	5%	8%	8%	
		FHLQTVUX	FHIJLOQTUV WXYZ	BCEFGHIJKL QRSTUWXY	FHJLQTVUX Z	LTU	BCEFGHIJKL QSTUWVXYZ	LTU	FHLQTVUX	LTU	FHJLQTVUX YZ		BEFGHIJKLOP STUWVWXYZ	BCEFGHIJKL QSTUWVXYZ	FHLQTVUX	FHLQTVUX	LTU	FHIJLOQTUV WXYZ	FHJLQTVUX Z			LTU	LTUX		LTU	LTU	
Sigma	22505	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	582	467	257	200
	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%	
Top2Box (Strongly/ Somewhat agree)	14173	731	493	404	647	597	560	754	597	741	578	739	591	545	625	600	705	472	624	809	663	533	461	393	172	138	
	63%	73%	49%	40%	65%	60%	56%	75%	60%	74%	58%	74%	59%	55%	63%	60%	71%	47%	62%	81%	66%	53%	79%	84%	67%	69%	
		CDEFGIKMN OPRSUV	D		CDFGIKMN V	CDNRV	CDR	CDEFGIKMN OPRSUVY	CDNRV	CDEFGIKMN OPRSUVY	CDR	CDEFGIKMN OPRSUVY	CDRV	CDR	CDGNRV	CDRV	CDEFGIKMN OPRSV		CDGNRV	BCDEFGHIJKL MNOPQRSUV	CDFGIKMN RV	DR	BCDEFGIKLM NOPQRSUVY	BCDEFGHIJKL MNOPQRSUV	CDFGIKMN V	CDFGIKMN RV	
Low2Box (Somewhat/ Strongly disagree)	8332	269	507	596	353	403	440	246	403	259	422	261	409	455	375	400	295	528	376	191	337	467	121	74	85	62	
	37%	27%	51%	60%	35%	40%	44%	25%	40%	26%	42%	26%	41%	45%	37%	40%	29%	53%	38%	19%	34%	47%	21%	16%	33%	31%	
		TWX	BEFGHIJKLM NOPQSTUWX	BCEFGHIJKL MNOPQSTUV WXYZ	BHJLQTVUX	BEHJLQTVUW XYZ	BEHJLQSTU WXYZ	TX	BEHJLQTVUW XYZ	TX	BEHJLQTVUW XYZ	TWX	BEHJLQTVUW XYZ	BEFHJLQST UWXYZ	BHJLQTVUX	BHJLQTVUWX	TWX	BEFGHIJKLM NOPQSTUVW XYZ	BHJLQTVUX		BHJLTVX	BEFHJLMOP QSTUWXYZ			HJLTVX	TWX	
Mean	2.75	2.95	2.48	2.28	2.81	2.65	2.59	3	2.69	3	2.65	2.88	2.61	2.54	2.75	2.69	2.93	2.42	2.72	3.14	2.76	2.59	3.17	3.19	2.84	2.8	
		CDEFGIKMN OPRSUV	D		CDFGIKMN RV	CDNR	CDR	CDEFGIKLMN OPRSUVYZ	CDGNRV	CDEFGIKLMN OPRSUVYZ	CDNR	CDFGIKMN PRSU	CDR	DR	CDFGKMNRV	CDNRV	CDEFGIKMN OPRSUV	D	CDGMNRV	BCDEFGHIJKL MNOPQRSUV Y7	CDFGKMNRV	CDR	BCDEFGHIJKL MNOPQRSUV Y7	BCDEFGHIJKL MNOPQRSUV Y7	CDFGIKMN RV	CDFGKMNRV	

Cell Contents:
- Count
- Column Percentage
- Statistical Test Results
Statistics:
- Column Proportions:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
Rules:
- Hide rows where the Count is equal to 0
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Q26_1. [They have too much power] To what extent do you agree or disagree with the following statements about social media:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	22638	2001	2001	6048	8072	8048	4988	4303
Base: All Answering (wtd)	22505	2000	2000	6000	8000	8000	5000	4305
Strongly agree	5080	428	672	1160	1278	1450	1213	1504
	23%	21%	34%	19%	16%	18%	24%	35%
		DE	ACDEF	D		D	ACDE	ACDEF
Somewhat agree	9093	774	801	2254	3433	2990	2024	1730
	40%	39%	40%	38%	43%	37%	40%	40%
					ACEFG		CE	CE
Somewhat disagree	5857	537	335	1679	2514	2343	1225	746
	26%	27%	17%	28%	31%	29%	24%	17%
		BG		BFG	ABCEFG	BFG	BG	
Strongly disagree	2475	261	192	907	775	1217	538	325
	11%	13%	10%	15%	10%	15%	11%	8%
		BDFG	G	BDFG	G	BDFG	G	
Sigma	22505	2000	2000	6000	8000	8000	5000	4305
	100%	100%	100%	100%	100%	100%	100%	100%
Summary Statistics								
Top2Box (Strongly/ Somewhat agree)	14173	1202	1473	3415	4711	4440	3237	3235
	63%	60%	74%	57%	59%	55%	65%	75%
		CE	ACDEF		E		ACDE	ACDEF
Low2Box (Somewhat/ Strongly disagree)	8332	798	527	2585	3289	3560	1763	1071
	37%	40%	26%	43%	41%	45%	35%	25%
		BFG		ABFG	BFG	ABDFG	BG	
Means								
Mean	2.75	2.68	2.98	2.61	2.65	2.58	2.78	3.03
		CE	ACDEF		CE		ACDE	ACDEF

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Q22_1. [Influences what I purchase online] To what extent do agree or disagree that social media influences your online behaviour in the following ways:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Answering (unwtd)	22639	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	586	491	273	214
Base: All Answering (wtd)	22506	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	582	467	257	201
Strongly agree	3346	249	83	92	198	138	95	217	55	256	85	164	65	67	55	93	305	83	107	256	97	310	123	77	40	35
	15%	25%	8%	9%	20%	14%	10%	22%	6%	26%	8%	16%	7%	7%	6%	9%	31%	8%	11%	26%	10%	31%	21%	16%	16%	17%
		CDEFGIKLMN OPRSUXYZ	IO	IO	CDGFKMNO PRSU	CDGFKMNO RU	IMNO	CDFGKLMN OPRSUX		CDEFGIKLMN OPRSUXYZ	IO	CDGFKMNO RSU				IO	BCDEFGHIKL MNOPRSTU	IO	IMNO	CDEFGIKLMN OPRSUXYZ	IMNO	BCDEFGHIKL MNOPRSTU	CDFGKLMN OPRSU	CDGFKMNO RSU	CDGFKMNO RSU	CDGFKMNO RSU
Somewhat agree	8283	392	312	286	361	533	268	473	331	389	313	513	248	267	269	322	451	364	275	480	518	518	137	113	104	47
	37%	39%	31%	29%	36%	53%	27%	47%	33%	39%	31%	51%	25%	27%	27%	32%	45%	36%	27%	48%	52%	52%	24%	24%	41%	23%
		CDGFKMNO SWXZ	GMWXZ		CDGMNOSW XZ	BCDEFGHIJKM NOPQRSTWX Y7		BCDEFGHIJKM OPRSWXZ	GMNOSWXZ	CDGFKMNO SWXZ	GMWXZ	BCDEFGHIJKM OPQRSWXZ					GMNOSWXZ	BCDEFGHIJKM OPRSWXZ	CDGMNOSW XZ		BCDEFGHIJKM OPRSWXZ	BCDEFGHIJKM OPQRSWXZ	BCDEFGHIJKM OPQRSWXZ			CDGFKMNO SWXZ
Somewhat disagree	5883	217	379	332	245	252	294	219	307	184	291	270	312	302	290	323	171	331	279	176	334	139	71	53	68	42
	26%	22%	38%	33%	24%	25%	29%	22%	31%	18%	29%	27%	31%	30%	29%	32%	17%	33%	28%	18%	33%	14%	12%	11%	26%	21%
		QVWX	BEFGHIJKLM NOPQSTVWX Y7	BEFHJLQTVW XZ	JQTVWX	JQTVWX	BEFHJLQTVW Z	QVWX	BEFHJLQTVW Z	VWX	BHJLQTVWXZ	BHJLQTVWX	BEFHJLQTVW Z	BEFHJLQTVW Z	BHJLQTVWXZ	BEFHJLQTVW XZ	WX	BEFHJLQSTV WXZ	BHJLQTVWXZ	WX	BEFHJLQST VWXZ				JQTVWX	VWX
Strongly disagree	4994	142	226	291	195	77	343	91	307	171	312	52	374	365	387	262	73	223	340	88	50	33	250	223	44	77
	22%	14%	23%	29%	20%	8%	34%	9%	31%	17%	31%	5%	37%	36%	39%	26%	7%	22%	34%	9%	5%	3%	43%	48%	17%	38%
		FHLQTVU	BFHJLQTVU	BCEFHJLQRT UVY	BFHJLQTVU	LUV	BCEFHJLQRT UVY	LUV	BCEFHJLQRT UVY	FHLQTVU	BCEFHJLQRT UVY	V	BCDEFGHIJKL QRTUVY	BCDEFGHIJKL QRTUVY	BCDEFGHIJKL QRTUVY	BEFHJLQTVU Y	UV	BFHJLQTVU	BCEFHJLQRT UVY	LUV			BCDEFGHIJKL MNPQRSTU Y	BCDEFGHIJKL MNPQRSTU V7	FHLQTVU	BCDEFGHIJKL PQRTUVY
Sigma	22506	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
	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%
Top2Box (Strongly/ Somewhat agree)	11629	641	395	377	560	671	363	690	386	645	397	678	314	333	324	415	756	447	382	736	615	828	260	190	145	82
	52%	64%	39%	38%	56%	67%	36%	69%	39%	65%	40%	68%	31%	33%	32%	41%	76%	45%	38%	74%	62%	83%	45%	41%	56%	41%
		CDEGFKMNO PRSWXYZ	MNO		CDGFKMNO RSWXZ	CDEGFKMNO PRSUWXYZ	M	CDEGFKMNO PRSUWXYZ	MNO	CDEGFKMNO PRSUWXYZ	MNO	CDEGFKMNO PRSUWXYZ				MNO	BCDEFGHIJKL MNOPRSUW XY7	DGIMNOS	MO	BCDEFGHIJKL MNOPRSUW XY7	CDEGFKMNO PRSWXZ	BCDEFGHIJKL MNOPRSTU WXY7	DGIMNOS	MNO	CDGFKMNO RSWXZ	MNO
Low2Box (Somewhat/ Strongly disagree)	10877	359	605	623	440	329	637	310	614	355	603	322	686	667	676	585	244	553	618	264	385	172	322	277	112	119
	48%	36%	61%	62%	44%	33%	64%	31%	61%	35%	60%	32%	69%	67%	68%	59%	24%	55%	62%	26%	38%	17%	55%	59%	44%	59%
		QTV	BEFHJLQTVU Y	BEFHJLQRTU VWY	BFHJLQTVU	QTV	BEFHJLQRTU VWY	QV	BEFHJLQRTU VWY	QTV	BEFHJLQTVU Y	QTV	BCEFGHIJKL QRSTUWVXY Z	BCEFGHIJKL PQRTUVWXYZ	BCEFGHIJKL PQRTUVWXYZ	BEFHJLQTVU Y	V	BEFHJLQTVU Y	BEFHJLQRTU VWY	V	FHLQTV		BEFHJLQTVU Y	BEFHJLQTVU Y	BFHJLQTVU	BEFHJLQTVU Y
Mean	2.44	2.75	2.25	2.18	2.56	2.73	2.12	2.82	2.13	2.73	2.17	2.79	2.01	2.03	1.99	2.25	2.99	2.31	2.15	2.9	2.66	3.11	2.23	2.09	2.55	2.2
		CDEGFKMNO PRSWXYZ	GIMNOSX	MNO	CDGFKMNO RSWXZ	CDEGFKMNO PRSUWXYZ	MO	CDEGFKMNO PRSUWXYZ	MNO	CDEGFKMNO PRSUWXYZ	MNO	CDEGFKMNO PRSUWXYZ				GIMNOX	BCDEFGHIJKL MNOPRSUW XY7	DGIMNOSX	MNO	BCDEFGHIJKL MNOPRSUW XY7	CDEGFKMNO PRSWXYZ	BCDEFGHIJKL MNOPRSTU WXY7	GMNO		CDGFKMNO RSWXZ	MNO

Cell Contents:
 - Count
 - Column Percentage
 - Statistical Test Results
 Statistics:
 - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 Rules:
 - Hide rows where the Count is equal to 0
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Q22_1. [Influences what I purchase online] To what extent do agree or disagree that social media influences your online behaviour in the following ways:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Answering (unwtd)	22639	2001	2001	6048	8072	8048	4988	4303
Base: All Answering (wtd)	22506	2000	2000	6000	8000	8000	5000	4305
Strongly agree	3346	192	505	459	1244	646	1016	912
	15%	10%	25%	8%	16%	8%	20%	21%
		C	ACDEFG		ACE		ACDE	ACDE
Somewhat agree	8283	588	781	1685	3514	2343	2000	1669
	37%	29%	39%	28%	44%	29%	40%	39%
			ACE		ABCEFG		ACE	ACE
Somewhat disagree	5883	569	401	1900	2137	2460	1202	832
	26%	28%	20%	32%	27%	31%	24%	19%
		BFG		ABDFG	BFG	BDFG	BG	
Strongly disagree	4994	651	312	1956	1105	2552	781	892
	22%	33%	16%	33%	14%	32%	16%	21%
		BDFG		BDFG		BDFG	D	BDF
Sigma	22506	2000	2000	6000	8000	8000	5000	4305
	100%	100%	100%	100%	100%	100%	100%	100%
Summary Statistics								
Top2Box (Strongly/ Somewhat agree)	11629	779	1286	2144	4758	2989	3016	2581
	52%	39%	64%	36%	59%	37%	60%	60%
		C	ACDEFG		ACE		ACE	ACE
Low2Box (Somewhat/ Strongly disagree)	10877	1221	714	3856	3242	5011	1984	1724
	48%	61%	36%	64%	41%	63%	40%	40%
		BDFG		ABDFG	B	BDFG	B	B
Means								
Mean	2.44	2.16	2.74	2.11	2.61	2.14	2.65	2.6
			ACDEFG		ACE		ACE	ACE

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Global @dvisor: CIGI/IPSONS Poll Questions
 Q3. How have you changed anything about how you behave online compared to one year ago?
 Proportions/Means: - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Respondents (unwtd)	24750	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	1007	1052	763	853	
Base: All Respondents (wtd)	24519	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	718	801	
Self-censoring what you say online	4955	223	176	162	381	100	143	143	186	148	221	138	100	78	186	98	288	143	258	443	183	367	245	173	22	347	
	20%	22%	18%	16%	38%	10%	14%	14%	19%	15%	22%	14%	10%	8%	19%	10%	29%	14%	26%	44%	18%	37%	25%	17%	3%	43%	
		CDFGHJLMN PRXY	FLMNPY	FMNPY	BCDFGHIJKL MNOPQRSU	Y	FMNPY	FMNPY	FGHLMNPY	FMNPY	CDFGHJLMN PRXY	FMNPY	Y	Y	FGHLMNPY	Y	BCDFGHIJKL MNOPRUVX	FMNPY	CDFGHJLMN OPRUXY	BCDFGHIJKL MNOPQRSUV	FGHLMNPY	BCDFGHIJKL MNOPQRSU	CDFGHJLMN OPRUXY	FLMNPY		BCDFGHIJKL MNOPQRSUV	
Changing who you communicate with	3077	105	124	95	242	29	99	115	117	148	104	69	41	96	80	54	224	49	131	101	80	229	209	157	64	315	
	13%	11%	12%	9%	24%	3%	10%	11%	12%	15%	10%	7%	4%	10%	8%	5%	22%	5%	13%	10%	8%	23%	21%	16%	9%	39%	
		FLMPR	FLMOPRUY	FMPR	BCDFGHIJKL MNOPRSTUX Y		FLMPR	FLMOPRU	FLMOPRU	DFGKLMNOP RTUY	FLMPR	FM		FLMPR	FMR	F	BCDFGHIJKL MNOPRSTUX Y		FGHLMNPY	FLMPR	FMR	BCDFGHIJKL MNOPRSTUX Y	BCDFGHIJKL MNOPRSTUX Y	BCDFGHIJKL MNOPRSTUX Y	FMPR	BCDFGHIJKL MNOPRSTUX Y	
Changing your password regularly	7572	396	339	330	410	308	251	434	235	265	262	259	294	231	248	220	416	161	312	478	329	524	262	179	108	322	
	31%	40%	34%	33%	41%	31%	25%	43%	24%	26%	26%	26%	29%	23%	25%	22%	42%	16%	31%	48%	33%	52%	26%	18%	15%	40%	
		CDFGIJKLMN OPRSUWXY	GIJKLNOPRW XY	GIJKLNOPRW XY	CDFGIJKLMN OPRSUWXY	GIJKLNOPRW XY	RXY	CDFGIJKLMN OPRSUWXY	RXY	RXY	RXY	RXY	INPRXY	RXY	RXY	RY	CDFGIJKLMN OPRSUWXY		GIJKLNOPRW XY	BCDFGHIJKL MNOPQRSU	GIJKLNOPRW XY	BCDFGHIJKL MNOPQRSU	RXY			CDFGIJKLMN OPRSUWXY	
Avoiding certain Internet sites	8949	500	414	472	581	173	310	473	278	453	330	237	431	240	243	365	447	81	323	539	223	553	254	232	119	679	
	36%	50%	41%	47%	58%	17%	31%	47%	28%	45%	33%	24%	43%	24%	24%	37%	45%	8%	32%	54%	22%	55%	25%	23%	17%	85%	
		CFGIKLMNOP QRSUWXY	FGIKLNORSU WXY	FGIKLNOPRS UWXY	BCDFGHIJKL MNOPQRSU WXY	R	FLNORUWXY	CFGIKLNOPRS UWXY	FLRUXY	FGIKLNOPRS UWXY	FLNORUWXY	FRY	FGIKLNOPRS UWXY	FRY	FRY	FGILNORUW XY	FGIKLNOPRS UWXY		FLNORUWXY	CFGHIJKLMN OPQRSUWXY	FRY	CDFGHIJKLM NOPQRSUWXY	FRY	FRY	R	BCDFGHIJKL MNOPQRSU WXY	
Using the Internet less often	1741	56	45	12	60	44	54	78	52	87	49	42	33	41	33	34	131	20	65	63	49	44	137	111	167	234	
	7%	6%	4%	1%	6%	4%	5%	8%	5%	9%	5%	4%	3%	4%	3%	3%	13%	2%	6%	6%	5%	4%	14%	11%	23%	29%	
		DOR	DR		DMOPR	DR	DOR	CDFLMNOPR UV	DR	CDFGIKLMN OPRUV	DR	DR	D	DR	D	D	BCDFGHIJKL MNOPRSTUV		DLMNOPR	DMOPR	DR	DR	BCDFGHIJKL MNOPRSTUV	BCDFGHIJKL MNOPRSTUV	BCDFGHIJKL MNOPRSTUV	BCDFGHIJKL MNOPRSTUV	
Closing Facebook and other social media accounts, etc.	2344	63	37	87	160	99	78	102	97	108	106	60	65	83	98	43	167	31	117	78	73	97	127	66	66	235	
	10%	6%	4%	9%	16%	10%	8%	10%	10%	11%	11%	6%	6%	8%	10%	4%	17%	3%	12%	8%	7%	10%	13%	7%	9%	29%	
		CR		CPR	BCDFGHIJKL MNOPRSTUV XY	BCLMPRX	CPR	BCLMPRX	BCLMPRX	BCLMPRX	BCLMPRX	CR	CR	CPR	BCLMPRX		BCDFGHIJKL MNOPRSTUV WXY		BCGLMNPRT UX	CPR	CPR	BCLMPRX	BCDFGILMNP RTUVXY	CR	CLPRX	BCDFGHIJKL MNOPRSTUV WXY	
Using antivirus software	8946	528	426	497	526	359	289	482	271	452	315	414	404	243	251	298	498	128	288	469	386	549	150	135	87	501	
	36%	53%	43%	50%	53%	36%	29%	48%	27%	45%	31%	41%	40%	24%	25%	30%	50%	13%	28%	47%	39%	55%	15%	13%	12%	63%	
		CFGIKLMNO PRSTUWXY	FGIKLNOPRS WXY	CFGIKLMNOP RSUWXY	CFGIKLMNO PRSTUWXY	GINOPRSWX Y	NRWXY	FGIKLNOPRS SUWXY	RWXY	FGIKLNOPRSU WXY	NORWXY	FGIKLNOPRS WXY	GIKNOPRSW XY	RWXY	RWXY	NRWXY	CFGIKLMNOP RSUWXY		RWXY	FGIKLMNOPR SUWXY	GIKNOPRSW XY	CFGHIJKLMN OPQRSTUWXY	15%			BCDFGHIJKL MNOPRSTUV WXY	
Avoiding opening emails from unknown email addresses	10475	528	532	507	553	477	394	524	368	436	436	384	476	320	353	392	448	282	411	596	474	502	191	180	100	612	
	43%	53%	53%	51%	55%	48%	39%	52%	37%	44%	44%	38%	48%	32%	35%	39%	45%	28%	41%	60%	47%	50%	19%	18%	14%	76%	
		GIJKLNOPQR SUWXY	FGIKLMNOP QRSUWXY	GIJKLNOPRSW XY	FGIKLMNOP QRSUVWXY	GIKNOPRSWX Y	NRWXY	GIJKLNOPQR SWXY	NRWXY	INORWXY	ILNORWXY	NRWXY	GIKNOPRSWX Y	WXY	RWXY	NRWXY	GIKNOPRWX Y	WXY	NORWXY	BCDFGHIJKL MNOPQRSUV WXY	GIKNOPRSWX Y	GIJKLNOPQR SWXY	Y	Y	Y	Y	BCDFGHIJKL MNOPRSTUV WXY
Cutting down on the amount of biographically accurate information you divulge online	6790	411	327	366	318	343	333	213	208	270	213	322	243	163	218	217	212	78	237	483	418	308	143	163	50	535	
	28%	41%	33%	37%	32%	34%	33%	21%	21%	27%	21%	32%	24%	16%	22%	22%	21%	8%	24%	48%	42%	31%	14%	16%	7%	67%	
		CEFGHIJKLM NOPQRSVWX Y	HIJKMNOPQ RSWXY	HIJKMNOPQ RSWXY	HIJKMNOPQ RSWXY	HIJKMNOPQ RSWXY	HIJKMNOPQ RSWXY	NRWXY	NRWXY	IKNQRWXY	NRWXY	HIJKMNOPQ RSWXY	NRWXY	RY	NRWXY	NRWXY	NRWXY		NRWXY	BCDFGHIJKL MNOPQRSUV WXY	CEFGHIJKLM NOPQRSVWX Y	HIJKMNOPQ RSWXY	RY	RY		BCDFGHIJKL MNOPRSTUV WXY	
Making fewer on-line purchases	2878	135	91	130	165	71	101	201	104	118	109	71	145	73	54	57	200	40	116	168	120	147	70	62	57	274	
	12%	13%	9%	13%	16%	7%	10%	20%	10%	12%	11%	7%	14%	7%	5%	6%	20%	4%	12%	17%	12%	15%	7%	6%	8%	34%	
		CFLNOPRWX Y	OPRX	FLNOPRWXY	CFGIKLNOPR SUWXY	R	FLNOPRWX	BCDFGHIJKL NOPRSUVWX Y	FLNOPRWX	FLNOPRWXY	FLNOPRWX	R	CFGILNOPRW XY	R			BCDFGHIJKL NOPRSUVWX Y		FLNOPRWXY	CFGIKLNOPR SUWXY	FLNOPRWXY	CFGIKLNOPR SUWXY	R		OR	BCDFGHIJKL MNOPRSTUV WXY	
Doing fewer financial transactions online	3338	173	115	165	195	88	97	235	103	165	93	143	108	74	81	73	208	32	119	176	155	193	89	120	49	289	
	14%	17%	12%	17%	19%	9%	10%	24%	10%	17%	9%	14%	11%	7%	8%	7%	21%	3%	12%	18%	16%	19%	9%	12%	7%	36%	
		CFGIKLMNOP RSWXY	NOPRY	CFGIKLMNOP RSWXY	CFGIKLMNOP RSUWXY	R	RY	BCDFGHIJKL NOPRSTUWX Y	NRY	CFGIKLMNOP RSWXY	R	FGIKLNOPR WY	NRY	R	R	R	CFGIKLMNOP RSUWXY		FNOPRY	CFGIKLMNOP RSWXY	CFGIKLMNOP RSWXY	CFGIKLMNOP RSUWXY	R	FNOPRWY	R	BCDFGHIJKL MNOPRSTUV WXY	
Avoiding certain web applications	7288	412	434	402	456	133	178	411	210	327	225	263	308	181	206	224	359	50	258	398	246	475	212	173	102	647	
	30%	41%	43%	40%	46%	13%	18%	41%	21%	33%	23%	26%	31%	18%	21%	22%	36%	5%	26%	40%	25%	47%	21%	17%	14%	81%	
		FGIJKLMNOP QRSUWXY	FGIJKLMNOP QRSUWXY	FGIJKLMNOP RSUWXY	FGIJKLMNOP QRSTUWXY	R	FRY	FGIJKLMNOP RSUWXY	FRXY	FGIKLNOPRS UWXY	FGNRXY	FGINORWXY	FGIKLNOPRSU WXY	FRY	FRY	FRY	FGIKLNOPR SUWXY		FGINORWXY	FGIJKLMNOP RSUWXY	FGNRXY	BDFGHIJKLM NOPQRSTUW XY	FRXY	FR	R	BCDFGHIJKL MNOPRSTUV WXY	
None of these	4942	71	120	144	61	179	214	67	363	130	269	161	212	404	391	243	59	488	286	36	147	29	244	390	229	5	
	20%	7%	12%	14%	6%	18%	21%	7%	36%	13%	27%	16%	21%	40%	39%	24%	6%	49%	29%	4%	15%	3%	24%	39%	32%	1%	
		TVZ	BEHQTVZ	BEHQTVZ	TVZ	BCEHIQTVZ	BCDEHJLQTV VZ	TVZ	BCDFGHIJKL MPQSTUVVWZ	BEHQTVZ	BCDEFGHJLM QTUVZ	BCEHQTVZ	BCDEHJLQTV VZ	BCDEFGHIJKL MPQSTUVVW Y7	BCDEFGHIJKL MPQSTUVVW Y7	BCDEFGHIJKL MPQSTUVVW Y7	TVZ	BCDEFGHIJKL MNOPQSTUV WXY7	BCDEFGHJLM QTUVZ	Z	BEHQTVZ	Z	BCDEHJLQTV UVZ	BCDEFGHJLM MPQSTUVVW Y7	BCDEFGHIJKL MPQSTUVVW Y7	BCDEFGHIJKL MPQSTUVVW Y7	
Sigma	73296	3601	3180	3370	4106	2402	2542	3478	2594	3107	2732	2562	2859	2226	2443	2319	3657	1582	2920	4028	2885	4016	2333	2140	1218	4996	
	299%	360%	318%	337%	411%	240%	254%	348%	259%	311%	273%	256%	286%	223%	244%	232%	366%	158%	292%	403%	288%	402%	233%	214%	170%	624%	

Global @dvisor: CIGI/IPSOS Poll Questions

Q3. How have you changed anything about how you behave online compared to one year ago?

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	BRICS	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	24750	2001	2001	6048	8072	8048	4988	5775
Base: All Respondents (wtd)	24519	2000	2000	6000	8000	8000	5000	5718
Self-censoring what you say online	4955	480	371	781	1569	1247	1118	1407
	20%	24%	19%	13%	20%	16%	22%	25%
		BCDE	CE		CE	C	BCDE	BCDEF
Changing who you communicate with	3077	235	254	494	893	650	778	886
	13%	12%	13%	8%	11%	8%	16%	15%
		CE	CE		CE		ABCDE	ABCDE
Changing your password regularly	7572	574	661	1583	2562	2057	1679	1871
	31%	29%	33%	26%	32%	26%	34%	33%
		E	ACE		ACE		ACE	ACE
Avoiding certain Internet sites	8949	653	953	2003	2464	2485	2190	2198
	36%	33%	48%	33%	31%	31%	44%	38%
			ACDEFG	DE			ACDEG	ACDE
Using the Internet less often	1741	114	143	241	393	288	332	617
	7%	6%	7%	4%	5%	4%	7%	11%
		CE	CDE		CE		CDE	ABCDEF
Closing Facebook and other social media accounts, etc.	2344	223	171	405	712	631	582	599
	10%	11%	9%	7%	9%	8%	12%	10%
		BCDE			C	C	BCDE	CDE
Using antivirus software	8946	602	980	1912	3102	2424	2388	1849
	36%	30%	49%	32%	39%	30%	48%	32%
			ACDEG		ACEG		ACDEG	E
Avoiding opening emails from unknown email addresses	10475	848	964	2466	3443	3177	2327	2142
	43%	42%	48%	41%	43%	40%	47%	37%
		G	ACDEG	G	EG	G	ACDEG	
Cutting down on the amount of biographically accurate information you divulge online	6790	450	681	1501	2253	1734	1486	1370
	28%	22%	34%	25%	28%	22%	30%	24%
			ACDEFG	E	ACEG		ACEG	E

Making fewer on-line purchases	2878	225	253	522	882	724	683	722
	12%	11%	13%	9%	11%	9%	14%	13%
		CE	CE		CE		ACDE	CDE
Doing fewer financial transactions online	3338	211	339	549	1087	745	876	864
	14%	11%	17%	9%	14%	9%	18%	15%
			ACDE		ACE		ACDEG	ACDE
Avoiding certain web applications	7288	483	739	1530	2138	1853	1807	1751
	30%	24%	37%	25%	27%	23%	36%	31%
			ACDEG	E	E		ACDEG	ACDE
None of these	4942	555	201	1584	1570	2436	556	1027
	20%	28%	10%	26%	20%	30%	11%	18%
		BDFG		BDFG	BFG	BCDFG		BF
Sigma	73296	5652	6709	15568	23068	20451	16803	17303
	299%	283%	335%	259%	288%	256%	336%	303%

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Q23_1. [Influences what I purchase online] To what extent do agree or disagree that search engines influences your online behaviour in the following ways:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Answering (unwtd)	22656	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	599	494	272	216	
Base: All Answering (wtd)	22523	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	595	470	256	203	
Strongly agree	3500	219	86	81	191	146	105	229	91	268	87	152	79	102	75	113	334	121	122	232	76	346	109	67	52	25	
	16%	22%	9%	8%	19%	15%	11%	23%	9%	27%	9%	15%	8%	10%	8%	11%	33%	12%	12%	23%	8%	34%	18%	14%	20%	12%	
		CDFGIKLMN OPRSUXZ			CDFGIKLMN OPRSUXZ	CDGIKMNOU	OU	CDFGIKLMN OPRSUXZ		CDFGIKLMN OPRSUXZ		CDGIKMNOU				OU	BCDEFGHIJKL MNOPRSTU	CMOU	CDIKMOU	CDFGIKLMN OPRSUXZ		BCDEFGHIJKL MNOPRSTU	CDFGIKMNO PRSUZ	CDGIKMNOU	CDFGIKMNO PRSUZ	MOU	
Somewhat agree	9041	443	364	322	387	563	347	441	411	427	367	506	318	335	388	400	460	372	353	450	507	496	142	106	91	44	
	40%	44%	36%	32%	39%	56%	35%	44%	41%	43%	37%	51%	32%	34%	39%	40%	46%	37%	35%	45%	51%	49%	24%	22%	36%	22%	
		CDEGKMNOR SWXYZ	WXZ	WXZ	DMNWXZ	BCDEGHIJKL MNOPQRSTU	WXZ	CDGKMNRS WXYZ	DGMNSWXZ	CDGMNSWX Z	WXZ	BCDEGHIJKM NOPQRSTWX	WXZ	WXZ	DMNWXZ	DMNWXZ	CDEGIKMNO PRSWXYZ	WXZ	WXZ	CDEGKMNOR SWXYZ	BCDEGHIJKM NOPQRSTWX	CDEGIJKMNO PRSWXYZ				WXZ	
Somewhat disagree	5873	182	349	329	238	233	284	219	311	166	308	283	306	321	296	315	138	332	291	208	365	138	101	63	64	34	
	26%	18%	35%	33%	24%	23%	28%	22%	31%	17%	31%	28%	31%	32%	30%	31%	14%	33%	29%	21%	36%	14%	17%	13%	25%	17%	
		QVX	BEFGHILOQS	BEFHJQTVWX	BJQVWXZ	BJQVWXZ	BEFHJQTVWX	QVX	BEFHJQTVWX		BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	BEFHJQTVWX	QVX	BEFGHIJKL OQSTVWXYZ				BJQVWXZ	
Strongly disagree	4109	155	201	268	184	58	263	111	187	139	238	58	297	241	240	172	68	175	234	110	52	30	242	235	49	100	
	18%	15%	20%	27%	18%	6%	26%	11%	19%	14%	24%	6%	30%	24%	24%	17%	7%	18%	23%	11%	5%	3%	41%	50%	19%	49%	
		FHLQTUV	BFHJLQTUV	BCEFHJLPQR TUVVY	FHLQTUV	V	BCEFHJLPQR TUVVY	FLQUV	FHJLQTUV	FLQUV	BEFHJLPQRT UV	V	BCEFHJLNO PQRSTUVVY	BEFHJLPQRT UV	BEFHJLPQRT UV	FHLQTUV	V	FHLQTUV	BEFHJLPQRT UV	FLQUV	V		BCDEFGHIJKL MNOPQRSTU	BCDEFGHIJKL MNOPQRSTU	FHLQTUV	BCDEFGHIJKL MNOPQRSTU	
Sigma	22523	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	595	470	256	203	
	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%	
Top2Box (Strongly/ Somewhat agree)	12541	663	450	403	578	709	453	670	502	695	454	659	397	437	463	513	793	492	475	682	583	832	251	172	143	69	
	56%	66%	45%	40%	58%	71%	45%	67%	50%	70%	45%	66%	40%	44%	46%	51%	79%	49%	48%	68%	58%	83%	42%	37%	56%	34%	
		CDEGIKMNO PRSUWXYZ	MXZ		CDGIKMNO RSWXZ	CDEGIKMNO OPRSUWXYZ	MXZ	CDEGIKMNO PRSUWXYZ	CDGMNWXZ	CDEGIKMNO PRSUWXYZ	MXZ	CDEGIKMNO PRSUWXYZ		XZ	MXZ	CDGMNWXZ	BCDEFGHIJKL MNOPRSTU	DMWXZ	DMXZ	CDEGIKMNO PRSUWXYZ	CDGIKMNO RSWXZ	BCDEFGHIJKL MNOPQRSTU	Z		CDGKMNS WXZ		
Low2Box (Somewhat/ Strongly disagree)	9982	337	550	597	422	291	547	330	498	305	546	341	603	563	537	487	207	508	525	318	417	168	344	298	113	133	
	44%	34%	55%	60%	42%	29%	55%	33%	50%	30%	55%	34%	60%	56%	54%	49%	21%	51%	52%	32%	42%	17%	58%	63%	44%	66%	
		QV	BEFHJLPQTV VY	BEFHJLPQRS TUVVY	BFHJLQTV	QV	BEFHJLPQTV VY	QV	BEFHJLQTUV	QV	BEFHJLQTUV Y	FQV	BCEFGHIJKLO PQRSTUVVY	BEFHJLPQTV VY	BEFHJLQTUV Y	BEFHJLQTUV	V	BEFHJLQTUV	BEFHJLQTUV Y	QV	BFHJLQTV		BEFHJLPQRT UVVY	BCEFGHIJKL OPQRSTUVVY	BFHJLQTV	BCEFGHIJKL OPQRSTUVVY	
Mean	2.53	2.73	2.34	2.22	2.58	2.8	2.3	2.79	2.41	2.82	2.3	2.75	2.18	2.3	2.3	2.45	3.06	2.44	2.36	2.8	2.61	3.14	2.2	2.01	2.57	1.98	
		CDEGIKMNO PRSUWXYZ	MWXZ	XZ	CDGIKMNO RSWXZ	CDEGIKMNO OPRSUWXYZ	MXZ	CDEGIKMNO PRSUWXYZ	DGKMNOWX Z	CDEGIKMNO PRSUWXYZ	MXZ	CDEGIKMNO PRSUWXYZ	XZ	MXZ	MXZ	CDGKMNOW XZ	BCDEFGHIJKL MNOPRSTU WXY7	CDGKMNOW XZ	DMWXZ	CDEGIKMNO PRSUWXYZ	CDGIKMNO RSWXZ	BCDEFGHIJKL MNOPQRSTU WXY7	XZ		CDGKMNS WXZ		

Cell Contents:
 - Count
 - Column Percentage
 - Statistical Test Results
 Statistics:
 - Column Proportions:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z
 Minimum Base: 30 (**), Small Base: 100 (*)
 Rules:
 - Hide rows where the Count is equal to 0
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Q23_1. [Influences what I purchase online] To what extent do agree or disagree that search engines influences your online behaviour in the following ways:

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRICS	Middle East/Africa	
		A	B	C	D	E	F	G	
Base: All Answering (unwtd)	22656	2001	2001	6048	8072	8048	4988	4318	
Base: All Answering (wtd)	22523	2000	2000	6000	8000	8000	5000	4320	
Strongly agree	3500	209	487	561	1337	781	1026	880	
	16%	10%	24%	9%	17%	10%	21%	20%	
			ACDEFG		ACE		ACDE	ACDE	
Somewhat agree	9041	720	870	2152	3638	2855	2102	1615	
	40%	36%	44%	36%	45%	36%	42%	37%	
			ACEG		ACEFG		ACEG		
Somewhat disagree	5873	599	348	1871	2128	2498	1154	893	
	26%	30%	17%	31%	27%	31%	23%	21%	
			BDFG		BDFG	BFG	BDFG	BG	B
Strongly disagree	4109	472	294	1415	897	1867	718	932	
	18%	24%	15%	24%	11%	23%	14%	22%	
			BDF	D	BDF		BDF	D	BDF
Sigma	22523	2000	2000	6000	8000	8000	5000	4320	
	100%	100%	100%	100%	100%	100%	100%	100%	
Top2Box (Strongly/ Somewhat agree)									
	12541	929	1358	2714	4975	3636	3129	2496	
	56%	46%	68%	45%	62%	45%	63%	58%	
			ACDEFG		ACEG		ACEG	ACE	
Low2Box (Somewhat/ Strongly disagree)									
	9982	1071	642	3286	3025	4364	1871	1824	
	44%	54%	32%	55%	38%	55%	37%	42%	
			BDFG		BDFG	B	BDFG	B	BDF
Mean									
	2.53	2.33	2.78	2.31	2.68	2.32	2.69	2.57	
			ACDEFG		ACEG		ACEG	ACE	

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

- Hide rows where the Count is equal to 0

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Q27_1. [They have too much power] To what extent do you agree or disagree with the following statements about search engines:

	Total	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	Italy	India	Japan	United States	Egypt	Hong Kong	Indonesia	Kenya	Nigeria	Pakistan	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
Base: All Answering (unwtd)	22656	1001	1028	1036	939	1007	1010	1004	1001	1000	999	1003	1001	1005	1004	1000	1010	1001	1002	1010	1008	1006	599	494	272	216	
Base: All Answering (wtd)	22523	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	595	470	256	203	
Strongly agree	4269	238	87	68	186	172	143	357	101	383	91	203	131	104	129	126	300	144	152	340	127	127	269	190	70	32	
	19%	24%	9%	7%	19%	17%	14%	36%	10%	38%	9%	20%	13%	10%	13%	13%	30%	14%	15%	34%	13%	13%	45%	40%	27%	16%	
		CDEFGIKMN OPRSUVZ			CDGIKMNOP RUV	CDIKMNO P	CDIKN	BCDEFGIKLM NOPQRSUVY 7		BCDEFGIKLM NOPQRSUVY 7		CDGIKMNOP RSUV	CDK		CDK	CD	BCDEFGIKLM NOPRSUVZ	CDIKN	CDIKN	BCDEFGIKLM NOPRSUVZ	CDK	CDK	BCDEFGHIJKL MNOPQRSTU VY7	BCDEFGIKLM NOPQRSTU VY7	CDEFGIKLMN OPRSUVZ	CDIKN	
Somewhat agree	8556	426	295	289	319	469	285	425	351	365	335	588	362	347	378	357	441	348	284	436	494	369	202	194	94	102	
	38%	43%	29%	29%	32%	47%	28%	43%	35%	37%	33%	59%	36%	35%	38%	36%	44%	35%	28%	44%	49%	37%	34%	41%	37%	50%	
		CDEGIKMN RSVW			CDEGIKMN PRSVWXY	CDEGIKMN PRSVWXY	CDEGIKMN RSVW	CDGS	CDGS	GS	BCDEFGHIJK MNOPQRSTU VWXY7	CDGS	CGS	CGS	CDEGS	CDGS	CDEGIKMN PRSVWY	CGS		CDEGIKMN PRSVW	BCDEFGHIJK MNOPQRSTU VWXY7	CDEGS	GS	CDEGIKMN RSVW	CDGS	BCDEGIKMN OPRSUVZ	
Somewhat disagree	6850	213	450	395	314	288	316	172	423	173	384	178	336	349	380	367	194	375	381	169	352	393	73	64	63	47	
	30%	21%	45%	39%	31%	29%	32%	17%	42%	17%	38%	18%	34%	35%	38%	37%	19%	38%	38%	17%	35%	39%	12%	14%	25%	23%	
		WX	BEFGHIJKLMN OPQRSTU VWXY7	BEFGHIJKL QWXYZ	BHJLQWXYZ	BHJLQWXYZ	BHJLQWXYZ	W	BEFGHIJKLMN QWXYZ	W	BEFGHIJKL QWXYZ	WX	BHJLQWXY Z	BHJLQWXY Z	BEFGHIJKL QWXYZ	BHJLQWXY Z	WX	BEFGHIJKL QWXYZ	BEFGHIJKL QWXYZ	W	BHJLQWXY Z	BEFGHIJKL QWXYZ			HJLQWXY Z	HWXYZ	
Strongly disagree	2848	123	168	248	181	71	256	46	125	79	189	32	171	200	113	150	64	133	183	55	27	111	51	22	29	22	
	13%	12%	17%	25%	18%	7%	26%	5%	13%	8%	19%	3%	17%	20%	11%	15%	6%	13%	18%	6%	3%		FHLQWXY Z	HJLQWXY Z	U	FHLQWXY Z	
		FHJLQWXY Z	BHJLQWXY Z	BCEFGHIJKL MNO PQRSTU VWXY7	BHJLQWXY Z	LU	BCEFGHIJKL MNO PQRSTU VWXY7		FHJLQWXY Z	LU	BHJLQWXY Z		BHJLQWXY Z	BHJLQWXY Z	FHLQWXY Z	FHJLQWXY Z	LU	FHJLQWXY Z	BHJLQWXY Z	LU		FHLQWXY Z	HJLQWXY Z	U	FHLQWXY Z	HJLQWXY Z	
Sigma	22523	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	595	470	256	203
	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%	
Top2Box (Strongly/ Somewhat agree)	12825	664	382	357	505	641	428	783	452	748	426	790	492	452	507	483	741	492	436	776	621	497	471	384	164	134	
	57%	66%	38%	36%	50%	64%	43%	78%	45%	75%	43%	79%	49%	45%	51%	48%	74%	49%	44%	78%	62%	50%	47%	38%	16%	66%	
		CDEGIKMN PRSV			CDGIKNS	CDEGIKMN PRSV	D	BCDEFGIKMN OPRSUVYZ	CD	BCDEFGIKMN OPRSUVYZ	D	BCDEFGIKMN OPRSUVYZ	CDGKS	CD	CDGIKNS	CD	BCDEFGIKMN OPRSUVYZ	CDGKS	CD	BCDEFGIKMN OPRSUVYZ	CDEGIKMN PRSV	CDGKS	BCDEFGIKMN OPRSUVYZ	BCDEFGIKM NOPQRSUVY 7	BCDEFGIKM NOPQRSUVY 7	CDEGIKMN OPRSUVZ	CDEGIKMN OPRSUVZ
Low2Box (Somewhat/ Strongly disagree)	9698	336	618	643	495	359	572	217	548	252	574	210	508	548	493	517	259	508	564	224	379	503	124	86	92	69	
	43%	34%	62%	64%	50%	36%	57%	22%	55%	25%	57%	21%	51%	55%	49%	52%	26%	51%	56%	22%	38%	50%	21%	18%	36%	34%	
		HJLQWXY	BEFGHIJKLMN OPQRSTU VWXY7	BEFGHIJKL MNO PQRSTU VWXY7	BHJLQWXY Z	HJLQWXY	BEFGHIJKL MNO PQRSTU VWXY7		BEFGHIJKL MNO PQRSTU VWXY7	X	BEFGHIJKL MNO PQRSTU VWXY7		BHJLQWXY Z	BEFGHIJKL MNO PQRSTU VWXY7	BEFGHIJKL MNO PQRSTU VWXY7	BHJLQWXY Z	LWX	BHJLQWXY Z	BEFGHIJKL MNO PQRSTU VWXY7		HJLQWXY	BHJLQWXY Z			HJLQWXY	HJLQWXY	
Mean	2.63	2.78	2.3	2.18	2.51	2.74	2.31	3.09	2.43	3.05	2.33	2.96	2.45	2.36	2.52	2.46	2.98	2.5	2.4	3.06	2.72	2.51	3.16	3.18	2.8	2.71	
		CDEGIKMN PRSV	D		CDGKNS	CDEGIKMN PRSV	D	BCDEFGIKLM NOPQRSUVY 7	CDGK	BCDEFGIKMN OPRSUVYZ	D	BCDEFGIKMN OPRSUVYZ	CDGK	D	CDGIKNS	CDGK	BCDEFGIKMN OPRSUVYZ	CDGKN	CD	BCDEFGIKLM NOPRSUVYZ	CDEGIKMN PRSV	CDGIKNS	BCDEFGIKLM NOPQRSUVY 7	BCDEFGIKL MNOPQRSTU VY7	CDEGIKMN OPRSUVZ	CDEGIKMN OPRSUVZ	

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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
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Q27_1. [They have too much power] To what extent do you agree or disagree with the following statements about search engines:

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Base: All Answering (unwtd)	22656	2001	2001	6048	8072	8048	4988	4318
Base: All Answering (wtd)	22523	2000	2000	6000	8000	8000	5000	4320
Strongly agree	4269	243	621	720	1241	945	1140	1411
	19%	12%	31%	12%	16%	12%	23%	33%
			ACDEF		ACE		ACDE	ACDEF
Somewhat agree	8556	619	791	2024	3350	2700	2002	1670
	38%	31%	40%	34%	42%	34%	40%	39%
			ACE		ACEG		ACE	ACE
Somewhat disagree	6850	766	386	2199	2597	2968	1254	855
	30%	38%	19%	37%	32%	37%	25%	20%
			BDFG		BDFG	BFG	BDFG	BG
Strongly disagree	2848	372	201	1057	812	1387	604	384
	13%	19%	10%	18%	10%	17%	12%	9%
			BDFG		BDFG		BDFG	DG
Sigma	22523	2000	2000	6000	8000	8000	5000	4320
	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly/ Somewhat agree)	12825	862	1413	2744	4591	3645	3142	3082
	57%	43%	71%	46%	57%	46%	63%	71%
			ACDEF		ACE		ACDE	ACDEF
Low2Box (Somewhat/ Strongly disagree)	9698	1138	587	3256	3409	4355	1858	1239
	43%	57%	29%	54%	43%	54%	37%	29%
			BDFG		BDFG	BFG	BDFG	BG
Mean	2.63	2.37	2.92	2.4	2.63	2.4	2.74	2.95
			ACDEF		ACE		ACDE	ACDEF

Cell Contents:

- Count
- Column Percentage
- Statistical Test Results

Statistics:

- 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 (*)

Rules:

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