

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
Bought a brand because your friends "like" or follow the brand on a social network																						
	2653	1278	1375	1431	858	365	685	1041	901	1220	1310	949	811	893	1387	1266	1859	795	411	2243	754	1899
	22%	21%	23%	27%	22%	13%	18%	23%	27%	24%	21%	21%	20%	26%	21%	23%	24%	19%	29%	21%	32%	20%
				DE	E			F	FG	J				KL			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

Have you ever . . . ?

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
Bought a brand because your friends 'like' or follow the brand on a social network	2653	151	419	653	991	569	778	440
	22%	15%	28%	15%	28%	14%	39%	29%
			ACE		ACE		ABCDEG	ACE

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	
Bought a brand because your friends "like" or follow the brand on a social network	128	49	79	73	36	19	11	53	64	33	95	82	34	11	46	82	63	65	10	118	16	112	
	26%	20%	31%	29%	26%	17%	28%	25%	26%	22%	27%	25%	29%	21%	21%	29%	23%	28%	26%	26%	24%	26%	
None of the above			A	E																			
	68	50	18	24	19	25	4	23	41	27	41	39	19	9	35	33	45	23	4	64	10	58	
	14%	20%	7%	10%	13%	23%	10%	11%	16%	18%	12%	12%	16%	17%	16%	12%	16%	10%	10%	14%	15%	13%	
		B				C																	

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
Bought a brand because your friends 'like' or follow the brand on a social network	218	108	111	129	78	10	50	113	55	138	81	2	7	209	144	74	190	28	79	139	158	60
	44%	42%	46%	47%	44%	24%	38%	48%	41%	44%	42%	53%	19%	46%	46%	40%	43%	47%	53%	40%	50%	33%
																			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; ** 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
Bought a brand because your friends 'like' or follow the brand on a social network	134	71	63	89	30	15	102	29	3	53	81	73	37	25	68	67	84	50	22	113	35	100
	27%	30%	24%	33%	21%	18%	26%	31%	44%	28%	26%	23%	36%	33%	28%	26%	27%	27%	45%	25%	39%	24%
				DE										K	K				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; ** 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
Bought a brand because your friends 'like' or follow the brand on a social network	134	64	70	63	44	27	78	49	7	60	74	62	40	32	63	71	83	50	14	120	21	113
	27%	26%	28%	31%	25%	23%	26%	30%	22%	25%	28%	25%	35%	24%	25%	29%	27%	27%	31%	26%	31%	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

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
Bought a brand because your friends 'like' or follow the brand on a social network	119	51	68	75	29	15	12	29	78	41	78	59	32	29	60	59	85	34	18	101	35	84
	24%	21%	26%	26%	23%	17%	30%	25%	23%	19%	27%	27%	22%	20%	23%	24%	22%	31%	16%	26%	21%	25%

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
Bought a brand because your friends "like" or follow the brand on a social network	60	22	38	39	16	5	17	33	9	23	37	22	17	21	23	37	35	25	6	54	9	51
	12%	9%	15%	21%	10%	3%	14%	12%	10%	11%	13%	13%	10%	13%	9%	16%	12%	11%	14%	12%	14%	12%
			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 * 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
Bought a brand because your friends "like" or follow the brand on a social network	88	41	46	41	31	16	9	17	62	55	33	39	23	26	40	48	53	35	13	75	16	71
	18%	17%	18%	23%	21%	9%	12%	15%	20%	20%	14%	17%	18%	19%	16%	20%	17%	18%	25%	17%	26%	16%
				E	E				F	J											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*
Bought a brand because your friends 'like' or follow the brand on a social network	123	71	52	78	45	0	25	46	30	0	0	24	22	77	78	46	91	32	62	61	68	55
	25%	25%	24%	27%	22%	-	18%	31%	29%	-	-	14%	23%	33%	29%	20%	32%	15%	35%	19%	34%	18%
																	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 * 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	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b			
Base: All Respondents (unwtd)	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)	900	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		
Bought a brand because your friends 'like' or follow the brand on a social network	63	25	38	37	12	13	17	25	21	23	40	24	28	11	28	35	42	20	6	57	9	54	8	6	7	9	0	21	12		
	13%	10%	15%	21%	8%	8%	15%	12%	12%	12%	13%	13%	12%	12%	10%	16%	13%	12%	10%	13%	12%	13%	21%	14%	15%	13%	-	11%	11%		
		A		DE											N							ab									

Proportions/Means: Columns Tested (5% risk level) - AB - 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
Bought a brand because your friends "like" or follow the brand on a social network	78	33	44	44	19	15	23	32	22	20	58	27	30	21	36	41	45	32	2	76	4	74
	16%	14%	17%	23%	11%	11%	19%	13%	18%	10%	19%	16%	14%	17%	13%	19%	14%	19%	9%	16%	9%	16%
				DE			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

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
Bought a brand because your friends 'like' or follow the brand on a social network	44	21	23	17	18	10	13	14	14	15	29	11	27	6	28	16	32	12	7	37	12	32
	9%	8%	9%	10%	10%	6%	7%	11%	12%	11%	8%	9%	10%	6%	8%	10%	10%	7%	16%	8%	15%	8%
																			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 ... ?

		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	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b			
Base: All Respondents (unwtd)	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	266	132	295	74	267	233	324	176	99*	441	75	425	298	202	158	169	104	40*	29*		
Bought a brand because your friends 'like' or follow the brand on a social network	74	36	38	40	23	11	18	40	16	34	40	23	39	13	38	36	46	28	7	67	12	63	42	32	28	22	15	4	5		
	15%	15%	15%	21%	14%	8%	15%	15%	16%	15%	15%	17%	13%	17%	14%	15%	14%	16%	12%	15%	15%	15%	14%	16%	18%	13%	14%	11%	17%		

Proportions/Mean: Columns Tested (5% risk level) - AB - 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
Bought a brand because your friends "like" or follow the brand on a social network	30	16	14	17	5	8	14	12	4	14	16	7	4	18	19	11	20	10	5	25	9	21
	6%	6%	6%	9%	3%	5%	4%	7%	16%	5%	7%	4%	4%	8%	8%	4%	6%	6%	9%	6%	13%	5%
				DE						FG					KL	O					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
Bought a brand because your friends "like" or follow the brand on a social network	70	36	34	40	20	9	12	29	29	39	30	0	24	46	35	34	47	22	4	66	13	57
	14%	14%	14%	19%	11%	9%	13%	14%	14%	14%	14%	-	14%	14%	14%	14%	14%	13%	7%	15%	13%	14%
				DE																		

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
Bought a brand because your friends "like" or follow the brand on a social network	133	67	66	59	50	24	2	16	116	75	58	35	74	24	77	56	120	12	10	123	20	113
	27%	28%	25%	28%	27%	23%	7%	31%	27%	30%	24%	24%	28%	27%	26%	27%	27%	26%	32%	26%	31%	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 . . . ?

		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
Bought a brand because your friends "like" or follow the brand on a social network	58	26	31	24	22	11	17	30	10	15	42	12	36	9	36	21	42	16	4	53	12	46
	12%	10%	13%	13%	15%	7%	8%	13%	18%	12%	11%	12%	14%	7%	10%	14%	14%	8%	7%	12%	15%	11%

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
Bought a brand because your friends 'like' or follow the brand on a social network	196	96	99	115	61	20	22	105	69	108	88	61	14	121	82	113	162	33	39	157	65	131
	39%	39%	40%	41%	37%	36%	28%	37%	50%	39%	40%	33%	35%	44%	39%	39%	39%	39%	58%	36%	52%	35%
									FG					K					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*
Bought a brand because your friends "like" or follow the brand on a social network	197	115	82	118	59	21	20	89	89	99	98	51	39	107	113	85	117	81	29	169	79	119
	39%	46%	33%	45%	44%	20%	41%	39%	39%	48%	34%	23%	46%	55%	38%	41%	39%	40%	44%	39%	49%	35%

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
Bought a brand because your friends "like" or follow the brand on a social network	26	15	12	12	6	9	17	9	0	7	19	7	18	1	13	13	13	14	3	23	3	23
	5%	6%	4%	6%	4%	6%	6%	6%	-	4%	6%	5%	6%	1%	5%	5%	5%	6%	9%	5%	7%	5%
													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; ** 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
Bought a brand because your friends 'like' or follow the brand on a social network	97	47	50	44	31	22	77	16	4	46	51	18	65	14	56	42	61	36	6	91	16	81
	19%	19%	20%	20%	19%	18%	20%	18%	23%	19%	20%	17%	20%	20%	18%	21%	21%	17%	13%	20%	21%	19%

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
Bought a brand because your friends "like" or follow the brand on a social network	270	114	156	111	119	40	31	85	154	205	65	140	97	33	165	105	224	45	33	237	83	187
	54%	46%	62%	56%	63%	35%	37%	46%	67%	60%	41%	47%	62%	66%	56%	51%	58%	41%	79%	52%	68%	49%
		A	A	E	E				FG	J			K	K							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
Bought a brand because your friends 'like' or follow the brand on a social network	157	81	75	85	54	18	46	106	4	58	99	101	43	13	57	100	114	43	23	134	41	116
	31%	33%	30%	31%	37%	22%	22%	38%	71%	31%	32%	28%	40%	43%	32%	31%	36%	23%	42%	30%	42%	29%
								F					K	K			Q					

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
Bought a brand because your friends "like" or follow the brand on a social network	74	39	35	36	24	14	16	34	24	32	42	39	26	8	38	36	43	31	8	66	11	63
	15%	15%	14%	20%	14%	10%	12%	15%	16%	13%	16%	16%	13%	14%	15%	15%	15%	15%	16%	15%	14%	15%
				DE																		

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
Bought a brand because your friends 'like' or follow the brand on a social network	82	31	51	44	26	12	36	31	16	26	56	31	36	16	43	39	44	38	3	79	8	74	33	20	29	52	30
	16%	12%	21%	24%	15%	8%	18%	16%	14%	16%	16%	18%	19%	11%	14%	21%	15%	18%	15%	16%	17%	16%	19%	13%	17%	16%	18%
			A	DE												N											

Proportions/Means: 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