

SOCIALOGUE

Have you ever . . . ?

		All Countries																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18775	9725	9050	7463	6226	5086	5797	7419	5214	8654	9619	5678	6589	6508	10697	8078	12776	5999	2270	16505	3923	14852
Base: All Respondents (wtd)	12000	5991	6009	5275	3896	2830	3856	4503	3398	5133	6367	4428	4120	3452	6492	5508	7873	4127	1415	10585	2366	9634
Recommended a brand you 'like' or follow on a social network	4564	2172	2393	2425	1413	726	1384	1731	1404	1886	2530	1757	1423	1385	2388	2176	3080	1485	622	3942	1148	3417
	38%	36%	40%	46%	36%	26%	36%	38%	41%	37%	40%	40%	35%	40%	37%	40%	39%	36%	44%	37%	48%	35%
			A	DE	E				F	FG		I	L		L		N	Q		S		U

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

SOCIALOGUE

Have you ever . . . ?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X			
Base: All Respondents (unwtd)	18775	515	1010	514	1011	1120	1005	1000	1010	1011	1000	1000	505	1004	1002	510	501	504	502	520	504	1007	502	513	1005		
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500*	500		
Recommended a brand you 'like' or follow on a social network	4564	268	160	147	254	133	225	149	95	140	134	280	267	180	91	275	187	164	148	267	104	247	153	319	176		
	38%	54%	32%	29%	51%	27%	45%	30%	19%	28%	27%	56%	53%	36%	18%	55%	37%	33%	30%	53%	21%	49%	31%	64%	35%		
		BCEFGHIJMNPR	EHJNT	HNT	EGHIJMNPR	HNT	EGHIJMNPR	HNT	HNT	HNT	HNT	FGHIJMNPR	FGHIJMNPR	CEGHJNT	BCEFGHIJMNPR			CEGHJNT	EHJNT	HNT	EGHIJMNPR	TVX	BCEGHJMNPR			HNT	FGHIJMNPR

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

Have you ever . . . ?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18775	2125	2036	7549	5530	7656	3520	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Recommended a brand you 'like' or follow on a social network	4564	308	798	1433	1292	1128	924	734
	38%	31%	53%	32%	37%	28%	46%	49%
		E	ACDEF	E	ACE		ACDE	ACDE

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

SOCIALOGUE

Have you ever . . . ?

		Argentina																				
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	515	278	237	186	164	165	26	185	304	193	322	176	162	177	274	241	340	175	55	460	96	419
Base: All Respondents (wtd)	500	245	255	248	142	110	39**	211	251	151	349	326	118	55	222	278	270	230	38*	462	65*	435
Recommended a brand you 'like' or follow on a social network	268	112	156	148	81	40	30	111	128	69	199	187	58	23	106	163	137	131	23	245	36	232
	54%	46%	61%	60%	57%	36%	77%	53%	51%	46%	57%	57%	49%	43%	48%	58%	51%	57%	62%	53%	56%	53%
			A		E	E						I		M			N					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		India																				
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	757	243	701	275	24	239	490	271	654	346	4	52	944	766	234	939	61	297	703	700	300
Base: All Respondents (wtd)	500	258	242	276	180	44**	132	234	133	310	190	4**	39**	457	315	185	440	60*	149	351	319	181
Recommended a brand you 'like' or follow on a social network	280	138	143	163	94	23	63	130	88	170	111	1	16	263	184	97	251	29	89	191	194	86
	56%	53%	59%	59%	52%	53%	47%	55%	66%	55%	58%	35%	42%	57%	58%	52%	57%	49%	60%	54%	61%	48%
										F												U

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Mexico																				
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	510	293	217	219	193	98	360	132	18	228	282	135	183	192	287	223	374	136	68	442	124	386
Base: All Respondents (wtd)	500	239	261	270	148	82*	397	95*	8**	193	307	321	103	76	246	254	317	183*	49*	451	88*	412
Recommended a brand you 'like' or follow on a social network	275	122	153	152	85	38	219	52	4	105	170	173	60	42	138	137	175	100	33	242	60	215
	55%	51%	59%	56%	58%	46%	55%	54%	55%	54%	55%	54%	58%	55%	56%	54%	55%	54%	68%	54%	69%	52%
																					U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Spain																				
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1007	485	522	384	391	232	632	312	63	502	505	650	78	279	512	495	623	384	90	917	124	883
Base: All Respondents (wtd)	500	252	248	205	181	114	304	163	33*	239	261	249	115*	137	256	244	314	186	45*	455	67*	433
Recommended a brand you 'like' or follow on a social network	247	122	126	110	92	45	156	77	14	110	137	122	66	59	120	128	150	97	22	226	33	214
	49%	48%	51%	54%	51%	40%	51%	47%	43%	46%	53%	49%	58%	43%	47%	52%	48%	52%	49%	50%	50%	49%
				E	E									M								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever . . . ?

		South Africa																				
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	520	234	286	128	204	188	27	103	390	290	230	212	157	151	309	211	438	82	160	360	215	305
Base: All Respondents (wtd)	500	240	260	287*	127	86	39**	117*	345	210	290	214	145*	140*	260	240	390	110*	108	392	165	335
Recommended a brand you 'like' or follow on a social network	267	132	135	184	54	29	25	66	175	98	169	130	73	65	138	129	199	68	55	212	98	170
	53%	55%	52%	64%	42%	34%	66%	57%	51%	47%	58%	61%	50%	46%	53%	54%	51%	62%	51%	54%	59%	51%
				DE								I										

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Great Britain																				
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1011	492	519	348	312	351	250	578	183	442	569	327	349	335	548	463	571	440	83	928	133	878
Base: All Respondents (wtd)	500	246	254	185	156	159	125	284	91	210	290	164	172	164	266	234	280	220	40*	460	64	436
Recommended a brand you 'like' or follow on a social network	140	61	80	76	40	24	34	80	26	52	88	45	42	53	65	75	80	60	13	127	20	120
	28%	25%	31%	41%	26%	15%	27%	28%	29%	25%	30%	28%	24%	32%	25%	32%	29%	27%	33%	28%	32%	28%
			A	DE	E						I				L		N					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever . . . ?

		US																				
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	444	561	274	297	434	180	273	552	554	451	416	331	258	541	464	607	398	102	903	120	885
Base: All Respondents (wtd)	500	247	253	182	147	171	76	110	314	273	227	233	127	140	255	245	306	194	51*	449	61	439
Recommended a brand you 'like' or follow on a social network	176	72	104	87	55	33	21	40	114	103	73	72	50	54	81	94	108	68	19	156	27	149
	35%	29%	41%	48%	37%	20%	28%	37%	36%	38%	32%	31%	39%	38%	32%	39%	35%	35%	38%	35%	44%	34%
		A		DE	E									K	K		N					U

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever . . . ?

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	358	144	428	74	0	140	171	104	0	0	147	117	238	271	231	342	160	167	335	193	309
Base: All Respondents (wtd)	500	283*	217*	295	205**	..**	140*	148*	104*	..**	..**	171**	94*	234*	268*	232*	290	210*	176*	324*	201*	299*
Recommended a brand you 'like' or follow on a social network	148	92	57	83	65	0	33	52	42	0	0	52	27	69	86	63	89	59	55	94	71	78
	30%	32%	26%	28%	32%	-	24%	35%	40%	-	-	31%	29%	29%	32%	27%	31%	28%	31%	29%	35%	26%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever ... ?

		Canada																											
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader								
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
Base: All Respondents (unwtd)	1120	525	595	306	362	452	248	486	386	443	677	361	606	153	645	475	745	375	134	986	165	955	90	88	104	154	0	433	251
Base: All Respondents (wtd)	500	247	253	178	162	161	113	214	173	187	313	186	223	91	282	218	336	164	58	442	73	427	39*	39*	47*	67	-**	196	112
Recommended a brand you 'like' or follow on a social network	133	56	77	70	38	24	35	54	45	45	88	47	58	28	65	68	86	47	18	115	22	111	10	13	15	17	0	49	29
	27%	23%	30%	40%	24%	15%	31%	25%	26%	24%	28%	25%	26%	30%	23%	31%	25%	29%	30%	26%	30%	26%	27%	32%	32%	25%	-	25%	26%
		A		DE	E										N														

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X/Y/Z/a/b * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		France																				
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	508	492	391	345	264	244	508	248	384	616	393	299	308	551	449	660	340	47	953	96	904
Base: All Respondents (wtd)	500	247	253	191	170	139	123	255	122	190	310	168	209	124	277	223	325	175	22*	478	45*	455
Recommended a brand you 'like' or follow on a social network	149	66	83	82	38	29	44	69	36	49	100	40	65	43	77	73	96	54	6	143	13	136
	30%	27%	33%	43%	22%	21%	36%	27%	30%	26%	32%	24%	31%	35%	28%	33%	29%	31%	28%	30%	30%	30%
		A		DE				G			I			K	K							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever . . . ?

		Germany																				
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1010	501	509	351	347	312	339	271	249	296	714	211	642	157	665	345	676	334	89	921	162	848
Base: All Respondents (wtd)	500	252	248	172	172	156	168	132	125	145	355	113	285	101	332	168	335	165	45*	455	81	419
Recommended a brand you 'like' or follow on a social network	95	49	47	50	31	14	30	32	22	23	72	19	56	21	63	32	67	28	9	87	18	77
	19%	19%	19%	29%	18%	9%	18%	25%	18%	16%	20%	16%	20%	20%	19%	19%	20%	17%	19%	19%	22%	18%
				DE	E			F														

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever ... ?

		Australia																												
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SAINT	WA	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b		
Base: All Respondents (unwtd)	1010	500	510	282	369	359	227	535	248	520	490	286	361	363	567	443	673	337	127	883	174	836	627	383	325	340	204	73	68	
Base: All Respondents (wtd)	900	248	252	197	161	143	123	273	104	232	268	132	295	74	267	233	324	176	59*	441	75	425	298	202	158	169	104	40*	29*	
Recommended a brand you 'like' or follow on a social network	160	63	97	84	43	34	38	90	33	65	95	43	90	27	75	86	100	60	18	142	23	137	89	71	50	53	40	7	10	
	32%	25%	39% A	43%	26%	24%	31%	33%	31%	28%	35% I	33%	31%	36%	28%	37% N	31%	34%	31%	32%	31%	32%	30%	35%	31%	31%	39% a	18%	34%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W - X/Y/Z/a/b * small base

SOCIALOGUE

Have you ever . . . ?

		Japan																					
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1002	509	493	376	291	335	622	322	58	526	476	343	216	443	499	503	644	358	110	892	143	859	
Base: All Respondents (wtd)	500	251	249	186	149	166	310	161	29*	264	236	170	109	221	249	251	323	177	55	445	71	429	
Recommended a brand you 'like' or follow on a social network	91	43	48	44	26	20	56	27	8	39	52	28	18	45	47	43	58	33	12	78	18	73	
	18%	17%	19%	24%	18%	12%	18%	17%	28%	15%	22%	16%	17%	20%	19%	17%	18%	18%	23%	18%	25%	17%	
				E					G		I										U		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever . . . ?

		South Korea																				
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	504	263	241	207	185	112	90	202	212	289	215	12	161	331	259	245	346	158	56	448	104	400
Base: All Respondents (wtd)	500	253	247	210	183	106	92*	198	210	281	219	13**	166	321	247	253	333	167	53*	447	99	401
Recommended a brand you 'like' or follow on a social network	104	49	55	54	32	18	14	35	54	53	51	1	33	70	49	54	71	33	12	92	24	80
	21%	19%	22%	26%	17%	17%	15%	18%	26%	19%	23%	7%	20%	22%	20%	22%	21%	20%	23%	21%	24%	20%
				D																		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Russia																				
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	504	250	254	160	213	131	23	46	435	263	241	92	280	132	305	199	459	45	33	471	70	434
Base: All Respondents (wtd)	500	241	259	211	187	102	27**	50*	423	253	247	146*	266	88	293	207	452	48*	30**	470	65*	435
Recommended a brand you 'like' or follow on a social network	164	78	86	94	46	24	3	12	149	80	84	47	90	27	93	71	152	13	11	153	29	135
	33%	32%	33%	45%	25%	24%	11%	25%	35%	32%	34%	32%	34%	31%	32%	35%	34%	26%	38%	32%	44%	31%
				DE																		U

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Sweden																				
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	502	234	268	166	134	202	221	234	47	134	368	335	79	88	328	174	281	221	48	454	63	439
Base: All Respondents (wtd)	500	253*	247	185*	153*	162*	209*	233*	58**	126*	374	105	263*	133*	347	153*	309	191*	58**	442	79*	421
Recommended a brand you 'like' or follow on a social network	153	79	74	76	45	32	51	88	14	27	126	44	76	33	104	49	106	47	22	131	35	119
	31%	31%	30%	41%	30%	20%	25%	38%	24%	21%	34%	42%	29%	25%	30%	32%	34%	25%	38%	30%	44%	28%
				E									LM									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Indonesia																				
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	225	280	254	184	67	67	290	148	301	204	181	41	283	211	294	423	82	67	438	127	378
Base: All Respondents (wtd)	500	250	250	281	162	56*	76*	286	138	279	221	186	40*	274	212	288	415	85*	67*	433	125	375
Recommended a brand you 'like' or follow on a social network	267	146	121	157	85	24	44	140	83	143	124	91	18	158	121	146	221	46	45	222	81	186
	53%	58%	49%	56%	53%	43%	57%	49%	60%	51%	56%	49%	46%	57%	57%	51%	53%	54%	67%	51%	65%	50%
		B								G										S		U

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever . . . ?

		Turkey																				
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	513	414	99	427	78	8	73	234	206	200	313	173	94	246	280	233	345	168	81	432	186	327
Base: All Respondents (wtd)	500*	252	248**	263	133*	105**	48*	226*	226*	207*	293*	220**	85*	195*	293*	207	298*	202**	66**	434*	159*	341*
Recommended a brand you 'like' or follow on a social network	319	159	160	162	90	67	26	151	141	150	169	108	65	145	194	125	214	105	46	272	123	196
	64%	63%	64%	62%	68%	64%	55%	67%	62%	73%	57%	49%	77%	74%	66%	60%	72%	52%	71%	63%	77%	58%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Hungary																				
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	460	540	281	275	444	586	302	5	440	560	355	494	151	546	454	507	493	73	927	84	916
Base: All Respondents (wtd)	500	244	256	202	139	160	289	148	3**	198	302	129	294	76	256	244	256	244	37*	463	43*	457
Recommended a brand you 'like' or follow on a social network	134	57	77	65	36	33	87	32	2	43	91	37	78	19	60	74	64	70	9	125	11	124
	27%	23%	30%	32%	26%	21%	30%	22%	46%	22%	30%	28%	27%	25%	23%	30%	25%	29%	24%	27%	25%	27%
		A		E				G			I					N						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Poland																				
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	251	250	180	184	137	383	99	19	263	238	84	334	83	320	181	302	199	49	452	83	418
Base: All Respondents (wtd)	500	248	252	215	160	125	393	90*	18**	249	251	104*	327	70*	302	198	285	215	46*	454	77*	423
Recommended a brand you 'like' or follow on a social network	187	86	100	102	49	35	150	28	8	81	105	48	113	26	102	85	107	79	20	167	30	156
	37%	35%	40%	47%	31%	28%	38%	32%	43%	33%	42%	46%	35%	37%	34%	43%	38%	37%	43%	37%	39%	37%
				DE								I										

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		China																					
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1005	506	499	491	398	116	86	287	632	679	326	87	264	654	685	320	879	126	106	899	343	662	
Base: All Respondents (wtd)	500	249	251	200	187*	112*	83*	186*	231	344	156*	295*	155	50	293	207*	389	111*	42**	458	123*	377	
Recommended a brand you 'like' or follow on a social network	225	101	124	90	94	42	21	76	129	163	63	122	74	30	151	74	190	35	25	200	71	155	
	45%	41%	49%	45%	50%	37%	25%	41%	56%	47%	40%	41%	48%	59%	52%	36%	49%	31%	60%	44%	58%	41%	
									FG						KL	O	Q					U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Brazil																				
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1011	510	501	426	384	201	261	725	25	406	605	164	560	287	476	535	720	291	113	898	214	797
Base: All Respondents (wtd)	500	244	256	271	149	81*	211*	283	6**	189	311	363	107	30	180	320	312	188*	54*	446	97*	403
Recommended a brand you 'like' or follow on a social network	254	132	122	144	79	31	92	158	5	94	160	169	65	20	94	160	168	86	36	218	63	191
	51%	54%	48%	53%	53%	39%	43%	56%	79%	50%	51%	47%	60%	68%	52%	50%	54%	46%	67%	49%	65%	48%
								F					K	KL							U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Italy																				
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1004	464	540	319	387	298	265	441	298	477	527	362	517	125	520	484	581	423	96	908	158	846
Base: All Respondents (wtd)	500	250	250	181	174	145	135	221	144	241	259	244	198	58	261	239	285	215	50*	450	78	422
Recommended a brand you 'like' or follow on a social network	180	88	92	80	64	37	45	79	56	78	102	78	78	24	85	95	107	73	15	165	33	147
	36%	35%	37%	44%	36%	25%	34%	36%	39%	32%	40%	32%	39%	41%	33%	40%	37%	34%	29%	37%	42%	35%
				DE	E						I			K		N						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Have you ever . . . ?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
Base: All Respondents (unwid)	514	264	250	178	180	156	208	193	113	170	344	172	212	130	332	182	301	213	19	495	46	468	182	164	168	343	171
Base: All Respondents (wid)	500	252	248	184	169	146	202	187	110	160	340	172	186	142	316	184	290	210	18**	482	45*	455	176	159	166	335	165
Recommended a brand you 'like' or follow on a social network	147	70	77	66	51	30	66	52	29	46	101	52	53	42	91	56	83	64	7	140	15	131	49	44	54	101	46
	29%	28%	31%	36% E	30% E	21%	32%	28%	26%	29%	30%	30%	28%	30%	29%	30%	29%	30%	40%	29%	34%	29%	28%	28%	32%	30%	28%

Proportions/Mean: Columns Tested (5% risk level) - 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 * small base; ** very small base (under 30) ineligible for sig testing