

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	5321	2527	2794	2500	1722	1099	1384	1994	1877	2242	2970	1613	2020	1688	2904	2417	3825	1496	576	4745	949	4372
	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	I			KM	K			Q		R			

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
	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	
Base: All Respondents (unwid)	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 (wid)	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	
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	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
	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	FHKLMNOP	KLMNOPRT	KLMNOPRTU	HIKLMNOPRTU	WXY	AFKLMNOPRT	KLMNOPRTU	GHKLMNOPR	GHKLMNOPR	FNRTY	FNRY	FLNRTY		FNRTY	FLNRTY	GHKLMNOPRTU	ABCDFGHIKLMNOPRTU	WXY	FLNRTY	FHKLMNOPRT	KLMNOPRTU	FHKLMNOPRTU		

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	5321	583	595	2143	1216	1941	803	678
	43%	58%	40%	48%	35%	49%	40%	45%
		BCDEFG	D	BDF		BDF	D	BDF

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	198	90	108	108	56	35	17	24	157	60	138	114	59	26	101	97	141	57	14	184	26	172
	40%	37%	42%	43%	34%	39%	38%	27%	43%	40%	39%	35%	49%	47%	40%	39%	43%	33%	34%	40%	40%	40%
									G				K	K								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** 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
	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)	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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	171	88	83	83	67	21	32	65	73	111	60	0	8	162	102	69	152	19	32	138	97	74
	34%	34%	34%	30%	38%	43%	24%	31%	47%	37%	29%	-	19%	36%	35%	33%	35%	28%	25%	37%	34%	34%
									FG					L						R		

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	169	74	95	102	49	18	129	35	5	78	91	97	40	32	79	89	103	65	14	155	28	140
	34%	31%	36%	38%	31%	25%	32%	41%	61%	36%	32%	30%	39%	42%	33%	35%	33%	35%	44%	33%	39%	33%

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	188	93	95	97	57	33	102	72	13	67	121	72	57	59	104	83	128	60	14	174	19	169
	38%	37%	38%	48%	31%	29%	35%	41%	44%	31%	42%	29%	50%	43%	38%	37%	40%	33%	31%	38%	32%	38%
				DE							I			K	K							

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

SOCIALOGUE

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	317	133	184	180	87	50	17	64	236	130	186	130	80	106	158	158	257	60	77	240	112	204
	63%	55%	71%	63%	67%	60%	58%	58%	65%	58%	67%	67%	54%	68%	61%	66%	62%	70%	57%	66%	62%	64%
			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?

		Great Britain																				
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	280	135	145	105	102	74	50	183	48	118	162	67	99	114	180	100	203	77	26	254	36	244
	56%	55%	57%	57%	61%	50%	44%	59%	60%	56%	56%	44%	58%	64%	59%	52%	64%	42%	57%	56%	60%	55%
					E			F	F					K	K	O	Q					

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

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
	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	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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	274	115	159	105	80	88	32	55	187	159	115	110	81	83	124	151	177	98	33	241	37	237
	55%	47%	63%	58%	54%	52%	42%	50%	59%	56%	53%	47%	64%	59%	51%	59%	57%	51%	48%	56%	48%	56%
		A								FG				K	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

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
	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	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 right now	109	62	47	50	49	9	25	19	47	0	0	19	27	63	57	52	71	38	21	87	30	79
	22%	22%	22%	17%	31%	20%	17%	18%	29%	-	-	13%	19%	30%	22%	21%	23%	20%	16%	24%	20%	23%
					C									K								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** 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								
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
	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)	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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	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
	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	E	E				F	FG				K	K			Q												

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - 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
	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	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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	256	123	133	119	77	60	57	143	55	77	179	68	115	73	147	109	172	84	7	249	15	241
	51%	50%	53%	63%	55%	36%	47%	53%	52%	45%	55%	40%	55%	59%	50%	52%	58%	42%	42%	52%	56%	51%
				DE	E						I			K	K			Q				

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

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	243	116	127	109	90	44	87	78	78	88	156	37	152	54	147	96	156	87	17	227	33	211
	49%	46%	51%	64%	48%	31%	47%	49%	50%	44%	52%	32%	53%	54%	48%	50%	55%	41%	49%	49%	50%	48%
				DE	E						I		K	K			Q					

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

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*	
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	269	123	147	103	90	76	50	153	67	120	150	69	169	42	150	119	179	91	30	240	39	231	175	95	72	85	49	38	25	
	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%	

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	108	58	50	46	27	35	57	41	10	63	45	31	19	58	54	53	71	37	15	93	20	88
	22%	23%	20%	25%	18%	21%	19%	24%	32%	22%	21%	19%	16%	26%	24%	20%	22%	21%	25%	21%	29%	20%
				D						F					KL							U

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

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	119	65	54	68	39	12	14	37	68	58	61	3	30	86	58	61	80	39	15	104	28	92
	24%	26%	22%	32%	20%	13%	14%	20%	32%	21%	27%	16%	19%	26%	24%	24%	24%	24%	24%	24%	27%	23%
				DE						FG												

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	293	130	162	139	105	49	9	32	252	127	166	85	153	55	154	138	268	25	15	278	47	245
	59%	54%	63%	66%	57%	46%	51%	59%	59%	54%	63%	58%	57%	62%	55%	63%	60%	49%	45%	59%	64%	58%
				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 * 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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	263	126	137	99	79	84	93	144	26	91	172	47	144	72	188	75	201	61	33	229	38	224
	53%	50%	55%	53%	50%	54%	49%	56%	52%	59%	50%	45%	55%	54%	55%	47%	56%	44%	53%	53%	46%	54%

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	145	67	79	87	40	18	12	82	52	80	65	53	16	76	56	89	122	23	16	130	29	117
	29%	27%	31%	31%	25%	32%	15%	32%	32%	28%	31%	26%	38%	31%	26%	31%	30%	25%	26%	29%	30%	29%
								F	F													

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

SOCIALOGUE

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
	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)	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	115	137	131	79	42	17	94	142	131	122	55	50	147	145	108	181	72	32	220	75	177
	51%	46%	55%	50%	55%	45%	42%	44%	58%	53%	48%	39%	59%	54%	52%	48%	57%	39%	50%	51%	56%	49%
																	Q					

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

SOCIALOGUE

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	287	135	152	146	79	62	142	95	3	113	175	63	173	51	142	145	195	92	17	270	16	271
	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				

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	188	89	99	100	56	32	147	36	5	85	103	35	120	33	106	82	118	70	16	172	27	161
	38%	36%	39%	47%	36%	25%	38%	38%	32%	35%	40%	34%	37%	47%	37%	39%	43%	31%	40%	37%	40%	37%
				DE	E												Q					

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

SOCIALOGUE

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	111	58	54	46	43	22	21	46	44	73	38	63	33	15	70	42	84	28	23	89	40	71
	22%	23%	21%	23%	21%	22%	24%	25%	19%	22%	24%	21%	22%	29%	24%	20%	21%	26%	40%	20%	36%	18%
														L							U	

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

SOCIALOGUE

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
	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)	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 right now	228	107	121	127	68	33	92	132	4	63	165	149	60	19	96	132	160	68	27	201	35	193
	46%	44%	48%	47%	46%	41%	41%	49%	74%	37%	50%	41%	56%	65%	46%	45%	49%	39%	65%	44%	52%	45%
													K	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?

		Italy																				
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	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	98	79	72	64	41	30	83	64	95	82	76	78	23	95	82	122	56	17	160	25	152
	35%	39%	32%	40%	35%	31%	31%	36%	37%	33%	38%	31%	39%	39%	38%	32%	40%	29%	29%	36%	32%	36%
		B		E									K				Q					

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

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
	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 right now	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
	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%

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

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
If my employer checked out my social networking profile, there wouldn't be anything incriminating on it right now	105	53	52	51	38	17	14	54	37	47	58	1	23	81	69	36	93	12	28	77	34	71
	21%	23%	20%	27%	19%	14%	17%	22%	21%	17%	26%	13%	13%	26%	24%	17%	23%	13%	23%	20%	27%	19%
				E							I			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