Which of the following statements do you agree with?

| | | | | | | | | | | | | All Countries | : | | | | | | | | | |
|---|-------|-------|--------|----------|----------|----------|------|---------------|------|---------|--------|---------------|-----------|------|------------|------------|----------|-----------------|---------|----------|------------------------|--------------------------|
| | | Ge | nder | | Age | | н | ousehold Inco | me | Marital | Status | | Education | | Chief Inco | ome Earner | Emplo | pyment | Busines | ss Owner | Senior Execu Maker/ | utive/Decisio /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 |
| | | Α | В | С | D | E | F | G | H | I | J | K | L | М | N | 0 | P | Q | R | S | Т | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | 5321 | 2527 | 2794 | 2500 | 1722 | 1099 | 1384 | 1994 | 1877 | 2242 | 2970 | 1613 | 2020 | 1688 | 2904 | 2417 | 3825 | 1496 | 576 | 4745 | 949 | 4372 |
| right now | 43% | 41% | 45% | 46% | 42% | 38% | 36% | 43% | 48% | 40% | 47% | 37% | 46% | 44% | 43% | 42% | 45% | 37% | 39% | 43% | 42% | 43% |
| | | | A | DE | E | | | F | FG | | 1 | | KM | K | | | Q | | | R | | |

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 |
|--|-------|-----------|-----------|------------|-----------|-----------|----------|-----------|------------|------------------|-----------|-------|-----------|--------|-------|--------|--------|-----------|-----------------|--------------|-------------|--------|------------|-----------|------------------|-----------|
| | | A | В | С | D | E | F | G | Н | - 1 | J | K | L | M | N | 0 | P | Q | R | S | Т | U | V | W | X | Y |
| 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 | 500 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | 5321 | 198 | 269 | 261 | 228 | 309 | 111 | 256 | 243 | 280 | 287 | 171 | 145 | 177 | 108 | 169 | 188 | 293 | 109 | 317 | 119 | 188 | 263 | 253 | 274 | 105 |
| right now | 43% | 40% | 54% | 52% | 46% | 62% | 22% | 51% | 49% | 56% | 57% | 34% | 29% | 35% | 22% | 34% | 38% | 59% | 22% | 63% | 24% | 38% | 53% | 51% | 55% | 21% |
| | | FLNRTY | THKLMNOPR | FKLMNOPRTU | KLMNOPRTU | HIKLMNOPR | TUVWXY A | FKLMNOPRT | FKLMNOPRTL | GHKLMNOPF | GHKLMNOPR | FNRTY | FNRY | FLNRTY | | FNRTY | FLNRTY | GHKLMNOPR | RTUY ABCDF | GHIKLMNOPRT | UVWXY | FLNRTY | FKLMNOPRTU | KLMNOPRTU | FHKLMNOPR1 | TUY |

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

Global @dvisor: Social Media Survey SOCIALOGUE

Which of the following statements do you agree with?

| | Total | North America | LATAM | Europe | APAC | G-8 Countries | BRIC | Middle East/Africa |
|---|-------------|----------------------|-----------------|--------------------|-------------|--------------------|-----------------|-----------------------|
| | | Α | В | С | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 5321 43% | 583 58% BCDEFG | 595 40% D | 2143 48% BDF | 1216 35% | 1941 49% BDF | 803 40% D | 678 45% BDF |

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

Which of the following statements do you agree with?

| | gentina | Ger | andor | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------------|-----------|------------|------------|-----------|-----------|-----------|----------------|------------|-----------|------------|------------|-----------|-----------|------------|-----------|------------|-----------------|-----------|------------|-----------|---------------------------|
| | | | muei | | Age | | н | ousehold Incor | me | Marital | Status | Argentina | Education | | Chief Inco | me Earner | Emplo | yment | Busines | ss Owner | | utive/Decisior /Leader |
| Tota | 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 |
| | | Α | В | С | D | Е | F | G | H | 1 | J | K | L | М | N | 0 | P | Q | R | S | Т | U |
| | 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 | 500 | 245 | 255 | 248 | 163 | 89* | 44** | 90* | 366 | 150 | 350 | 327 | 119 | 55 | 255 | 245 | 329 | 171 | 40* | 460 | 65* | 435 |
| | 198 40% | 90 37% | 108 42% | 108 43% | 56 34% | 35 39% | 17 38% | 24 27% | 157 43% | 60 40% | 138 39% | 114 35% | 59 49% | 26 47% | 101 40% | 97 39% | 141 43% | 57 33% | 14 34% | 184 40% | 26 40% | 172 40% |

Which of the following statements do you agree with?

| Not Fig. F | | | | | | | | | | India | | | | | | | | | | | | |
|--|--|------------|-----------|-----------|------------|------------|------------|------------|-----------|-------|-----------|------------|------|----------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-------------------------------|
| Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed Employed Yes No | Senior Executive/Decisio Maker/Leader | ss Owner | Busines | yment | Emplo | ome Earner | Chief Inco | | Education | uu | Status | Marital | ne | ousehold Incor | Н | | Age | | ender | Ge | India | |
| Base: All Respondents (umvtd) 1003 813 190 715 249 39 261 454 268 634 369 0 74 929 746 257 933 70 293 710 Base: All Respondents (umvtd) 500 258 242 276 175 48** 132 210 158 297 203 -** 44* 456 290 210 433 67* 128 372 If my employer checked out my social networking profile, there wouldn't be anything incriminating on it 171 88 83 83 67 21 32 65 73 111 60 0 8 162 102 69 152 19 32 138 | Yes No | No | Yes | | Employed | No | Yes | High | Medium | Low | Other | Married | High | Medium | Low | 50 to 64 | 35 to 49 | Under 35 | Female | Male | Total | |
| Base: All Respondents (wtd) 500 258 242 276 175 48** 132 210 158 297 203 -** 44* 456 290 210 433 67* 128 372 If my employer checked out my social networking profile, there wouldn't be anything incriminating on it 171 88 83 83 67 21 32 65 73 111 60 0 8 162 102 69 152 19 32 138 | T U | S | R | Q | P | 0 | N | | L | K | J | ı | H | Ü | F | Е | D | С | В | Α | | |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it 171 88 83 83 67 21 32 65 73 111 60 0 8 162 102 69 152 19 32 138 | 630 373 | 710 | 293 | 70 | 933 | 257 | 746 | 929 | 74 | 0 | 369 | 634 | 288 | 454 | 261 | 39 | 249 | 715 | 190 | 813 | 1003 | Base: All Respondents (unwtd) |
| profile, there wouldn't be anything incriminating on it 171 88 83 67 21 32 65 73 111 60 0 8 162 102 69 152 19 32 138 | 281 219 | 372 | 128 | 67* | 433 | 210 | 290 | 456 | 44* | -** | 203 | 297 | 158 | 210 | 132 | 48** | 175 | 276 | 242 | 258 | 500 | Base: All Respondents (wtd) |
| right now 34% 34% 34% 30% 38% 43% 24% 31% 47% 37% 29% - 19% 36% 35% 35% 28% 25% 37% R | 97 74 34% 34% | 138 37% | 32 25% | 19 28% | 152 35% | 69 33% | 102 35% | 162 36% | 8 19% | 0 - | 60 29% | 111 37% | 47% | 65 31% | 32 24% | 21 43% | 67 38% | 83 30% | 83 34% | 88 34% | 171 34% | |

Which of the following statements do you agree with?

| | | | | | | | | | | | Mexico | | | | | | | | | | |
|------------|---------------|------------|--|--|---|--|--|--|--|--|---|---|---|--|--|--|-----------------------|---|--|--|--|
| Mexico | Ge | nder | | Age | | Н | lousehold Inco | me | Marital | Status | | Education | | Chief Inco | me Earner | Emplo | yment | Busines | ss Owner | | utive/Decisio |
| 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 | В | С | D | E | F | G | Н | 1 | J | К | L | М | N | 0 | P | Q | R | S | Т | U |
| | | | | | | | | | | | | | | | | | | | | | 376 |
| 500 | 238 | 262* | 270* | 158* | 72* | 406 | 85* | 9** | 215* | 285 | 321* | 103 | 76 | 243 | 257* | 314 | 186* | 32* | 468 | 73* | 427 |
| 169 34% | 74 31% | 95 36% | 102 38% | 49 31% | 18 25% | 129 32% | 35 41% | 5 61% | 78 36% | 91 32% | 97 30% | 40 39% | 32 42% | 79 33% | 89 35% | 103 33% | 65 35% | 14 44% | 155 33% | 28 39% | 140 33% |
| | Total 502 500 | Total Male | Total Male Female A B 502 333 169 500 238 262* 169 74 95 | Total Male Female Under 35 A B C 502 333 169 206 500 238 262* 270* 169 74 95 102 | Total Male Female Under 35 35 to 49 A B C D 502 333 169 206 199 500 238 262* 270* 158* 169 74 95 102 49 | Total Male Female Under 35 35 to 49 50 to 64 A B C D E 502 333 169 206 199 97 500 238 262* 270* 158* 72* 169 74 95 102 49 18 | Total Male Female Under 35 35 to 49 50 to 64 Low A B C D E F 502 333 169 206 199 97 333 500 238 262* 270* 158* 72* 406 169 74 95 102 49 18 129 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium A B C D E F G 502 333 169 206 199 97 333 142 500 238 262* 270* 158* 72* 406 85* 169 74 95 102 49 18 129 35 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium High A B C D E F G H 502 333 169 206 199 97 333 142 27 500 238 262* 270* 158* 72* 406 85* 9** 169 74 95 102 49 18 129 35 5 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married A B C D E F G H I 502 333 169 206 199 97 333 142 27 233 500 238 262* 270* 158* 72* 406 85* 9** 215* 169 74 95 102 49 18 129 35 5 78 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other A B C D E F G H I J 502 333 169 206 199 97 333 142 27 233 269 500 238 262* 270* 158* 72* 406 85* 9** 215* 285 169 74 95 102 49 18 129 35 5 78 91 | Mexico Gender Age Household Income Marital Status Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low 602 333 169 206 199 97 333 142 27 233 269 111 500 238 262* 270* 158* 72* 406 85* 9** 215* 285 321* 169 74 95 102 49 18 129 35 5 78 91 97 | Mexico Gender Age Household Income Marital Status Education Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium A B C D E F G H I J K L 502 333 169 206 199 97 333 142 27 233 269 111 161 500 238 262* 270* 158* 72* 406 85* 9** 215* 285 321* 103 169 74 95 102 49 18 129 35 5 78 91 97 40 | Mexico Gender Age Household Income Marital Status Education Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High A B C D E F G H I J K L M 502 333 169 206 199 97 333 142 27 233 269 111 161 230 500 238 262* 270* 158* 72* 406 85* 9** 215* 285 321* 103 76 169 74 95 102 49 18 129 35 5 78 91 97 40 32 | Mexico Gender Age Household Income Marital Status Education Chief Income Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes N <td< td=""><td>Mexico Gender Age Household Income Marital Status Education Chief Income Earner Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High No No</td><td> Mexico Gender Age</td><td> Mexico Gender Maje Female Under 35 35 to 49 So to 64 Low Medium High Married Other Low Medium High Yes No Employed Employed </td><td>Mexico Gender Age Household Income Marital Status Education Chief Income Earner Employment Business Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed Protect Yes 502 333 169 206 199 97 333 142 27 233 269 111 161 230 312 190 373 129 65 500 238 262* 270* 158* 72* 406 85* 9* 215* 285 321* 103 76 243 257* 314 186* 32* 169 74 95 102 49 18 129 35 5 78 91 97 40 32 79 89 103 65 14</td><td>Mexico Gender Age Household Income Marital Status Education Chief Income Earner Employment Business Owner Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Marital Other Low Medium High Yes No Employed Employed Yes No 502 333 169 206 199 97 333 142 27 233 269 111 161 230 312 190 373 129 65 437 500 238 262* 270* 158* 72* 406 85* 9** 215* 285 321* 103 76 243 257* 314 186* 32* 468 169 74 95 102 49 18 129 35 5 78 91 97 40 32 79 89 103 65 14 <t< td=""><td> Mexico Gender Maje Female Under 35 35 to 49 So to 64 Low Medium High Married Other Low Medium High Maje High Maje High High Maje High High</td></t<></td></td<> | Mexico Gender Age Household Income Marital Status Education Chief Income Earner Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High No No | Mexico Gender Age | Mexico Gender Maje Female Under 35 35 to 49 So to 64 Low Medium High Married Other Low Medium High Yes No Employed Employed | Mexico Gender Age Household Income Marital Status Education Chief Income Earner Employment Business Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed Protect Yes 502 333 169 206 199 97 333 142 27 233 269 111 161 230 312 190 373 129 65 500 238 262* 270* 158* 72* 406 85* 9* 215* 285 321* 103 76 243 257* 314 186* 32* 169 74 95 102 49 18 129 35 5 78 91 97 40 32 79 89 103 65 14 | Mexico Gender Age Household Income Marital Status Education Chief Income Earner Employment Business Owner Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Marital Other Low Medium High Yes No Employed Employed Yes No 502 333 169 206 199 97 333 142 27 233 269 111 161 230 312 190 373 129 65 437 500 238 262* 270* 158* 72* 406 85* 9** 215* 285 321* 103 76 243 257* 314 186* 32* 468 169 74 95 102 49 18 129 35 5 78 91 97 40 32 79 89 103 65 14 <t< td=""><td> Mexico Gender Maje Female Under 35 35 to 49 So to 64 Low Medium High Married Other Low Medium High Maje High Maje High High Maje High High</td></t<> | Mexico Gender Maje Female Under 35 35 to 49 So to 64 Low Medium High Married Other Low Medium High Maje High Maje High High Maje High High |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Spain | | | | | | | | | | |
|---|------------|-----------|-----------|-----------|-----------|-----------|------------|---------------|-----------|-----------|------------|-----------|-----------|-----------|------------|------------|------------|-----------------|-----------|------------|-------------|--------------------------|
| | Spain | Ge | ender | | Age | | н | ousehold Inco | me | Marital | Status | Opum | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | Senior Exec | utive/Decisio /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 |
| | | Α | В | С | D | E | F | G | Н | | J | К | L | М | N | 0 | P | Q | R | S | Т | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 188 38% | 93 37% | 95 38% | 97 48% | 57 31% | 33 29% | 102 35% | 72 41% | 13 44% | 67 31% | 121 42% | 72 29% | 57 50% | 59 43% | 104 38% | 83 37% | 128 40% | 60 33% | 14 31% | 174 38% | 19 32% | 169 38% |
| right now | 38% | 3/% | 38% | 48% DE | 31% | 29% | 35% | 41% | 44% | 31% | 42% I | 29% | 50% K | 43% K | 38% | 3/% | 40% | 33% | 31% | 38% | 32% | 38% |

Which of the following statements do you agree with?

| | | | | | | | | | | | | South Africa | | | | | | | | | | |
|---|--------------|------------|------------|------------|-----------|-----------|-----------|---------------|------------|------------|------------|--------------|-----------|------------|------------|------------|------------|-----------------|-----------|------------|------------|---------------------------|
| | South Africa | Ge | ender | | Age | | н | ousehold Inco | me | Marita | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busine | ss Owner | | utive/Decision /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 |
| | | Α | В | С | D | E | F | G | Н | - 1 | J | K | L | М | N | 0 | P | Q | R | S | Т | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 317 63% | 133 55% | 184 71% | 180 63% | 87 67% | 50 60% | 17 58% | 64 58% | 236 65% | 130 58% | 186 67% | 130 67% | 80 54% | 106 68% | 158 61% | 158 66% | 257 62% | 60 70% | 77 57% | 240 66% | 112 62% | 204 64% |

Which of the following statements do you agree with?

| | | | | | | | | | | | Great Britain | | | | | | | | | | |
|---------------|----------------|--|---|---|--|--|---|--|---|---|--|---|--|--|--|---|---|----------------------------------|--|---------------------|-----------------------------|
| Great Britain | Ge | ender | | Age | | н | ousehold Incor | ne | Marital | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busine | ss Owner | Senior Exec | cutive/Decision r/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 | В | С | D | E | F | G | Н | 1 | J | К | L | М | N | 0 | P | Q | R | S | T | U |
| 1017 500 | 488 246 | 529 254 | 328 185 | 368 167 | 321 148 | 226 112 | 626 308 | 165 80 | 446 210 | 5/1 290 | 315 154 | 341 170 | 361 177 | 637 306 | 380 194 | 653 317 | 364 183 | 96 46* | 921 454 | 126 60 | 891 440 |
| 280 | 135 | 145 | 105 | 102 | 74 | 50 | 183 | 48 60% | 118 56% | 162 56% | 67 44% | 99 58% | 114 64% | 180 59% | 100 52% | 203 64% | 77 42% | 26 57% | 254 56% | 36 60% | 244 55% |
| | Total 1017 500 | Total Male A 1017 488 500 246 280 135 | Total Male Female A B 1017 488 529 500 246 254 280 135 145 | Total Male Female Under 35 A B C 1017 488 529 328 500 246 254 185 280 135 145 105 | Total Male Female Under 35 35 to 49 A B C D 1017 488 529 328 368 500 246 254 185 167 280 135 145 105 102 | Total Male Female Under 35 35 to 49 50 to 64 A B C D E 1017 488 529 328 368 321 500 246 254 185 167 148 280 135 145 105 102 74 | Total Male Female Under 35 35 to 49 50 to 64 Low A B C D E F 1017 488 529 328 368 321 226 500 246 254 185 167 148 112 280 135 145 105 102 74 50 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium A B C D E F G 1017 488 529 328 388 321 226 626 500 246 254 185 167 148 112 308 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium High A B C D E F G H 1017 488 529 328 368 321 226 626 165 500 246 254 185 167 148 112 308 80 280 135 145 105 102 74 50 183 48 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married A B C D E F G H I 1017 488 529 328 368 321 226 626 165 446 500 246 254 185 167 148 112 308 80 210 280 135 145 105 102 74 50 183 48 118 | Great Britain Gender Age Household Income Marital Status Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other 1 A B C D E F G H I J 1017 488 529 328 388 321 226 626 165 446 571 500 246 254 185 167 148 112 308 80 210 290 280 135 145 105 102 74 50 183 48 118 162 | Great Britain Gender Age Household Income Marital Status Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low 1 A B C D E F G H I J K 1017 488 529 328 388 321 226 626 165 446 571 315 500 246 254 185 167 148 112 308 80 210 290 154 280 135 145 105 102 74 50 183 48 118 162 67 | Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium A B C D E F G H I J K L 1017 488 529 328 368 321 226 626 165 446 571 315 341 500 246 254 185 167 148 112 308 80 210 290 154 170 280 135 145 105 102 74 50 183 48 118 162 67 99 | Great Britain Gender Age Household Income Marital Status Education Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High 1 A B C D E F G H I J K L M 1017 488 529 328 388 321 226 626 165 446 571 315 341 361 500 246 254 185 167 148 112 308 80 210 290 154 170 177 280 135 145 105 102 74 50 183 48 118 162 67 99 114 | Great Britain Gender Age Household Income Marital Status Education Chief Income Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Name Na | Great Britain Gender Age Household Income Marital Status Education Chief Income Earner Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No 1 A B C D E F G H I J K L M N O 1017 488 529 328 388 321 226 626 165 446 571 315 341 361 637 380 500 246 254 185 167 148 112 308 80 210 290 154 170 177 306 194 280 135 145 105 102 74 50 183 48 118 162 67 99 114 180 100 | Great Britain Gender Age Household Income Marital Status Education Chief Income Earner Employed Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed A B C D E F G H I J K L M N O P 1017 488 529 328 368 321 226 626 165 446 571 315 341 361 637 380 653 500 246 254 185 167 148 112 308 80 210 290 154 170 177 306 194 317 280 135 145 105 102 74 50 183 48 118 162 67 99 114 | Chief Income Earner Employment | Great Britain Gender Age Household Income Marital Status Education Chief Income Earner Employment Busine Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed Employed Yes 10 10 7 48 8 529 328 368 321 226 626 165 446 571 315 341 361 637 380 653 384 96 500 246 254 185 167 148 112 308 80 210 290 154 170 177 306 194 317 183 46° 280 135 145 105 102 74 50 183 48 118 162 67 99 114 180 100 203 77 26 | Chief Income Earner | Chief Income Earner |

Which of the following statements do you agree with?

| | | | | | | | | | | | | US | | | | | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|-----------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------------|-----------|------------|-----------|-----------------------------|
| | US | Ge | ender | | Age | | н | ousehold Inco | me | Marital | Status | 05 | Education | | Chief Inco | me Earner | Emplo | yment | Busines | ss Owner | | cutive/Decision r/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) | 4005 | Α | B | C | D | E | F 450 | G | H | 1 | J | K | L | М | N 470 | 0 | P | Q | R | S | T | U |
| Base: All Respondents (unitd) | 1005 500 | 442 247 | 563 253 | 320 182 | 317 148 | 368 169 | 158 76 | 266 110 | 581 315 | 584 284 | 421 216 | 467 232 | 301 127 | 237 141 | 479 244 | 526 256 | 611 309 | 394 191 | 133 69 | 872 431 | 144 77 | 861 423 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 274 55% | 115 47% | 159 63% | 105 58% | 80 54% | 88 52% | 32 42% | 55 50% | 187 59% | 159 56% | 115 53% | 110 47% | 81 64% | 83 59% | 124 51% | 151 59% | 177 57% | 98 51% | 33 48% | 241 56% | 37 48% | 237 56% |
| ngil non | 3370 | 47 70 | A | 3070 | 3470 | 3270 | 72/0 | 3070 | FG | 3070 | 3370 | 47 70 | K | K | 3170 | N | 3170 | 3170 | 4070 | 3070 | 4070 | 3070 |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Saudi Arabia | 1 | | | | | | | | | |
|---|--------------|------|--------|----------|----------|----------|------|----------------|------|---------|--------|--------------|-----------|------|------------|------------|----------|-----------------|---------|----------|-------------|-----------------------|
| | Saudi Arabia | Gı | ender | | Age | | Н | lousehold Inco | me | Marita | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | Senior Exec | utive/Decision/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 |
| | | А | В | С | D | E | F | G | Н | I | J | K | L | М | N | 0 | Р | Q | R | S | Т | U |
| 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | 109 | 62 | 47 | 50 | 49 | 9 | 25 | 19 | 47 | 0 | 0 | 19 | 27 | 63 | 57 | 52 | 71 | 38 | 21 | 87 | 30 | 79 |
| right now | 22% | 22% | 22% | 17% | 31% | 20% | 17% | 18% | 29% | - | - | 13% | 19% | 30% | 22% | 21% | 23% | 20% | 16% | 24% | 20% | 23% |
| | | | | | С | | | | | | | | | K | | | | | | | | |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Canada | | | | | | | | | | | | | | | | | |
|--|--------|------|--------|----------|----------|----------|-----|-----------------|------|---------|--------|--------|-----------|------|------------|-----------|----------|--------|----------|---------|------------------------|-----|-----|---------|-----|---------|-----------------------------|---------|-----|
| | Canada | Ge | nder | | Age | | | lousehold Incom | ie | Marita | Status | | Education | | Chief Inco | me Earner | Empl | oyment | Business | s Owner | Senior Execu Maker/ | | n | | | | | | |
| | Total | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | Low | Medium | High | Yes | No | Employed | Not | Yes | No | Yes | No | | CANADA- | | BRITISH | NORTHWES T TERRITORIE | CANADA- | |
| | | Α | В | С | D | E | F | G | н | 1 | J | К | L | M | N | 0 | Р | Q | R | S | T | U | V | W | Х | Y | Z | а | 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) | 500 | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | 309 | 137 | 172 | 117 | 102 | 91 | 56 | 123 | 130 | 123 | 186 | 100 | 144 | 65 | 160 | 149 | 219 | 90 | 30 | 280 | 35 | 274 | 21 | 28 | 31 | 44 | 0 | 114 | 70 |
| right now | 62% | 56% | 68% | 66% | 66% | 54% | 48% | 62% | 70% | 60% | 63% | 54% | 64% | 71% | 61% | 63% | 66% | 54% | 64% | 62% | 67% | 61% | 61% | 67% | 69% | 68% | - | 58% | 60% |
| = | | | A | F | F | | | F | FG | | | | K | K | | | 0 | | | | | | | | | | | | |

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

Detailed Tables

Which of the following statements do you agree with?

| | | | | | | | | | | | | France | | | | | | | | | | |
|---|------------|------------|------------|------------|-----------|-----------|-----------|----------------|-----------|-----------|------------|-----------|------------|-----------|------------|------------|------------|-----------------|----------|------------|-----------|----------------|
| | France | Ge | ender | | Age | | н | lousehold Inco | me | Marita | Status | rrance | Education | | Chief Inco | ome Earner | Emplo | yment | Busine | ss Owner | | cutive/Decisio |
| | 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 | A 485 | B 538 | C 369 | D 292 | E 362 | F 248 | G 550 | H 225 | 1 358 | J 665 | K 365 | L 330 | M 328 | N 612 | O 411 | P 616 | Q 407 | R 34 | S 989 | T 63 | U 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 256 51% | 123 50% | 133 53% | 119 63% | 77 55% | 60 36% | 57 47% | 143 53% | 55 52% | 77 45% | 179 55% | 68 40% | 115 55% | 73 59% | 147 50% | 109 52% | 172 58% | 84 42% | 7 42% | 249 52% | 15 56% | 241 51% |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Germany | | | | | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------------|-----------|------------|--------------|--------------------------|
| | Germany | Ge | ender | | Age | | н | ousehold Inco | me | Marital | l Status | Germany | Education | | Chief Inco | me Earner | Emplo | yment | Busines | s Owner | Senior Execu | utive/Decisio /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 |
| Book All Down Love (and D | | A | В | С | D | E | F | G | Н | 1 | J | К | L | М | N | 0 | P | Q | R | S | T | U |
| Base: All Respondents (unwtd) Base: All Respondents (wtd) | 1023 500 | 502 253 | 521 247 | 269 172 | 428 188 | 326 140 | 375 186 | 332 159 | 316 154 | 444 199 | 579 301 | 238 113 | 643 285 | 142 101 | 640 307 | 383 193 | 590 286 | 433 214 | 71 34* | 952 466 | 137 65 | 886 435 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 243 49% | 116 46% | 127 51% | 109 64% | 90 48% | 44 31% | 87 47% | 78 49% | 78 50% | 88 44% | 156 52% | 37 32% | 152 53% | 54 54% | 147 48% | 96 50% | 156 55% | 87 41% | 17 49% | 227 49% | 33 50% | 211 48% |
| T T | ,,,, | | 7 | DE | E | | 1,,, | | | 1,1 | I | | K | K | | | Q | | .,,, | | | |

Which of the following statements do you agree with?

| | | | | | | | | | | | | | | | Aus | tralia | | | | | | | | | | | | | |
|--|-----------|------|--------|----------|----------|----------|-----|-----------------|------|---------|--------|-----|-----------|------|------------|------------|----------|-----------------|----------|-------|------------------------|-----|-------|---------------|---------|---------|-----|-------|-----|
| | Australia | Ge | nder | | Age | | | lousehold Incom | 10 | Marita | Status | | Education | | Chief Inco | ome Earner | Empl | loyment | Business | Owner | Senior Execu Maker/ | | | | | REGION | | | |
| | Total | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | | Medium | High | Yes | | Employed | Not Employed | Yes | | Yes | | METRO | NON- METRO | VIC/TAS | NSW/ACT | QLD | SA/NT | |
| | | A | В | С | D | E | F | G | Н | I I | J | K | L | M | N | 0 | P | Q | R | S | T | U | V | W | Х | Y | Z | а | 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* |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | 269 | 123 | 147 | 103 | 90 | 76 | 50 | 153 | 67 | 120 | 150 | 69 | 159 | 42 | 150 | 119 | 179 | 91 | 30 | 240 | 39 | 231 | 175 | 95 | 72 | 85 | 49 | 38 | 25 |
| right now | 54% | 49% | 58% | 53% | 58% | 51% | 49% | 55% | 56% | 52% | 56% | 53% | 54% | 56% | 53% | 55% | 54% | 53% | 49% | 55% | 51% | 54% | 52% | 57% | 51% | 53% | 54% | 57% | 60% |
| 1 | | | A | | | | | | | 1 | | | | | | | | | | | | | | | | | | | |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Japan | | | | | | | | | | |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------------|-----------|-----------|-------------|--------------------------|
| | Japan | Ge | ender | | Age | | Н | ousehold Inco | me | Marita | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | Senior Exec | utive/Decisio /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) | 1028 | A 525 | B 503 | C 370 | D 332 | E 326 | F 617 | G 351 | H 60 | 1 583 | J 445 | K 330 | L 239 | M 459 | N 470 | O 558 | P 656 | Q 372 | R 120 | S 908 | T 139 | U 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 108 22% | 58 23% | 50 20% | 46 25% | 27 18% | 35 21% | 57 19% | 41 24% | 10 32% | 63 22% | 45 21% | 31 19% | 19 16% | 58 26% | 54 24% | 53 20% | 71 22% | 37 21% | 15 25% | 93 21% | 20 29% | 88 20% |

Which of the following statements do you agree with?

| | | | | | | | | | | | | South Korea | | | | | | | | | | |
|---|-------------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|-----------|-----------|-----------|-------------|-----------|-----------|------------|------------|-----------|-----------------|-----------|------------|-----------|-----------------------------|
| | South Korea | Ge | ender | | Age | | Н | lousehold Inco | me | Marita | Status | Journ Roles | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | | cutive/Decision r/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 |
| | | А | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | Р | Q | R | S | Т | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 119 24% | 65 26% | 54 22% | 68 32% | 39 20% | 12 13% | 14 14% | 37 20% | 68 32% | 58 21% | 61 27% | 3 16% | 30 19% | 86 26% | 58 24% | 61 24% | 80 24% | 39 24% | 15 24% | 104 24% | 28 27% | 92 23% |
| * " | | _070 | | DE | 2070 | .570 | . 170 | 2070 | FG | 2170 | | .570 | .570 | 2370 | _170 | _170 | | 2170 | | 2170 | 27,0 | 2070 |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Russia | | | | | | | | | | |
|---|------------|------------|------------|------------|------------|-----------|----------|----------------|------------|------------|------------|-----------|------------|-----------|------------|------------|------------|-----------------|-----------|------------|-----------|-----------------------------|
| | Russia | Ge | ender | | Age | | | lousehold Inco | me | Marita | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | | cutive/Decisior r/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 | В | С | D | Е | F | G | н | I | J | K | L | М | N | 0 | Р | Q | R | S | Т | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 293 59% | 130 54% | 162 63% | 139 66% | 105 57% | 49 46% | 9 51% | 32 59% | 252 59% | 127 54% | 166 63% | 85 58% | 153 57% | 55 62% | 154 55% | 138 63% | 268 60% | 25 49% | 15 45% | 278 59% | 47 64% | 245 58% |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Sweden | | | | | | | | | | |
|---|------------|------------|-------------|-------------|-------------|-------------|-------------|---------------|------------|-------------|------------|------------|------------|------------|------------|-------------|------------|-----------------|------------|------------|-----------|-----------------------------|
| | Sweden | Ge | ender | | Age | | Н | ousehold Inco | me | Marita | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | | cutive/Decision r/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 | В | С | D | E | F | G | н | I | J | К | L | М | N | 0 | P | Q | R | S | Т | U |
| Base: All Respondents (unwtd) Base: All Respondents (wtd) | 502 500 | 273 253 | 229 247* | 159 186* | 154 158* | 189 157* | 208 192* | 252 258 | 42 51** | 139 155* | 363 345 | 331 105 | 78 263* | 93 133* | 341 340 | 161 160* | 316 360 | 186 140* | 47 63** | 455 437 | 64 83* | 438 417 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 263 53% | 126 50% | 137 55% | 99 53% | 79 50% | 84 54% | 93 49% | 144 56% | 26 52% | 91 59% | 172 50% | 47 45% | 144 55% | 72 54% | 188 55% | 75 47% | 201 56% | 61 44% | 33 53% | 229 53% | 38 46% | 224 54% |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Indonesia | | | | | | | | | | |
|---|-----------|------|--------|----------|----------|----------|-----|----------------|------|---------|----------|-----------|-----------|------|------------|-----------|----------|-----------------|---------|----------|-------------|--------------------------|
| | Indonesia | G | ender | | Age | | Н | lousehold Inco | me | Marita | l Status | | Education | | Chief Inco | me Earner | Emplo | yment | Busines | ss Owner | Senior Exec | utive/Decisio /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 | В | С | D | Е | F | G | H | ı | J | K | L | М | N | 0 | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | | 67 | 79 | 87 | 40 | 18 | 12 | 82 | 52 | 80 | 65 | 53 | 16 | 76 | 56 | 89 | 122 | 23 | 16 | 130 | 29 | 117 |
| right now | 29% | 27% | 31% | 31% | 25% | 32% | 15% | 32% | 32% | 28% | 31% | 26% | 38% | 31% | 26% | 31% | 30% | 25% | 26% | 29% | 30% | 29% |
| 1 | | | | | | | | F | F | | | | | | | | | | | | | |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Turkey | | | | | | | | | | |
|---|------------|------------|------------|------------|-----------|-----------|-----------|----------------|------------|------------|------------|-----------|-----------|------------|------------|------------|-----------------|-----------------|-----------|------------|--------------|---------------------------|
| | Turkey | Ge | ender | | Age | | н | lousehold Inco | me | Marita | Status | | Education | | Chief Inco | me Earner | Emplo | yment | Busine | ss Owner | Senior Execu | utive/Decision /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 |
| | | Α | В | С | D | E | F | G | Н | - 1 | J | K | L | M | N | 0 | Р | Q | R | S | Т | U |
| 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 253 51% | 115 46% | 137 55% | 131 50% | 79 55% | 42 45% | 17 42% | 94 44% | 142 58% | 131 53% | 122 48% | 55 39% | 50 59% | 147 54% | 145 52% | 108 48% | 181 57% O | 72 39% | 32 50% | 220 51% | 75 56% | 177 49% |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Hungary | | | | | | | | | | |
|---|---------|------|--------|----------|----------|----------|-----|----------------|------|---------|--------|---------------------------------------|-----------|------|------------|------------|----------|-----------------|---------|---------|--------------|---------------------------|
| | Hungary | Ge | ender | | Age | | Н | lousehold Inco | me | Marita | Status | , , , , , , , , , , , , , , , , , , , | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | s Owner | Senior Execu | utive/Decisior /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 |
| | | А | В | С | D | E | F | G | H | ı | J | K | L | M | N | 0 | Р | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | | 135 | 152 | 146 | 79 | 62 | 142 | 95 | 3 | 113 | 175 | 63 | 173 | 51 | 142 | 145 | 195 | 92 | 17 | 270 | 16 | 271 |
| right now | 57% | 55% | 60% | 72% | 56% | 40% | 56% | 60% | 53% | 52% | 62% | 49% | 59% | 67% | 57% | 58% | 66% | 45% | 56% | 58% | 52% | 58% |
| | | | | DE | E | | | | | | I | | K | K | | | Q | | | | | |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Poland | | | | | | | | | | |
|---|------------|-----------|-----------|------------|-----------|-----------|------------|---------------|----------|-----------|------------|-----------|------------|-----------|------------|------------|------------|-----------------|-----------|------------|--------------|---------------------------|
| | Poland | Ge | nder | | Age | | н | ousehold Inco | me | Marita | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | Senior Exect | utive/Decisior /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 |
| | | Α | В | С | D | E | F | G | Н | I | J | К | L | M | N | 0 | Р | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 188 38% | 89 36% | 99 39% | 100 47% | 56 36% | 32 25% | 147 38% | 36 38% | 5 32% | 85 35% | 103 40% | 35 34% | 120 37% | 33 47% | 106 37% | 82 39% | 118 43% | 70 31% | 16 40% | 172 37% | 27 40% | 161 37% |
| ngit non | 50 /0 | 30 /0 | 33/0 | DE | E | 23/0 | 3070 | 3070 | JZ /0 | 5576 | 70 /0 | J+ /0 | 31 /0 | 71 /0 | 31 /0 | 3370 | Q Q | 31/0 | 70/0 | 31 /6 | 7078 | 31 /6 |

Which of the following statements do you agree with?

| | | | | | | | | | | | | China | | | | | | | | | | |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------------|-----------|-----------|--------------|---------------------------|
| | China | Ge | ender | | Age | | Н | ousehold Inco | me | Marital | Status | | Education | | Chief Inco | ome Earner | Emplo | yment | Busines | ss Owner | Senior Execu | utive/Decisior /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 |
| | | Α | В | С | D | E | F | G | Н | I | J | K | L | М | N | 0 | Р | Q | R | S | Т | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 111 22% | 58 23% | 54 21% | 46 23% | 43 21% | 22 22% | 21 24% | 46 25% | 44 19% | 73 22% | 38 24% | 63 21% | 33 22% | 15 29% | 70 24% | 42 20% | 84 21% | 28 26% | 23 40% | 89 20% | 40 36% | 71 18% |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Brazil | | | | | | | | | | |
|---|--------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|-----|------------|-----------------|----------------|-----|---------------------------------------|-----|
| | Brazil | Gender | | Age | | | Household Income | | me | Marital Status | | Education | | | Chief Income Earner | | Employment | | Business Owner | | Senior Executive/Deci 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 |
| | | Α | В | С | D | Е | F | G | Н | I | J | K | L | М | N | 0 | P | Q | R | S | Т | U |
| 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it | 228 | 107 | 121 | 127 | 68 | 33 | 92 | 132 | 4 | 63 | 165 | 149 | 60 | 19 | 96 | 132 | 160 | 68 | 27 | 201 | 35 | 193 |
| right now | 46% | 44% | 48% | 47% | 46% | 41% | 41% | 49% | 74% | 37% | 50% | 41% | 56% | 65% | 46% | 45% | 49% | 39% | 65% | 44% | 52% | 45% |
| | | | | | | | | | | | | | K | KL | | | | | | | | |

Which of the following statements do you agree with?

| | | | | | | | | | | | | Italy | | | | | | | | | | |
|---|------------|-----------|-----------|-----------|-----------|-----------|------------------|-----------|-----------|----------------|-----------|-----------|-----------|-----------|---------------------|-----------|------------|-----------------|----------------|------------|------------------------|------------|
| | Italy | y Gender | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Employment | | Business Owner | | Senior Executive/Decis | |
| | 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 |
| | | А | В | С | D | E | F | G | Н | - 1 | J | K | L | М | N | 0 | P | Q | R | S | T | U |
| 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 177 35% | 98 39% | 79 32% | 72 40% | 64 35% | 41 31% | 30 31% | 83 36% | 64 37% | 95 33% | 82 38% | 76 31% | 78 39% | 23 39% | 95 38% | 82 32% | 122 40% | 56 29% | 17 29% | 160 36% | 25 32% | 152 36% |
| | | В | | E | | | | | | | | | K | | | | Q | | | | | |

Which of the following statements do you agree with?

| | | | | | | | | | | | | | | Bel | gium | | | | | | | | | | | | |
|---|----------------|------|--------|----------|----------|----------|-----|---------------|------|---------|--------|-----|-----------|------|------------|-----------|----------|-----------------|---------|---------|----------------------|---------------------------|-------|--------|-------|--------|---------|
| | Belgium Gender | | | | Age | | н | ousehold Inco | ne | Marital | Status | | Education | | Chief Inco | me Earner | Emple | pyment | Busines | s Owner | Senior Exec Maker | utive/Decision /Leader | | Region | | | guage |
| | 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 |
| | | A | В | С | D | E | F | G | Н | I | J | K | L | М | N | 0 | P | Q | R | S | T | U | V | W | Х | Y | Z |
| Base: All Respondents (unwtd) | 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 (wtd) | 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 |
| If my employer checked out my social networking | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| profile, there wouldn't be anything incriminating on it | 261 | 137 | 124 | 107 | 98 | 55 | 82 | 104 | 75 | 84 | 176 | 68 | 100 | 93 | 160 | 101 | 173 | 88 | 6 | 254 | 28 | 233 | 94 | 66 | 100 | 178 | 82 |
| right now | 52% | 54% | 50% | 58% | 57% | 39% | 42% | 54% | 66% | 46% | 56% | 40% | 54% | 65% | 58% | 45% | 62% | 40% | 41% | 52% | 67% | 51% | 55% | 49% | 52% | 51% | 56% |
| i e | | | | E | E | | | F | F | | - 1 | | K | KL | 0 | | Q | | | | U | | | | | | |

Which of the following statements do you agree with?

| | | Hong Kong | | | | | | | | | | | | | | | | | | | | |
|---|------------|-------------|-----------|-----------|-----------|-----------|------------------|-----------|-----------|----------------|-----------|-----------|-----------|-----------|---------------------|-----------|------------|-----------------|----------------|-----------|--------------------------------------|-----------|
| | Hong Kong | Cong Gender | | Age | | | Household Income | | me | Marital Status | | Education | | | Chief Income Earner | | Employment | | Business Owner | | Senior Executive/Dec Maker/Leader | |
| | Total | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | Hiah | Married | Other | Low | Medium | High | Yes | No | Employed | Not Employed | Yes | No | Yes | No |
| | | Α | В | С | D | Е | F | G | Н | - 1 | J | K | L | М | N | 0 | P | Q | R | S | Т | 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 |
| If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now | 105 21% | 53 23% | 52 20% | 51 27% | 38 19% | 17 14% | 14 17% | 54 22% | 37 21% | 47 17% | 58 26% | 1 13% | 23 13% | 81 26% | 69 24% | 36 17% | 93 23% | 12 13% | 28 23% | 77 20% | 34 27% | 71 19% |