

SOCIALOGUE

Which of the following statements do you agree with?

		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)	19271	10059	9212	7801	6591	4879	5571	7705	5785	9258	9507	5445	6859	6967	10958	8313	13427	5844	2363	16908	3720	15551	
Base: All Respondents (wtd)	12500	6227	6273	5462	4113	2924	3833	4607	3889	5614	6386	4316	4349	3834	6711	5789	8469	4031	1494	11006	2252	10248	
One of the last things I do before I go to bed is check my friends' social networking updates	2607	1207	1400	1443	738	425	793	931	852	977	1512	899	899	809	1269	1338	1699	908	314	2293	506	2101	
	21%	19%	22%	26%	18%	15%	21%	20%	22%	17%	24%	21%	21%	21%	19%	23%	20%	23%	21%	21%	22%	21%	
			A	DE	E						I					N		P					
I check my friends' social networking updates within the first hour I wake up each day	2150	956	1194	1178	605	367	665	763	690	838	1196	744	706	700	1062	1088	1345	805	274	1876	454	1696	
	17%	15%	19%	22%	15%	13%	17%	17%	18%	15%	19%	17%	16%	18%	16%	19%	16%	20%	18%	17%	20%	17%	
			A	DE	E						I			L		N		P			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

Which of the following statements do you agree with?

	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	Hong Kong
Base: All Respondents (unwtd)	19271	506	1005	508	1059	1014	1006	1023	1023	1017	1001	1003	509	1000	1028	502	506	504	506	520	500	1005	502	516	1005	503
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
One of the last things I do before I go to bed is check my friends' social networking updates	2607	126	94	105	155	75	138	89	96	76	93	139	121	70	54	73	84	171	118	112	67	96	124	114	91	126
	21%	25%	19%	21%	31%	15%	28%	18%	19%	15%	19%	28%	24%	14%	11%	15%	17%	34%	24%	22%	13%	19%	25%	23%	18%	25%
	BEGHIJMNOPQT N GHIJMNOPQS N GHIJMNOPQT MNT EIMNT N EIMNT EGHIJMNOPTEGHIJMNOPQT N JKLMNOPRS EGIJMNOP EIMNOT EIMNT EGIJMNOPX EIMNOT MNT GHIJMNOPQT																									
I check my friends' social networking updates within the first hour I wake up each day	2150	86	88	61	147	80	90	77	69	59	98	118	99	48	50	77	57	88	116	98	73	58	89	125	78	123
	17%	17%	18%	12%	29%	16%	18%	15%	14%	12%	20%	24%	20%	10%	10%	15%	11%	18%	23%	20%	15%	12%	18%	25%	16%	25%
	CIMNPU CHIMNPU ABCEFGHIJLMNOPG IMNPU CIMNPU IMNPU MN CEGHIMNPTUEGHIMNOPQGHIMNPTUX MN CIMNPU EGIJMNOP CHIMNPU MN IMNPU EGHIMNOPQ IMNPU FGHIMNOPQ																									

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

Which of the following statements do you agree with?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	19271	2019	2067	7585	5555	7614	3572	1542
Base: All Respondents (wtd)	12500	1000	1500	4500	3500	4000	2000	1500
One of the last things I do before I go to bed is check my friends' social networking updates	2607	167	353	833	784	722	604	344
	21%	17%	24%	19%	22%	18%	30%	23%
			ACE		ACE		ABCDEG	ACE
I check my friends' social networking updates within the first hour I wake up each day	2150	157	310	616	605	548	442	339
	17%	16%	21%	14%	17%	14%	22%	23%
		CE	ACDE		CE		ACDE	ACDE

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

SOCIALOGUE

Which of the following statements do you agree with?

		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)	506	270	236	225	180	101	33	66	407	160	346	174	182	150	286	220	376	130	48	458	84	422	
Base: All Respondents (wtd)	500	245	255	248	163	89*	44**	90*	366	150	350	327	119	55	255	245	329	171	40*	460	65*	435	
One of the last things I do before I go to bed is check my friends' social networking updates	126	53	73	62	44	20	13	17	96	43	82	78	37	10	62	64	74	52	12	114	15	110	
	25%	21%	29%	25%	27%	22%	30%	18%	26%	29%	24%	24%	31%	19%	24%	26%	23%	30%	30%	25%	24%	25%	
I check my friends' social networking updates within the first hour I wake up each day	86	29	57	53	22	10	10	16	60	21	65	57	20	9	36	50	50	36	4	82	10	76	
	17%	12%	23%	22%	14%	11%	22%	18%	16%	14%	19%	18%	17%	16%	14%	20%	15%	21%	10%	18%	16%	17%	
			A																				

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

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	1003	813	190	715	249	39	261	454	288	634	369	0	74	929	746	257	933	70	293	710	630	373	
Base: All Respondents (wtd)	500	258	242	276	175	48**	132	210	158	297	203	..**	44*	456	290	210	433	67*	128	372	281	219	
One of the last things I do before I go to bed is check my friends' social networking updates	139	80	60	90	36	13	42	60	37	79	61	0	14	126	86	53	117	23	46	93	86	54	
	28%	31%	25%	33%	21%	28%	32%	28%	24%	26%	30%	-	31%	28%	30%	25%	27%	34%	36%	25%	30%	25%	
I check my friends' social networking updates within the first hour I wake up each day				D															S				
	118	67	51	71	39	8	32	49	37	73	45	0	10	108	81	37	107	11	31	87	70	48	
	24%	26%	21%	26%	22%	17%	24%	23%	23%	25%	22%	-	22%	24%	28%	18%	25%	16%	24%	23%	25%	22%	
															O								

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

Which of the following statements do you agree with?

		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)	502	333	169	206	199	97	333	142	27	233	269	111	161	230	312	190	373	129	65	437	126	376	
Base: All Respondents (wtd)	500	238	262*	270*	158*	72*	406	85*	9**	215*	285	321*	103	76	243	257*	314	186*	32*	468	73*	427	
I check my friends' social networking updates within the first hour I wake up each day	77	31	46	52	11	14	65	11	1	41	36	53	12	12	29	48	38	39	3	73	16	60	
	15%	13%	18%	19%	7%	19%	16%	13%	7%	19%	13%	17%	12%	15%	12%	18%	12%	21%	11%	16%	22%	14%	
One of the last things I do before I go to bed is check my friends' social networking updates				D																			
	73	34	38	41	15	16	52	19	1	36	37	40	18	15	30	42	43	30	6	67	16	56	
	15%	14%	15%	15%	10%	22%	13%	22%	14%	17%	13%	12%	17%	20%	13%	16%	14%	16%	18%	14%	22%	13%	

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

Which of the following statements do you agree with?

		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)	1005	464	541	389	381	235	611	334	60	453	552	657	76	272	544	461	654	351	92	913	116	889	
Base: All Respondents (wtd)	500	252	248	205	181	114	296	174	31*	212	288	249	115*	137	276	224	321	179	46*	454	59*	441	
One of the last things I do before I go to bed is check my friends' social networking updates	96	47	50	57	25	14	59	34	3	30	66	43	34	19	48	48	58	38	8	88	8	89	
	19%	19%	20%	28%	14%	12%	20%	20%	10%	14%	23%	17%	30%	14%	17%	21%	18%	21%	19%	19%	13%	20%	
I check my friends' social networking updates within the first hour I wake up each day				DE							I		KM										
	58	26	32	38	14	7	38	15	5	17	41	25	18	15	27	31	29	29	3	55	3	55	
	12%	10%	13%	18%	8%	6%	13%	8%	18%	8%	14%	10%	16%	11%	10%	14%	9%	16%	6%	12%	5%	13%	
				DE							I							P				T	

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

Which of the following statements do you agree with?

		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	240	280	133	224	163	17	98	405	314	206	191	168	161	317	203	463	57	152	368	205	315	
Base: All Respondents (wtd)	500	240	260	286*	130	83	29**	111*	361	224	276*	194*	150*	156*	258	242*	414	86**	135*	365	181*	319	
One of the last things I do before I go to bed is check my friends' social networking updates	112	47	65	74	23	14	7	29	75	37	74	61	26	25	48	63	80	32	14	98	26	85	
	22%	20%	25%	26%	18%	17%	25%	27%	21%	17%	27%	32%	17%	16%	19%	26%	19%	37%	10%	27%	15%	27%	
I check my friends' social networking updates within the first hour I wake up each day												LM							R		T		
	98	37	61	68	20	10	2	31	65	33	64	54	18	26	39	58	70	28	16	82	35	63	
	20%	15%	23%	24%	15%	12%	6%	28%	18%	15%	23%	28%	12%	17%	15%	24%	17%	33%	12%	22%	20%	20%	
				E								L											

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

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	1017	488	529	328	368	321	226	626	165	446	571	315	341	361	637	380	653	364	96	921	126	891	
Base: All Respondents (wtd)	500	246	254	185	167	148	112	308	80	210	290	154	170	177	306	194	317	183	46*	454	60	440	
One of the last things I do before I go to bed is check my friends' social networking updates	76	28	48	40	23	13	20	45	10	25	51	24	27	25	39	37	42	34	5	71	6	69	
	15%	11%	19%	21%	14%	9%	18%	15%	13%	12%	17%	16%	16%	14%	13%	19%	13%	18%	11%	16%	11%	16%	
I check my friends' social networking updates within the first hour I wake up each day			A	DE	E						I					N		P					
	59	18	41	32	18	9	14	35	10	19	40	19	18	22	29	29	36	23	4	55	7	52	
	12%	7%	16%	18%	11%	6%	13%	11%	12%	9%	14%	12%	11%	12%	10%	15%	11%	13%	9%	12%	11%	12%	
			A	DE	E						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

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	1005	442	563	320	317	368	158	266	581	584	421	467	301	237	479	526	611	394	133	872	144	861	
Base: All Respondents (wtd)	500	247	253	182	148	169	76	110	315	284	216	232	127	141	244	256	309	191	69	431	77	423	
One of the last things I do before I go to bed is check my friends' social networking updates	91	32	60	55	23	13	11	23	57	46	45	38	23	30	35	56	55	37	14	77	14	77	
	18%	13%	24%	30%	15%	8%	14%	21%	18%	16%	21%	16%	18%	22%	15%	22%	18%	19%	20%	18%	19%	18%	
			A	DE	E											N							
I check my friends' social networking updates within the first hour I wake up each day	78	25	53	45	22	11	13	19	45	35	43	32	20	26	31	47	44	34	11	66	14	64	
	16%	10%	21%	25%	15%	6%	17%	18%	14%	12%	20%	14%	15%	19%	13%	18%	14%	18%	17%	15%	18%	15%	
			A	DE	E						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

SOCIALOGUE

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	506	322	184	403	93	10	150	119	160	0	0	153	135	218	278	228	350	156	152	354	167	339	
Base: All Respondents (wtd)	500	283	217	295	158*	47**	148*	104*	158*	-.**	-.**	147*	142*	211	258	242	307	193*	135	365	151*	349	
One of the last things I do before I go to bed is check my friends' social networking updates	118	70	48	65	42	10	41	32	32	0	0	27	38	53	57	61	70	47	28	90	36	82	
	24%	25%	22%	22%	27%	22%	28%	31%	20%	-	-	18%	27%	25%	22%	25%	23%	24%	20%	25%	24%	23%	
I check my friends' social networking updates within the first hour I wake up each day	116	59	57	67	34	16	29	29	42	0	0	46	25	45	43	73	52	64	30	86	37	79	
	23%	21%	26%	23%	21%	34%	20%	28%	26%	-	-	32%	18%	21%	17%	30%	17%	33%	22%	24%	24%	23%	
													L				N	P					

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

Which of the following statements do you agree with?

		Canada																													
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC		
	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	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1014	505	509	320	315	379	230	406	378	432	582	350	519	145	545	469	680	334	93	921	106	908	69	86	95	128	0	398	238		
Base: All Respondents (wtd)	900	247	253	177	155	167	116	197	187	205	295	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	**	196	117		
I check my friends' social networking updates within the first hour I wake up each day	80	30	50	43	18	19	23	26	31	26	54	26	36	18	36	43	48	32	8	72	10	70	4	11	9	10	0	30	15		
	16%	12%	20%	24%	12%	11%	20%	13%	16%	12%	18%	14%	16%	20%	14%	18%	14%	19%	18%	16%	19%	16%	12%	25%	20%	16%	-	15%	13%		
			A	DE				G				I													Vab						
One of the last things I do before I go to bed is check my friends' social networking updates	75	29	46	39	19	17	22	24	29	25	51	21	35	19	32	43	46	29	9	67	10	66	5	8	8	10	0	29	15		
	15%	12%	18%	22%	13%	10%	19%	12%	15%	12%	17%	12%	16%	21%	12%	18%	14%	17%	19%	15%	18%	15%	15%	19%	18%	15%	-	15%	13%		
			A	DE				G				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 - V/W/X/Y/Z/a/b * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	1023	485	538	369	292	362	248	550	225	358	665	365	330	328	612	411	616	407	34	989	63	960	
Base: All Respondents (wtd)	500	247	253	191	141	168	123	271	106	173	327	168	209	124	293	207	299	201	16*	484	28*	472	
One of the last things I do before I go to bed is check my friends' social networking updates	89	42	47	61	12	16	32	45	11	19	71	29	35	26	45	45	44	45	2	88	5	85	
	18%	17%	19%	32%	8%	10%	26%	17%	11%	11%	22%	17%	17%	21%	15%	22%	15%	22%	10%	18%	17%	18%	
I check my friends' social networking updates within the first hour I wake up each day				DE			GH	H			I					N		P					
	77	32	46	48	11	18	23	47	8	19	58	25	32	20	41	36	40	37	1	76	2	75	
	15%	13%	18%	25%	8%	11%	18%	17%	8%	11%	18%	15%	15%	16%	14%	17%	13%	18%	8%	16%	6%	16%	
			A	DE			H	H			I							P				T	

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

Which of the following statements do you agree with?

		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)	1023	502	521	269	428	326	375	332	316	444	579	238	643	142	640	383	590	433	71	952	137	886	
Base: All Respondents (wtd)	500	253	247	172	188	140	186	159	154	199	301	113	285	101	307	193	286	214	34*	466	65	435	
One of the last things I do before I go to bed is check my friends' social networking updates	96	43	53	54	28	14	42	27	28	25	71	18	66	12	56	40	52	44	6	90	13	83	
	19%	17%	22%	31%	15%	10%	22%	17%	18%	13%	24%	16%	23%	12%	18%	21%	18%	21%	19%	19%	20%	19%	
I check my friends' social networking updates within the first hour I wake up each day	69	32	37	36	18	14	34	14	21	16	53	13	42	14	46	23	37	31	3	66	8	60	
	14%	13%	15%	21%	10%	10%	18%	9%	13%	8%	18%	11%	15%	14%	15%	12%	13%	15%	7%	14%	13%	14%	
				DE			G				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

SOCIALOGUE

Which of the following statements do you agree with?

		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	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)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76	
Base: All Respondents (wtd)	500	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*	
One of the last things I do before I go to bed is check my friends' social networking updates	94	29	65	58	22	13	26	47	21	32	62	28	49	16	40	54	56	38	9	84	13	81	65	29	30	34	14	9	8	
	19%	12%	26%	30%	14%	9%	25%	17%	17%	14%	23%	21%	17%	22%	14%	25%	17%	22%	15%	19%	17%	19%	20%	17%	21%	21%	16%	13%	18%	
		A		DE			G				I					N														
I check my friends' social networking updates within the first hour I wake up each day	88	27	61	50	24	14	22	53	14	37	51	25	50	13	39	49	47	41	12	76	13	75	63	25	25	29	17	8	9	
	18%	11%	24%	25%	16%	10%	21%	19%	12%	16%	19%	19%	17%	18%	14%	23%	14%	24%	19%	17%	17%	18%	19%	15%	18%	18%	19%	13%	22%	
		A		DE			H	H							N	P														

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

Which of the following statements do you agree with?

		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)	1028	525	503	370	332	326	617	351	60	583	445	330	239	459	470	558	656	372	120	908	139	889	
Base: All Respondents (wtd)	500	251	249	186	150	165	299	171	30*	288	212	159	117	224	228	272	320	180	59	441	68	432	
One of the last things I do before I go to bed is check my friends' social networking updates	54	25	29	31	13	10	32	18	4	25	28	18	11	24	22	32	29	24	6	48	6	47	
	11%	10%	12%	17%	9%	6%	11%	11%	12%	9%	13%	11%	9%	11%	10%	12%	9%	13%	10%	11%	9%	11%	
I check my friends' social networking updates within the first hour I wake up each day				DE							I							P					
	50	25	24	26	12	11	29	16	4	24	26	18	9	22	23	27	27	23	8	41	9	41	
	10%	10%	10%	14%	8%	7%	10%	10%	13%	8%	12%	12%	8%	10%	10%	10%	8%	13%	14%	9%	13%	9%	
				DE							I							P					

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

Which of the following statements do you agree with?

		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)	500	261	239	201	188	111	95	184	221	286	214	19	148	333	252	248	351	149	67	433	107	393	
Base: All Respondents (wtd)	500	253	247	210	193	97	99*	187	214	276	224	21**	153	326	241	259	341	159	63*	437	102	398	
I check my friends' social networking updates within the first hour I wake up each day	73	38	35	34	31	8	8	23	43	37	36	1	23	49	35	38	49	24	10	63	21	52	
	15%	15%	14%	16%	16%	8%	8%	12%	20%	13%	16%	4%	15%	15%	15%	15%	14%	15%	16%	14%	21%	13%	
One of the last things I do before I go to bed is check my friends' social networking updates				E					FG												U		
	67	37	31	36	23	9	14	21	33	31	36	3	20	44	30	38	44	24	11	56	19	48	
	13%	14%	12%	17%	12%	9%	14%	11%	15%	11%	16%	16%	13%	14%	12%	15%	13%	15%	17%	13%	19%	12%	

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

Which of the following statements do you agree with?

		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	258	246	194	199	111	18	50	436	246	258	100	279	125	290	214	457	47	36	468	76	428	
Base: All Respondents (wtd)	500	240	260	211	184	105	18**	54*	428	236	264	146*	266	88	279	221	449	51*	33*	467	73*	427	
One of the last things I do before I go to bed is check my friends' social networking updates	171	72	99	68	63	39	3	15	153	79	92	48	86	36	88	83	155	16	14	157	30	141	
	34%	30%	38%	32%	34%	38%	17%	27%	36%	33%	35%	33%	33%	41%	31%	38%	34%	31%	43%	34%	40%	33%	
I check my friends' social networking updates within the first hour I wake up each day	88	36	52	30	36	22	4	11	74	49	39	19	53	16	45	42	80	8	8	80	13	75	
	18%	15%	20%	14%	19%	21%	20%	20%	17%	21%	15%	13%	20%	18%	16%	19%	18%	16%	25%	17%	18%	18%	

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

Which of the following statements do you agree with?

		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	273	229	159	154	189	208	252	42	139	363	331	78	93	341	161	316	186	47	455	64	438	
Base: All Respondents (wtd)	500	253	247*	186*	158*	157*	192*	258	51**	155*	345	105	263*	133*	340	160*	360	140*	63**	437	83*	417	
One of the last things I do before I go to bed is check my friends' social networking updates	124	43	80	49	45	29	56	59	8	40	84	21	67	36	74	50	77	47	16	107	23	100	
	25%	17%	33%	26%	29%	19%	29%	23%	16%	26%	24%	20%	25%	27%	22%	31%	21%	33%	26%	25%	28%	24%	
I check my friends' social networking updates within the first hour I wake up each day		A																					
	89	29	59	46	27	16	41	43	4	17	72	21	45	23	63	26	56	32	13	75	18	70	
	18%	12%	24%	25%	17%	10%	22%	17%	8%	11%	21%	20%	17%	17%	18%	16%	16%	23%	21%	17%	22%	17%	
			A	E																			

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

Which of the following statements do you agree with?

		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)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409	
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404	
One of the last things I do before I go to bed is check my friends' social networking updates	121	57	64	73	32	16	15	66	40	60	60	52	12	57	45	75	94	27	19	102	27	94	
	24%	23%	26%	26%	20%	28%	19%	25%	24%	21%	28%	25%	28%	23%	21%	27%	23%	29%	32%	23%	28%	23%	
I check my friends' social networking updates within the first hour I wake up each day	99	55	44	64	24	11	17	46	36	48	51	39	10	50	41	57	81	18	18	81	27	71	
	20%	22%	18%	23%	15%	19%	22%	18%	22%	17%	24%	19%	23%	20%	19%	20%	20%	20%	30%	18%	28%	18%	
											I								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

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	516	358	158	395	107	14	49	231	236	235	281	137	82	297	275	241	379	137	68	448	162	354	
Base: All Respondents (wtd)	500	252	248*	263	145*	93**	40*	213*	247*	249*	251	141*	85*	274	275*	225	316	184*	64*	436	136*	364	
I check my friends' social networking updates within the first hour I wake up each day	125	67	59	78	28	19	13	45	67	57	68	39	20	66	61	64	72	53	12	114	29	96	
	25%	26%	24%	30%	19%	21%	33%	21%	27%	23%	27%	28%	24%	24%	22%	29%	23%	29%	18%	26%	22%	26%	
One of the last things I do before I go to bed is check my friends' social networking updates	114	69	45	85	25	4	15	47	52	42	72	30	16	68	60	55	82	33	8	106	35	80	
	23%	28%	18%	32%	17%	5%	37%	22%	21%	17%	29%	22%	18%	25%	22%	24%	26%	18%	13%	24%	26%	22%	
				D				H				I											

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 * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which of the following statements do you agree with?

		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)	1001	507	494	229	313	459	488	372	8	511	490	172	645	184	556	445	601	400	79	922	79	922	
Base: All Respondents (wtd)	500	244	256	202	142	156	255	159	5**	218	282	129	294	76	249	251	296	204	31*	469	32*	468	
I check my friends' social networking updates within the first hour I wake up each day	98	45	53	43	20	35	52	29	1	31	67	25	61	12	46	52	41	57	5	93	5	92	
	20%	19%	21%	21%	14%	22%	20%	18%	18%	14%	24%	19%	21%	16%	18%	21%	14%	28%	17%	20%	17%	20%	
One of the last things I do before I go to bed is check my friends' social networking updates				D		D					I							P					
	93	39	54	52	18	24	52	23	1	28	65	29	53	11	41	52	47	47	4	89	3	90	
	19%	16%	21%	26%	12%	15%	20%	14%	12%	13%	23%	23%	18%	15%	17%	21%	16%	23%	14%	19%	10%	19%	
				DE			G				I							P					

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

Which of the following statements do you agree with?

		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)	506	255	251	194	173	139	385	105	16	253	253	70	337	99	301	205	292	214	46	460	77	429	
Base: All Respondents (wtd)	500	248	252	215	156	129	391	94*	15**	246	254	104*	326	70*	288	212	272	228	40*	460	67*	433	
One of the last things I do before I go to bed is check my friends' social networking updates	84	34	50	43	18	23	71	12	1	33	51	20	51	13	36	48	35	49	5	79	5	79	
	17%	14%	20%	20%	12%	18%	18%	12%	6%	14%	20%	20%	16%	18%	13%	23%	13%	21%	13%	17%	8%	18%	
I check my friends' social networking updates within the first hour I wake up each day				D												N		P				T	
	57	24	34	27	10	20	47	10	0	28	29	9	43	5	33	24	25	32	8	50	7	50	
	11%	10%	13%	13%	6%	16%	12%	11%	-	11%	12%	9%	13%	7%	11%	12%	9%	14%	19%	11%	11%	12%	
				D		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

Which of the following statements do you agree with?

		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)	1006	534	472	481	410	115	87	301	618	695	311	98	278	630	696	310	889	117	124	882	317	689	
Base: All Respondents (wtd)	500	249	251	200	200*	99*	90*	186*	224	340	160*	295*	155	50	294	206*	394	106*	57**	443	114*	386	
One of the last things I do before I go to bed is check my friends' social networking updates	138	75	63	77	47	14	25	40	74	87	51	80	40	18	72	66	112	26	14	124	35	103	
	28%	30%	25%	39%	23%	14%	28%	21%	33%	25%	32%	27%	26%	36%	25%	32%	28%	25%	26%	28%	31%	27%	
I check my friends' social networking updates within the first hour I wake up each day	90	55	35	34	40	16	11	28	51	64	26	47	29	14	50	40	74	16	15	75	30	60	
	18%	22%	14%	17%	20%	16%	13%	15%	23%	19%	16%	16%	19%	28%	17%	19%	19%	15%	26%	17%	26%	16%	
														KL									

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

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	1059	509	550	440	388	231	245	777	37	449	610	151	571	337	524	535	756	303	119	940	208	851	
Base: All Respondents (wtd)	500	244	256	271*	148	82*	225*	270	5**	170*	330	363	107	29	207	293	327	173*	41**	459	67*	433	
One of the last things I do before I go to bed is check my friends' social networking updates	155	78	77	83	43	29	71	83	1	42	114	115	32	8	60	95	98	57	12	143	17	139	
	31%	32%	30%	31%	29%	36%	32%	31%	25%	25%	34%	32%	30%	28%	29%	32%	30%	33%	30%	31%	25%	32%	
I check my friends' social networking updates within the first hour I wake up each day	147	68	79	85	47	14	85	61	1	45	102	111	29	7	54	93	81	66	8	139	18	129	
	29%	28%	31%	31%	32%	18%	38%	23%	15%	26%	31%	30%	27%	25%	26%	32%	25%	38%	20%	30%	26%	30%	
					E		G											P					

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

Which of the following statements do you agree with?

		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	
Base: All Respondents (unwtd)	1000	471	529	391	357	252	183	453	364	555	445	353	516	131	472	528	621	379	116	884	162	838	
Base: All Respondents (wtd)	500	250	250	181	185	134	98	228	174	287	213	243	198	58	247	253	306	194	58	442	78	422	
One of the last things I do before I go to bed is check my friends' social networking updates	70	36	34	36	21	13	13	31	26	31	39	31	33	6	32	37	37	32	8	61	11	58	
	14%	14%	13%	20%	11%	10%	13%	14%	15%	11%	18%	13%	17%	10%	13%	15%	12%	17%	14%	14%	15%	14%	
I check my friends' social networking updates within the first hour I wake up each day				DE							I												
	48	23	25	26	12	11	14	18	16	22	26	22	19	7	24	24	30	18	6	43	9	40	
	10%	9%	10%	14%	7%	8%	15%	8%	9%	8%	12%	9%	10%	12%	10%	9%	10%	9%	10%	10%	11%	9%	
				DE			G				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

SOCIALOGUE

Which of the following statements do you agree with?

		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
	508	266	242	152	195	161	184	201	123	202	306	121	235	152	306	202	300	208	16	492	45	463	180	148	180	358	150
Base: All Respondents (unwid)	508	266	242	152	195	161	184	201	123	202	306	121	235	152	306	202	300	208	16	492	45	463	180	148	180	358	150
Base: All Respondents (wid)	500	251	249	184	174	142	192	194	114	183	317	172	186	142	278	222	280	220	15**	485	41*	459	171	136	193	353	147
One of the last things I do before I go to bed is check my friends' social networking updates	105	49	57	59	31	15	44	41	21	20	86	43	33	30	59	47	51	55	3	103	9	97	29	21	55	79	26
	21%	19%	23%	32%	18%	11%	23%	21%	18%	11%	27%	25%	18%	21%	21%	21%	18%	25%	17%	21%	21%	21%	17%	16%	28%	22%	18%
I check my friends' social networking updates within the first hour I wake up each day	61	23	37	32	22	7	22	26	13	11	50	18	23	20	36	24	28	32	2	58	6	54	17	16	28	46	15
	12%	9%	15%	17%	13%	5%	11%	13%	11%	6%	16%	10%	12%	14%	13%	11%	10%	15%	14%	12%	15%	12%	10%	11%	15%	13%	10%
				E	E						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 - VW/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which of the following statements do you agree with?

		Hong Kong																					
	Hong Kong	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)	503	236	267	164	213	126	83	238	182	291	212	8	183	312	297	206	418	85	126	377	134	369	
Base: All Respondents (wtd)	500	236	264	188	195	117	85*	239	176	274	226	7**	176	316	291	209	411	89*	122	378	129	371	
One of the last things I do before I go to bed is check my friends' social networking updates	126	61	65	54	46	26	13	74	39	63	64	1	46	79	72	55	102	24	33	93	38	88	
	25%	26%	25%	29%	23%	22%	15%	31%	22%	23%	28%	12%	26%	25%	25%	26%	25%	27%	27%	25%	29%	24%	
I check my friends' social networking updates within the first hour I wake up each day	123	57	66	51	45	28	18	62	43	69	54	1	42	81	71	52	103	20	33	90	37	87	
	25%	24%	25%	27%	23%	24%	21%	26%	25%	25%	24%	12%	24%	26%	25%	25%	25%	23%	27%	24%	28%	23%	

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