DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												All Countries										
		Ge	nder		Age		н	lousehold Inco	me	Marita	Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner	Senior Execu Maker/l	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
Base: All Respondents (unwtd)	40074	A	B	C	D	E 4070	F	G	H	l nore	J	K	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (wtd)	19271 12500	10059 6227	9212 6273	7801 5462	6591 4113	4879 2924	5571 3833	7705 4607	5785 3889	9258 5614	9507 6386	5445 4316	6859 4349	6967 3834	10958 6711	8313 5789	13427 8469	5844 4031	2363 1494	16908 11006	3720 2252	15551 10248
Are you not connected to technology	14.2	13.9	14.5	13.6	14.4	15.2	14.9	14.2	13.6	14.7	13.8	14.6	14.1	14	13.9	14.6	13.8	15	12.8	14.4	12.7	14.6
Are you connected to technology (online, mobile, etc.)	9.8	10.1	9.5	10.4	9.6	CD 8.8	9.1	9.8	10.4	9.3	10.2	LM 9.4	9.9	10	10.1	9.4	10.2	9	11.2	9.6	11.3	9.4
3, (, , , , , , , , , , , , , , , , , ,		В		DE	E			F	FG		I		К	K	0		Q		S		U	

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

										Great									Saudi						United	
	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Arabia	South Africa So	outh Korea	Spain	Sweden	Turkey	States	Hong Kong
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	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
Are you not connected to technology	14.2	14.7	13	15.4	13.6	14.1	14.1	17	12.3	13.3	14.6	12	13.2	17	17.2	15.8	17.4	11.4	13.7	10.3	15.4	16.5	10.8	13.9	13.5	15.3
Are you not connected to technology		BDHIKLQRSV	HKQSV	EFHIKLQRSV	HKQSV	BHIKLQSVX	BHKLQSV	HIJKLOQRS1	QSV	HKQSV	BDHIKLQRSV	SV	HKQSV	FHIJKLOQRS	HIJKLOORS	EFHIJKLQRSV	HIJKLOQRST	TUVWXY	HKQSV	BDEFH	HJKLQRSV	FHIJKLQRS	VWXY	HKQSV	HKQSV	EFHIKLQRSV
Are you connected to technology (online, mobile,	9.8	9.3	11	8.6	10.4	9.9	9.9	7	11.7	10.7	9.4	12	10.8	7	6.8	8.2	6.6	12.6	10.3	13.7	8.6	7.5	13.2	10.1	10.5	8.7
etc.)			EFGJMNOPT	GMNPU	CGJMNOPTL	CGMNOPTUY	CGMNOPTUY	ABCDEF	GIJLMNOPR	CEGJMNOPT	GMNOPTU	FGIJLMNOPF	REFGJMNOPT	UY		GMNP	ABCDEF			UGHIJKLMNOP	GMNPU	GNP		CGMNOPTUY		TI GMNPU

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

	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
Are you not connected to technology	14.2	13.8	14.7	14.9	13.8	14.5	12.8	12.7
Are you not connected to technology		FG	ADFG	ADEFG	FG	ADFG		
Are you connected to technology (online, mobile,	9.8	10.2	9.3	9.1	10.2	9.5	11.2	11.3
etc.)		BCE			BCE	С	ABCDE	ABCDE

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Argentina										
	Argentina	Ge	ender		Age		н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/L	
	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	A 270	B 236	C 225	D 180	E 101	F 33	G 66	H 407	I 160	J 346	K 174	L 182	M 150	N 286	O 220	P 376	Q 130	R 48	S 458	T 84	U 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
Are you not connected to technology	14.7	14.2	15.2	14.3	14.9	15.2	14.2	14.2	14.9	15.3	14.4	14.8	14.4	14.6	14.3	15.1	14.4	15.3	12.5	14.9	13.4	14.9
Are you connected to technology (online, mobile, etc.)	9.3	9.8	8.8	9.7	9.1	8.8	9.8	9.8	9.1	8.7	9.6	9.2	9.6	9.4	9.7	8.9	9.6	8.7	11.5	9.1	10.6	9.1

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												India										
	India	Ge	ender		Age		н	ousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/L	
	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)	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
Are you not connected to technology	12	11.5	12.6	11.2	12.7	14.4	12	12	12.2	12.5	11.3	0	11	12.1	11.3	13	11.8	13.4	11.4	12.3	11.5	12.7
Are you not connected to technology			Α		С					J						N						T
Are you connected to technology (online, mobile, etc.)	12	12.5	11.4	12.8	11.3	9.6	12	12	11.8	11.5	12.7	0	13	11.9	12.7	11	12.2	10.6	12.6	11.7	12.5	11.3
		В		D							- 1				0						U	

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Mexico										
	Mexico	Ge	ender		Age		Н	ousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu	
	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	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
Are you not connected to technology	15.8	15.5	16	15.8	15.4	16.6	16	15.1	13.4	15.6	15.9	16.6	14.2	14.2	15.2	16.3	14.7	17.6	13.9	15.9	14.1	16
Are you not connected to technology												LM						P				T
Are you connected to technology (online, mobile, etc.)	8.2	8.5	8	8.2	8.6	7.4	8	8.9	10.6	8.4	8.1	7.4	9.8	9.8	8.8	7.7	9.3	6.4	10.1	8.1	9.9	8
													K	K			Q				U	

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Spain										
	Spain	G	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	yment	Busines	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
		А	В	С	D	E	F	G	H	1	J	K	L	M	N	0	Р	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
Are you not connected to technology	16.5	16.3	16.7	16	16.8	16.8	16.8	16.3	14.3	16.9	16.1	17.4	15.3	15.7	16.3	16.7	16.4	16.7	14.7	16.6	14.8	16.7
Are you not connected to technology							Н					LM								R		Т
Are you connected to technology (online, mobile, etc.)	7.5	7.7	7.3	8	7.2	7.2	7.2	7.7	9.7	7.1	7.9	6.6	8.7	8.3	7.7	7.3	7.6	7.3	9.3	7.4	9.2	7.3
									F				K	K					S		U	1

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												South Africa										
	South Africa	Ge	ender		Age		н	ousehold Inco	ne	Marital			Education		Chief Inco	me Earner	Emplo	yment	Busines	s 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
		А	В	С	D	Е	F	G	H	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
Are you connected to technology (online, mobile, etc.	13.7	14.3	13.2	13.4	14	14.4	12.5	12.9	14.1	13.7	13.7	13	13.8	14.5	14.9 O	12.5	13.9	13	13.7	13.7	13.7	13.7
Are you not connected to technology	10.3	9.7	10.8	10.6	10	9.6	11.5	11.1	9.9	10.3	10.3	11	10.2	9.5	9.1	11.5 N	10.1	11	10.3	10.3	10.3	10.3

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Great Britain										
	Great Britain	Ge	nder		Age		F	lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner	Senior Execu	utive/Decisi /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)	4047	Α	B	C	D	E 224	F	G	H	1	J	K	L	M	N	0	P	Q	R	S	T 100	U
Base: All Respondents (unwtd)	1017 500	488 246	529 254	328 185	368 167	148	226 112	626 308	165 80	446 210	571 290	315 154	341 170	361 177	637 306	380 194	653 317	364 183	96 46*	921 454	126 60	891 440
Are you not connected to technology	13.3	12.8	13.9	12.8	13.3	14.1	14.3	13.1	12.9	13.3	13.4	13.8	13.1	13.2	13.2	13.6	13	13.8	12.1	13.5	11.5	13.6
			A			С	GH													+	-	
Are you connected to technology (online, mobile, etc	:.) 10.7	11.2	10.1	11.2	10.7	9.9	9.7	10.9	11.1	10.7	10.6	10.2	10.9	10.8	10.8	10.4	11	10.2	11.9	10.5	12.5	10.4

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												US										
	US	Ge	ender		Age		Н	lousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	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
		А	В	С	D	Е	F	G	H	1	J	K	L	М	N	0	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
Are you not connected to technology	13.5	13.8	13.1	12.1	13.8	14.6	13.1	13.6	13.5	14	12.8	13.8	13.2	13.1	13.2	13.7	13.4	13.6	12.5	13.6	12.2	13.7
Are you not connected to technology					С	С				J												T
Are you connected to technology (online, mobile, etc.)	10.5	10.2	10.9	11.9	10.2	9.4	10.9	10.4	10.5	10	11.2	10.2	10.8	10.9	10.8	10.3	10.6	10.4	11.5	10.4	11.8	10.3
				DE							I										U	

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Saudi Arabia										
	Saudi Arabia	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status	Sauur Arabie	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
Base: All Respondents (unwtd)	506	A 322	B 184	C 403	D 93	E 10	F 150	G 119	H 160	I	J	K 153	L 135	M 218	N 278	O 228	P 350	Q 156	R 152	S 354	T 167	U 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
Are you not connected to technology	13.7	14	13.3	13.2	14.7 C	13.7	13.7	13.1	13.8	0	0	13.5	13.7	13.9	13.2	14.3	13.7	13.8	13	14	13.2	14
Are you connected to technology (online, mobile, etc.	10.3	10	10.7	10.8	9.3	10.3	10.3	10.9	10.2	0	0	10.5	10.3	10.1	10.8	9.7	10.3	10.2	11	10	10.8	10

January 2012 Detailed Tables

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DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Canada																	
	Canada	Ge	nder		Age			Household Incon	ne	Marita	Status		Education		Chief Inco	ome Earner	Emp	loyment	Business	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 Employed	Yes	No	Yes	No				BRITISH	NORTHWES T TERRITORIE	CANADA- ONTARIO	CANADA- QUEBEC
		A	В	С	D	E	F	G	н	- 1	J	K	L	M	N	0	Р	Q	R	S	Т	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
	14.1	13.8	14.3	12.8	14.1	15.4	13.6	14.7	13.7	14.7	13.6	14.1	14.2	13.6	13.7	14.5	13.8	14.6	13.7	14.1	13.8	14.1	12.6	14.1	13.5	12.9	0	13.6	16.2
Are you not connected to technology					С	CD		н		J																			VWXYa
Are you connected to technology (online, mobile,	9.9	10.2	9.7	11.2	9.9	8.6	10.4	9.3	10.3	9.3	10.4	9.9	9.8	10.4	10.3	9.5	10.2	9.4	10.3	9.9	10.2	9.9	11.4	9.9	10.5	11.1	0	10.4	7.8
eic.)				DE	E				G		1												b	b	b	b		b	

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												France										
	France	G	ender		Age		Н	lousehold Inco	me	Marita	Status	Tuno	Education		Chief Inco	ome Earner	Emplo	yment	Busines	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
		А	В	С	D	E	F	G	н	I	J	К	L	М	N	0	P	Q	R	S	Т	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
Are you not connected to technology	17	17.1	16.9	15.6	16.9	18.8	16.7	16.9	17.8	18.3	16.4	17.3	17.1	16.5	17.1	17	16.6	17.7	16.6	17.1	16	17.1
Are you not connected to technology					С	CD			FG	J								P				
Are you connected to technology (online, mobile, etc.)	7	6.9	7.1	8.4	7.1	5.2	7.3	7.1	6.2	5.7	7.6	6.7	6.9	7.5	6.9	7	7.4	6.3	7.4	6.9	8	6.9
				DE	E		Н	Н			1						Q					1

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Germany										
	Germany	Ge	ender		Age		н	lousehold Inco	me	Marital	Status	Commany	Education		Chief Inco	me Earner	Emplo	yment	Busines	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
		A	В	С	D	E	F	G	Н	1	J	К	L	М	N	0	P	Q	R	S	Т	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
Are you not connected to technology	12.3	12	12.5	12.1	12.4	12.3	12.6	11.9	12.2	13.1	11.7	12	12.3	12.5	11.9	12.8	12	12.6	10.3	12.4	10.6	12.5
Are you not connected to technology										J										R		T
Are you connected to technology (online, mobile, etc.)	11.7	12	11.5	11.9	11.6	11.7	11.4	12.1	11.8	10.9	12.3	12	11.7	11.5	12.1	11.2	12	11.4	13.7	11.6	13.4	11.5
											I								S		U	

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

January 2012

SOCIALOGUE

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

															Διιο	tralia													
	Australia		nder		Age			ousehold Incom		Marital			Education			ome Earner	Emp	oloyment	Business	s Owner	Senior Execu Maker					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
		А	В	С	D	E	F	G	н	- 1	J	К	L	М	N	0	Р	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*
	13	12.3	13.8	12.8	12.9	13.6	12.4	13	13.6	13.4	12.7	12.8	13.3	12.5	12.6	13.7	12.9	13.3	12.2	13.2	11.9	13.2	12.9	13.3	12.3	13.5	13.5	12.5	13.9
Are you not connected to technology			A													N													
Are you connected to technology (online, mobile,	11	11.7	10.2	11.2	11.1	10.4	11.6	11	10.4	10.6	11.3	11.2	10.7	11.5	11.4	10.3	11.1	10.7	11.8	10.8	12.1	10.8	11.1	10.7	11.7	10.5	10.5	11.5	10.1
etc.)		В													0								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 - V/W - X/Y/Z/a/b * small base

Detailed Tables

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

											Japan										
Japan	Ge	nder		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	s 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
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
500	251	249	186	150	165	299	171	30*	288	212	159	117	224	228	272	320	180	59	441	68	432
17.2	17.1	17.3	17.1	17.5	17.1	17.3	17.1	16.8	17.7 J	16.5	17.3	17.9 M	16.8	17	17.4	17.1	17.4	15.8	17.4 R	15.9	17.4 T
6.8	6.9	6.7	6.9	6.5	6.9	6.7	6.9	7.2	6.3	7.5	6.7	6.1	7.2	7	6.6	6.9	6.6	8.2	6.6	8.1	6.6
	Total 1028 500 17.2	Total Male A 1028 525 500 251 17.2 17.1	Total Male Female A B 1028 525 503 500 251 249 17.2 17.1 17.3	Total Male Female Under 35 A B C 1028 525 503 370 500 251 249 186 17.2 17.1 17.3 17.1	Total Male Female Under 35 35 to 49 A B C D 1028 525 503 370 332 500 251 249 186 150 17.2 17.1 17.3 17.1 17.5	Total Male Female Under 35 35 to 49 50 to 64 A B C D E 1028 525 503 370 332 326 500 251 249 186 150 165 17.2 17.1 17.3 17.1 17.5 17.1	Total Male Female Under 35 35 to 49 50 to 64 Low A B C D E F 1028 525 503 370 332 326 617 500 251 249 186 150 165 299 17.2 17.1 17.3 17.1 17.5 17.1 17.3	Total Male Female Under 35 35 to 49 50 to 64 Low Medium A B C D E F G 1028 525 503 370 332 326 617 351 500 251 249 186 150 165 299 171 17.2 17.1 17.3 17.1 17.5 17.1 17.3 17.1	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High A B C D E F G H 1028 525 503 370 332 326 617 351 60 500 251 249 186 150 165 299 171 30° 17.2 17.1 17.3 17.1 17.5 17.1 17.3 17.1 16.8	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married A B C D E F G H I 1028 525 503 370 332 326 617 351 60 583 500 251 249 186 150 165 299 171 30° 288 17.2 17.1 17.3 17.1 17.3 17.1 16.8 17.7 J J J J J J J J	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 1028 525 503 370 332 326 617 351 60 583 445 500 251 249 186 150 165 299 171 30° 288 212 17.2 17.1 17.3 17.1 17.5 17.1 17.3 17.1 16.5	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low	Japan 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 1028 525 503 370 332 326 617 351 60 583 445 330 239 500 251 249 186 150 165 299 171 30* 288 212 159 117 17.2 17.1 17.3 17.1 17.3 17.1 16.8 17.7 16.5 17.3 17.9	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Narried Narried Narried Narried Narri	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes	Japan 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	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed	Total Male Female Under 35 35 to 49 50 to 64 Low Medium High Married Other Low Medium High Yes No Employed Employed	No. 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 No Chief Income Earner Employment Business Owner	Senior Execution Senior Execution Senior Execution Senior Execution Chief Income Earner Employment Business Owner Senior Execution Senior Execution

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												South Korea										
	South Korea	Ge	ender		Age		Н	lousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	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
		А	В	С	D	E	F	G	H	1	J	K	L	М	N	0	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
Are you not connected to technology	15.4	15.1	15.7	14.1	16	17	14.7	15.8	15.3	16.1	14.6	16.2	16	15.1	14.7	16	15	16.2	15.5	15.4	14.7	15.6
Are you not connected to technology					С	С				J						N		P				
Are you connected to technology (online, mobile, etc.	8.6	8.9	8.3	9.9	8	7	9.3	8.2	8.7	7.9	9.4	7.8	8	8.9	9.3	8	9	7.8	8.5	8.6	9.3	8.4
				DE							I				0		Q					

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Russia										
	Russia	Ge	ender		Age		н	lousehold Inco	ne	Marital	Status	Russia	Education		Chief Inco	me Earner	Emplo	yment	Busines	s 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	Е	F	G	Н	- 1	J	K	L	М	N	0	P	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
Are you connected to technology (online, mobile, etc.)	12.6	12.8	12.5	12.9 E	13.1	11.4	13.5	12.2	12.7	12.3	13	14.2 LM	12.2	11.5	12.3	13.1	12.4	14.4	13.8	12.6	13.9	12.4
Are you not connected to technology	11.4	11.2	11.5	11.1	10.9	12.6	10.5	11.8	11.3	11.7	11	9.8	11.8	12.5	11.7	10.9	11.6	9.6	10.2	11.4	10.1	11.6
.,				1	l	C	l	1				l	K	K		l		l		l		

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Sweden										
	Sweden	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/	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	H	ı	J	K	L	М	N	0	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
Are you connected to technology (online, mobile, etc.)	13.2	13.9	12.5	13.2	13.4	13.1	13.2	12.9	14.8	12.6	13.5	12.8	13.8	12.5	13.7	12.2	13.4	12.7	15.8	12.8	15.7 U	12.7
Are you not connected to technology	10.8	10.1	11.5	10.8	10.6	10.9	10.8	11.1	9.2	11.4	10.5	11.2	10.2	11.5	10.3	11.8	10.6	11.3	8.2	11.2	8.3	11.3
Are you not connected to technology																						T

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Indonesia										
	Indonesia	Ge	nder		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner	Senior Execu Maker/	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
Base: All Respondents (unwtd)	509	A 258	B 251	C 285	D 173	E 51	F 75	G 266	H 168	1 305	J 204	K 205	L 42	M 262	N 227	O 282	P 424	Q 85	R 61	S 448	T 100	U 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
Are you not connected to technology	13.2	13.3	13.1	12.9	13.8	13	13	13.7 H	12.4	13.5	12.8	12.7	13	13.6	13.1	13.3	13.1	13.8	12.2	13.3	11.9	13.5 T
Are you connected to technology (online, mobile, etc.	10.8	10.7	10.9	11.1	10.2	11	11	10.3	11.6	10.5	11.2	11.3	11	10.4	10.9	10.7	10.9	10.2	11.8	10.7	12.1	10.5
						1			G												U	

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Turkey										
	Turkey	Ge	ender		Age		Н	ousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/	
	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	A 358	B 158	C 395	D 107	E 14	F 49	G 231	H 236	1 235	J 281	K 137	L 82	M 297	N 275	0	P 379	Q 137	R 68	S 448	T 162	U 354
Base: All Respondents (unitd)	500	252	248*	263	145*	93**	49	213*	247*	235	251	141*	82 85*	274	275*	241 225	379	184*	64*	448	136*	364
Are you not connected to technology	13.9	13.8	14.1	13.8	13.4	15.3	13.4	13.7	14.3	14.3	13.6	13.3	14.1	14.2	13.6	14.4	13.4	14.9	12	14.2 R	12.3	14.6 T
Are you connected to technology (online, mobile, etc.)	10.1	10.2	9.9	10.2	10.6	8.7	10.6	10.3	9.7	9.7	10.4	10.7	9.9	9.8	10.4	9.6	10.6	9.1	12 S	9.8	11.7 U	9.4

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Hungary										
	Hungary	Ge	ender		Age		Н	lousehold Inco	ne	Marital	Status	Trungary	Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu	
	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	Р	Q	R	S	Т	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
Are you not connected to technology	14.6	13.8	15.4	14.1	15	15	14.7	14.1	15.4	15.1	14.3	14.9	14.5	14.7	14.3	14.9	14.3	15.1	13	14.7	13	14.7
Are you not connected to technology			Α																			
Are you connected to technology (online, mobile, etc.)	9.4	10.2	8.6	9.9	9	9	9.3	9.9	8.6	8.9	9.7	9.1	9.5	9.3	9.7	9.1	9.7	8.9	11	9.3	11	9.3
		В																				

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

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												Poland										
	Poland	Ge	ender		Age		н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/	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	Р	Q	R	S	Т	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
Are you not connected to technology	17.4	17.2	17.5	16.5	17.8	18.2	17.5	17	16.8	17.8	16.9	17.4	17.5	16.6	17.4	17.3	17.2	17.5	16.2	17.5	16.4	17.5
Are you not connected to technology					С	С				J												T
Are you connected to technology (online, mobile, etc.)	6.6	6.8	6.5	7.5	6.2	5.8	6.5	7	7.2	6.2	7.1	6.6	6.5	7.4	6.6	6.7	6.8	6.5	7.8	6.5	7.6	6.5
				DE							- 1										U	

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												China										
	China	Ge	ender		Age		Н	lousehold Inco	ne	Marital	Status	Gillia	Education		Chief Inco	me Earner	Emplo	yment	Busines	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
		A	В	С	D	E	F	G	Н	- 1	J	K	L	М	N	0	P	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
Are you not connected to technology	14.1	13.5	14.8	12.9	14.5	15.9	12.5	14.4	14.6	14.7	12.9	14.3	13.8	14.1	14.5	13.6	14.2	14	13.7	14.2	13.9	14.2
Are you not connected to technology			Α		С	С			F	J												
Are you connected to technology (online, mobile, etc.)	9.9	10.5	9.2	11.1	9.5	8.1	11.5	9.6	9.4	9.3	11.1	9.7	10.2	9.9	9.5	10.4	9.8	10	10.3	9.8	10.1	9.8
		В		DE			Н				- 1											

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Brazil										
	Brazil	Ge	ender		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	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	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
Are you not connected to technology	13.6	13.7	13.6	13.4	14	13.9	14	13.4	11.6	14.3	13.3	13.8	13.2	12.6	13.7	13.5	13.6	13.7	13.8	13.6	12.7	13.8
Are you not connected to technology												M										
Are you connected to technology (online, mobile, etc.)	10.4	10.3	10.4	10.6	10	10.1	10	10.6	12.4	9.7	10.7	10.2	10.8	11.4	10.3	10.5	10.4	10.3	10.2	10.4	11.3	10.2
														K								

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Italy										
	Italy	Ge	ender		Age		F	lousehold Inco	me	Marita	Status	italy	Education		Chief Inco	ome Earner	Emplo	pyment	Busines	ss Owner	Senior Execu	utive/Decision
	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
Day All Day and Late (co. 4.1)		A	В	С	D	E	F	G	Н	1	J	К	L	M	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd) Base: All Respondents (wtd)	1000 500	471 250	529 250	391 181	357 185	252 134	183 98	453 228	364 174	555 287	445 213	353 243	516 198	131 58	472 247	528 253	621 306	379 194	116 58	884 442	162 78	838 422
Are you not connected to technology	17	17	17.1	16.6	16.9	17.7 C	17	16.9	17.2	17.5 J	16.4	17.9 LM	16.4 M	15.3	17	17.1	17	17	15.9	17.2 R	15.4	17.3 T
Are you connected to technology (online, mobile, etc.)	7	7	6.9	7.4	7.1	6.3	7	7.1	6.8	6.5	7.6	6.1	7.6	8.7	7	6.9	7	7	8.1	6.8	8.6	6.7
				E							I		K	KL					S	1	U	

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

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

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														Bei	gium												
	Belgium	Ge	nder		Age		ŀ	lousehold Inco	me	Marital	Status		Education		Chief Inco		Emj	ployment	Busines		Senior Exec Maker	utive/Decision /Leader		Region		Lan	guage
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not d Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
		A	В	С	D	E	F	G	Н	I I	J	К	L	M	N	0	Р	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
A	15.4	15	15.7	14.5	15.2	16.7	15.2	15.7	15	15.4	15.3	15.2	15.5	15.4	15.4	15.3	15	15.8	12.7	15.4	14.7	15.4	13	16.3	16.8	16.7	12.1
Are you not connected to technology						CD																		V	V	Z	
Are you connected to technology (online, mobile, etc.)	8.6	9	8.3	9.5	8.8	7.3	8.8	8.3	9	8.6	8.7	8.8	8.5	8.6	8.6	8.7	9	8.2	11.3	8.6	9.3	8.6	11	7.7	7.2	7.3	11.9
				E	E																		WX				Y

DY1. [MEAN SUMMARY (Incl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Hong Kong										
	Hong Kong	Ge	ender		Age		Н	lousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/	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	К	L	М	N	0	Р	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
Are you not connected to technology	15.3	14.7	15.8	14.2	15.6	16.5	14.2	15.1	16.1	15.9	14.6	19	14.8	15.5	14.9	15.8	15	16.6	14.3	15.6	14.1	15.7
Are you not connected to technology			Α		С	С			FG	J								P		R		T
Are you connected to technology (online, mobile, etc.	8.7	9.3	8.2	9.8	8.4	7.5	9.8	8.9	7.9	8.1	9.4	5	9.2	8.5	9.1	8.2	9	7.4	9.7	8.4	9.9	8.3
		В		DE			Н	Н			- 1						Q		S		U	

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												All Countries	s									
		Ge	ender		Age		н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Exec 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	Н	- 1	J	К	L	М	N	0	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
Are you not connected to technology	15.4	15.2	15.6	14.6	15.6	16.6	15.9	15.4	14.8	15.9	15.1	15.7	15.5	14.9	15.1	15.7	15	16.1	14.2	15.5	13.9	15.7
Are you not connected to technology			Α		С	CD	GH	Н		J		M	M			N		P		R		T
Are you connected to technology (online, mobile, etc.)	9.8	10.1	9.5	10.4	9.6	8.9	9.2	9.8	10.5	9.3	10.2	9.5	9.9	10	10.1	9.4	10.2	9	11.2	9.6	11.3	9.5
		В		DE	E			F	FG		- 1		K	K	0		Q		S		U	

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

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

										Great									Saudi						United	
	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Arabia	South Africa	South Korea	Spain	Sweden	Turkey	States	Hong Kong
		A	В	С	D	E	F	G	Н	- 1	J	K	L	M	N	0	P	Q	R	S	T	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
Are you not connected to technology	15.4	15.9	14.9	16.6	14.1	15.7	14.4	17.2	15.2	14.9	17.1	12.8	13.6	17.8	17.8	16.5	17.5	13	14	13.3	15.6	17.6	13.8	14.3	14.6	15.5
Are you not connected to technology	В	DFHIKLQRSV	DKLQRSV	FHIKLQRSTV	KQ	FHIKLQRSVV	KLQS	FHIKLOQRS	DFKLQRSVW.	DKLQRSV	FHIKLQRST	/WXY	K	GHIJKLOQR	GHIJKLOQR	HIKLQRSTV	FHIKLOORS	TVWXY	KQ	В	DFIKLQRSVW	FHIJKLOQRS	K	KLQS	KLQS)FIKLQRSVW)
Are you connected to technology (online, mobile,	9.8	9.3	11	8.7	10.5	10	9.9	7	11.8	10.7	9.5	12	10.8	7.1	6.8	8.2	6.6	12.6	10.3	13.7	8.6	7.6	13.2	10.1	10.6	8.8
etc.)		GMNPU	EFGJMNOPT	GMNPU	CGJMNOPTI	JCGMNOPTUYC	GMNOPTU)	ABCDE	FGIJLMNOPR	EFGJMNOPT	GMNOPTU	FGIJLMNOPF	EFGJMNOPT	UY		GMNP				JSHIJKLMNOP	GMNPU	GNP	GHIJKLMNOP	CGMNOPTUY	CGJMNOPTU	GMNPU

Detailed Tables

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

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

	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
Are you not connected to technology	15.4	15.2	15.5	16.5	14.6	15.8	13.6	13.9
Are you not connected to technology		DFG	DFG	ABDEFG	FG	ADFG		
Are you connected to technology (online, mobile, etc.)	9.8	10.3 BCE	9.3	9.1	10.2 BCE	9.6 C	11.2 ABCDE	11.4 ABCDE

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

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Assessment										
	Argentina	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status	Argentina	Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		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
Base: All Respondents (unwtd)	506	A 270	B 236	C 225	D 180	E 101	F 33	G 66	H 407	I 160	J 346	K 174	L 182	M 150	N 286	O 220	P 376	Q 130	R 48	S 458	T 84	U 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
Are you not connected to technology	15.9	15.3	16.5 A	15.6	16.1	16.6	15.9	16.8	15.7	16.2	15.8	16.1	15.8	15.4	15.8	16.1	15.6	16.5	14	16.1	14.4	16.2 T
Are you connected to technology (online, mobile, etc.)	9.3	9.8	8.8	9.7	9.1	8.8	9.8	9.8	9.1	8.7	9.6	9.2	9.6	9.4	9.7	8.9	9.6	8.7	11.5	9.1	10.6	9.1

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												India										
	India	Ge	ender		Age		Н	ousehold Inco	ne	Marital	Status	india	Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu	
	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	Р	Q	R	S	Т	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
Are you not connected to technology	12.8	12.2	13.4	11.7	13.7	15.7	12.5	12.7	13	13.3	12	0	12.1	12.8	12.1	13.7	12.5	14.3	12.4	12.9	12.2	13.5
Are you not connected to technology			A		С					J						N		P				T
Are you connected to technology (online, mobile, etc.)	12	12.5	11.4	12.8	11.3	9.6	12	12	11.8	11.5	12.7	0	13	11.9	12.7	11	12.2	10.6	12.6	11.8	12.5	11.3
		В		D							- 1				0						U	

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Mexico										
	Mexico	Ge	ender		Age		н	lousehold Incol	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu	
	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	ш	F	G	Н	I	J	K	L	М	N	0	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
Are you not connected to technology	16.5	16.2	16.7	16.6	15.9	17	16.7	15.7	14.5	16.2	16.6	17	15.9	15	16	16.9	15.6	17.9	14.3	16.6	14.6	16.8
Are you not connected to technology												M						Р		R		Т
Are you connected to technology (online, mobile, etc.)	8.2	8.5	8	8.2	8.6	7.4	8	9	10.6	8.5	8.1	7.4	9.8	9.9	8.9	7.7	9.4	6.4	10.1	8.1	9.9	8
													K	K			Q				U	

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Spain										
	Spain	G	ender		Age		F	lousehold Inco	me	Marita	Status	эраш	Education		Chief Inco	ome Earner	Emplo	pyment	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
December 1		A	В	С	D	Е	F	G	Н	1	J	К	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd) Base: All Respondents (wtd)	1005 500	464 252	541 248	389 205	381 181	235 114	611 296	334 174	60 31*	453 212	552 288	657 249	76 115*	272 137	544 276	461 224	654 321	351 179	92 46*	913 454	116 59*	889 441
Are you not connected to technology	17.6	17.4	17.9	17.2	17.8	18.2 C	17.8	17.5	16.9	18.2	17.2	18.4 LM	16.7	17	17.5	17.8	17.6	17.8	16.4	17.8 R	16.1	17.8 T
Are you connected to technology (online, mobile, etc.)	7.6	7.8	7.4	8	7.3	7.2	7.2	7.8	9.7	7.1	7.9	6.6	8.7	8.3	7.7	7.3	7.7	7.4	9.3	7.4	9.2	7.3
									F				K	K					S		U	

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

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

Global @dvisor Global @dvisor: Social Media Survey

												South Africa										
	South Africa	Ge	ender		Age		н	ousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	s 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
		А	В	С	D	Е	F	G	H	1	J	K	L	М	N	0	Р	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
Are you connected to technology (online, mobile, etc.	13.7	14.3	13.2	13.4	14	14.5	12.5	12.9	14.1	13.7	13.7	13.1	13.8	14.5	14.9 O	12.5	13.9	13	13.7	13.8	13.7	13.7
Are you not connected to technology	13.3	13.6	13.1	13.3	13.1	13.7	12.1	13.5	13.4	13.5	13.1	13.5	13.3	13	12.4	14.2 N	13.2	13.8	13.5	13.3	13.1	13.4

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

	Great Britain	Ge	ender		Age		,	lousehold Inco	me	Marital	Status	Great Britain	Education		Chief Inco	ome Earner	Emplo	yment	Busines	ss Owner		cutive/Decision
	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	A 488	B 529	C 328	D 368	E 321	F 226	G 626	H 165	1 446	J 571	K 315	L 341	M 361	N 637	O 380	P 653	Q 364	R 96	S 921	T 126	U 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
Are you not connected to technology	14.9	14.3	15.4 A	14.3	14.7	15.7 CD	15.7 GH	14.7	14.3	14.9	14.8	15.1	14.9	14.6	14.5	15.5 N	14.4	15.6 P	13.8	15	13.4	15 T
Are you connected to technology (online, mobile, etc.	10.7	11.3	10.1	11.3	10.8	9.9	9.7	11	11.2	10.7	10.7	10.3	11	10.8	10.9	10.4	11	10.2	11.9	10.6	12.5	10.5

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												US										
	US	Ge	ender		Age		Н	lousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	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	I	٦	K	L	М	N	0	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
Are you not connected to technology	14.6	14.8	14.4	13.2	14.8	16	14.7	14.8	14.5	15	14.1	14.9	14.4	14.3	14.3	14.9	14.3	15.1	14	14.7	13.8	14.7
Are you not connected to technology					С	CD				J								P				
Are you connected to technology (online, mobile, etc.)	10.6	10.2	11	11.9	10.2	9.5	11.1	10.4	10.5	10.1	11.3	10.3	10.8	10.9	10.8	10.4	10.7	10.4	11.5	10.4	11.8	10.4
				DE							I										U	

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Saudi Arabia										
	Saudi Arabia	Ge	ender		Age		ŀ	lousehold Inco	me	Marita	Status	Odda Arabic	Education		Chief Inco	ome Earner	Emplo	yment	Busine	ss Owner	Senior Exect	cutive/Decision
	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
Day All Day of the Control		Α	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S	T	U
Base: All Respondents (unwtd) Base: All Respondents (wtd)	506 500	322 283	184 217	403 295	93 158*	10 47**	150 148*	119 104*	160 158*	-**	-**	153 147*	135 142*	218 211	278 258	228 242	350 307	156 193*	152 135	354 365	167 151*	339 349
Are you not connected to technology	14	14.3	13.5	13.5	15 C	13.7	14	13.5	13.8	0	0	13.8	14	14.1	13.5	14.6	13.8	14.3	13.1	14.3	13.3	14.3
Are you connected to technology (online, mobile, etc	.) 10.3	10	10.7	10.8	9.3	10.3	10.3	10.9	10.2	0	0	10.6	10.3	10.1	10.8	9.7	10.3	10.2	11	10	10.8	10.1

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Canada																	
	Canada		ender		Age			Household Incon	10		Status		Education		Chief Inco	ome Earner	Em	ployment	Business		Senior Execu	ıtive/Decisio	,						
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employe	Not d Employed	Yes	No	Yes	No			CANADA- ALBERTA	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
	15.7	15.3	16.1	14.2	16	17.1	15.4	16.3	15.3	16.4	15.2	15.9	16	14.8	15.3	16.1	15.5	16.2	15.2	15.8	15.4	15.8	15	16.2	15.5	15.3	0	15.4	16.5
Are you not connected to technology			A		С	CD		H		J			M			N													а
Are you connected to technology (online, mobile,	10	10.2	9.8	11.3	10	8.7	10.6	9.4	10.4	9.4	10.5	10.1	9.8	10.4	10.4	9.6	10.3	9.5	10.4	10	10.3	10	11.4	9.9	10.5	11.2	0	10.4	8.1
etc.)				DE	E	1	G			1	1												b	b	b	b		b	

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DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												France										
	France	Ge	ender		Age		Н	ousehold Inco	me	Marital	Status	France	Education		Chief Inco	me Earner	Emplo	yment	Busines	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
December 1		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	485 247	538 253	369 191	292 141	362 168	248 123	550 271	225 106	358 173	665 327	365 168	330 209	328 124	612 293	411 207	616 299	407 201	34 16*	989 484	63 28*	960 472
Are you not connected to technology	17.2	17.2	17.2	15.8	17.2 C	18.9 CD	16.9	17.2	17.8	18.4 J	16.6	17.5 M	17.4	16.7	17.3	17.1	16.8	17.9 P	16.6	17.3	16.4	17.3
Are you connected to technology (online, mobile, etc.)	7	6.9	7.1	8.4	7.2	5.3	7.4	7.1	6.2	5.7	7.7	6.7	6.9	7.5	7	7.1	7.4	6.4	7.4	7	8.1	6.9
				DE	E		H	H			1					l	Q					1

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Germany										
	Germany	Ge	ender		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	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	Е	F	G	H	1	J	K	L	М	N	0	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
Are you not connected to technology	15.2	14.8	15.5	14.7	15.3	15.5	15.2	15.2	15.1	16	14.6	15.2	15.2	15	14.9	15.6	15.1	15.2	13.4	15.3	13.8	15.3
Are you not connected to technology						1				J									1	R		T
Are you connected to technology (online, mobile, etc.)	11.8	12	11.5	12	11.6	11.8	11.5	12.1	11.9	10.9	12.4	12	11.8	11.5	12.1	11.2	12	11.4	13.7	11.6	13.5	11.5
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January 2012 Detailed Tables

SOCIALOGUE

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

															Διιο	tralia													
	Australia		nder		Age			lousehold Incom		Marital	Status		Education		Chief Inco			loyment	Business		Senior Execu Maker	utive/Decision				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	В	С	D	E	F	G	Н	1	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*
	14.9	14.6	15.2	14.1	15	16	14.1	15.2	14.9	15.4	14.5	14.5	15.3	14	14.6	15.3	14.9	15	14.3	15	14	15.1	14.6	15.5	14.6	15.2	15.1	14.4	15.3
Are you not connected to technology					С	С		F		J			M											V					
Are you connected to technology (online, mobile, etc.)	11	11.8	10.2	11.2	11.1	10.5	11.7	11	10.4	10.6	11.3	11.3	10.7	11.5	11.5	10.3	11.1	10.8	11.8	10.9	12.1	10.8	11.1	10.7	11.8	10.5	10.5	11.5	10.1
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DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Japan										
	Japan	Ge	ender		Age		Н	lousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu	
	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	- 1	J	K	L	М	N	0	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
Are you not connected to technology	17.8	17.5	18	17.4	18	18.1	17.8	17.9	17.1	18.4	16.9	17.9	18.2	17.5	17.5	18	17.7	18	16.5	18	16.2	18
Are you not connected to technology						С				J			M							R		Т
Are you connected to technology (online, mobile, etc.)	6.8	6.9	6.7	6.9	6.5	6.9	6.7	6.9	7.2	6.3	7.5	6.7	6.1	7.2	7	6.6	6.9	6.6	8.2	6.6	8.1	6.6
											I			L					S		U	

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												South Korea										
	South Korea	Ge	ender		Age		Н	lousehold Inco	me	Marita	l Status		Education		Chief Inco	ome Earner	Emplo	oyment	Busines	ss Owner	Senior Exec	utive/Decision
	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	М	N	0	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
Are you not connected to technology	15.6	15.2	16.1	14.3	16.2	17.3	15	16.1	15.5	16.3	14.8	16.2	16.2	15.3	15	16.2	15.3	16.3	15.7	15.6	15.1	15.7
Are you not connected to technology					С	CD				J						N						
Are you connected to technology (online, mobile, etc.	8.6	8.9	8.3	9.9	8	7	9.3	8.2	8.7	7.9	9.4	7.8	8	8.9	9.3	8	9	7.8	8.5	8.6	9.3	8.4
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DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Russia										
	Russia	Ge	nder		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	pyment	Busines	s 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
Base: All Respondents (unwtd)	504	A 258	B 246	C 194	D 199	E 111	F 18	G 50	H 436	1 246	J 258	K 100	L 279	M 125	N 290	O 214	P 457	Q 47	R 36	S 468	T 76	U 428
Base: All Respondents (wtd)	500	240	260	211	184	105	18**	54*	436	236	264	146*	266	88	279	221	449	51*	33*	467	73*	426
Are you not connected to technology	13	13.6 B	12.5	12	13.3 C	14.4 C	13.2	12.4	13.1	13.3	12.7	12.2	13.1	13.7	13.5 O	12.4	13.1	11.7	11.3	13.1	11.8	13.2
Are you connected to technology (online, mobile, etc.)	12.6	12.8	12.5	12.9	13.1	11.4	13.5	12.2	12.7	12.3	13	14.2	12.2	11.5	12.3	13.1	12.4	14.4	13.8	12.6	13.9	12.4
				E								LM										

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Sweden										
	Sweden	Ge	nder		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emple	pyment	Busines	s Owner	Senior Execu Maker/	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
Base: All Respondents (unwtd)	502	A 273	B 229	C 159	D 154	E 189	F 208	G 252	H 42	1 139	J 363	K 331	L 78	M 93	N 341	O 161	P 316	Q 186	R 47	S 455	T 64	U 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
Are you not connected to technology	13.8	13.2	14.4	13.5	13	15 D	13.6	14.1	12.9	14.1	13.6	15.2 LM	13.4	13.5	13.3	14.8	13.6	14.2	13.1	13.9	13.2	13.9
Are you connected to technology (online, mobile, etc.)	13.2	13.9	12.6	13.2	13.5	13.1	13.2	12.9	14.8	12.6	13.5	12.9	13.8	12.5	13.7	12.2	13.4	12.7	15.8	12.9	15.7	12.7

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Indonesia										
	Indonesia	Ge	nder		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	pyment	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
Base: All Respondents (unwtd)	509	A 258	B 251	C 285	D 173	E 51	F 75	G 266	H 168	I 305	J 204	K 205	L 42	M 262	N 227	O 282	P 424	Q 85	R 61	S 448	T 100	U 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
Are you not connected to technology	13.6	13.7	13.5	13.2	14.3 C	13.6	13.2	14 H	13	13.9	13.1	13.1	13.3	14	13.3	13.7	13.4	14.1	13	13.6	12.5	13.8 T
Are you connected to technology (online, mobile, etc.	10.8	10.7	10.9	11.2	10.2	11	11	10.3	11.6	10.5	11.3	11.3	11	10.4	11	10.7	11	10.2	11.8	10.7	12.1	10.5
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DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Turkey										
	Turkey	Ge	ender		Age		н	lousehold Inco	ne	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/l	
	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
Dane All Dane and aste (unutd)	540	A	B	C	D	E 14	F 49	G	H	l oor	J	K	L 82	M 297	N 275	0	P 070	Q	R	S	T	U
Base: All Respondents (unwtd) Base: All Respondents (wtd)	516 500	358 252	158 248*	395 263	107 145*	93**	49	231 213*	236 247*	235 249*	281 251	137 141*	82 85*	297	275* 275*	241 225	379 316	137 184*	68 64*	448 436	162 136*	354 364
Are you not connected to technology	14.3	14.2	14.5	14.2	13.9	15.3	13.4	14.1	14.7	14.7	14	13.6	14.4	14.7	14	14.7	13.9	15	12.7	14.6	13	14.8 T
Are you connected to technology (online, mobile, etc.)	10.1	10.2	9.9	10.2	10.6	8.7	10.6	10.3	9.7	9.7	10.4	10.7	9.9	9.8	10.4	9.6	10.6	9.1	12	9.8	11.7	9.4

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Hungary										
	Hungary	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	ome Earner	Emplo	pyment	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	Е	F	G	H	- 1	J	K	L	М	N	0	Р	Q	R	S	Т	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
Are you not connected to technology	17.1	16.8	17.4	16.3	17.5	17.9	17.3	16.8	17.6	18	16.5	17.7	17.1	16.5	17.2	17.1	17.1	17.1	16.7	17.1	16.6	17.2
Are you not connected to technology					С	С				J												
Are you connected to technology (online, mobile, etc.)	9.5	10.2	8.7	9.9	9.2	9.1	9.5	9.9	8.6	9.1	9.8	9.3	9.6	9.4	9.8	9.1	9.8	8.9	11	9.4	11	9.4
		В																				

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

Global @dvisor Global @dvisor: Social Media Survey

												Poland										
	Poland	Ge	ender		Age		н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	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	I	J	K	L	М	N	0	P	Q	R	S	Т	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
Are you not connected to technology	17.5	17.4	17.6	16.7	18	18.2	17.6	17	18.2	18	17	17.9	17.6	16.6	17.6	17.4	17.4	17.6	16.2	17.6	16.7	17.6
Are you not connected to technology					С	С				J		M	M							R		
Are you connected to technology (online, mobile, etc.)	6.6	6.8	6.5	7.5	6.2	5.8	6.5	7	7.2	6.2	7.1	6.6	6.5	7.4	6.6	6.7	6.8	6.5	7.8	6.5	7.6	6.5
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DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												China										
	China	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	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	Е	F	G	H	1	J	К	L	М	N	0	Р	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
Are you not connected to technology	14.4	13.8	15	13.1	14.9	15.9	13.6	14.5	14.6	15	13.2	14.7	13.9	14.1	14.8	13.9	14.5	14	13.8	14.5	14	14.6
Are you not connected to technology			Α		С	С				J												
Are you connected to technology (online, mobile, etc.)	9.9	10.5	9.2	11.1	9.5	8.1	11.5	9.6	9.4	9.3	11.1	9.7	10.2	9.9	9.5	10.4	9.8	10	10.3	9.8	10.1	9.8
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DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

	Brazil	Ge	ender		Age		Н	lousehold Inco	me	Marita	Status	Brazil	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
Base: All Respondents (unwtd)	1059	A 509	550	C 440	D 388	E 231	F 245	G 777	H 37	1 449	J 610	K 151	L 571	M 337	N 524	O 535	P 756	Q 303	R 119	S 940	T 208	U 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
Are you not connected to technology	14.1	14	14.1	13.8	14.5	14	14.3	13.8	12.5	14.4	13.8	14.2	13.8	13.4	13.9	14.2	13.8	14.5	14.2	14	13.1	14.2
Are you connected to technology (online, mobile, etc.)	10.5	10.5	10.4	10.8	10	10.2	10.2	10.7	12.4	9.9	10.7	10.3	10.8	11.4	10.3	10.6	10.4	10.5	10.2	10.5	11.3	10.3

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Italy										
	Italy	Ge	ender		Age		н	ousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu	
	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	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
Are you not connected to technology	17.8	17.6	18	17.3	17.9	18.4	17.7	18	17.7	18.3	17.2	18.6	17.2	16.3	17.6	18	17.7	18	17.3	17.9	16.6	18
Are you not connected to technology						С				J		LM	M									Т
Are you connected to technology (online, mobile, etc.)	7.1	7.1	7	7.4	7.2	6.5	7.1	7.2	6.9	6.7	7.6	6.2	7.6	8.7	7.1	7.1	7.1	7.1	8.2	6.9	8.7	6.8
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Detailed Tables

SOCIALOGUE

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

														Bel	gium												
	Belgium	Ge	nder		Age			lousehold Inco	me	Marital	Status		Education		Chief Inco		Emp	loyment	Busines	s Owner		utive/Decision /Leader		Region		Lan	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
		Α	В	С	D	E	F	G	Н	I I	J	K	L	М	N	0	Р	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
A	16.6	16.1	17.1	15.7	16.5	17.8	16.4	17	16.2	16.2	16.8	16.6	16.7	16.5	16.5	16.7	16.2	17.2	13.6	16.7	15.5	16.7	15.3	16.5	17.7	17.2	14.8
Are you not connected to technology						CD												P							VW	Z	T
Are you connected to technology (online, mobile, etc.)	8.7	9	8.4	9.5	8.8	7.4	8.9	8.3	9	8.7	8.7	9	8.5	8.6	8.6	8.7	9	8.3	11.3	8.6	9.3	8.6	11.1	7.8	7.2	7.3	12
				E	E																		WX				Y

DY1. [MEAN SUMMARY (Excl. 0)] In a typical 24 hour day, including the time you sleep, how many hours...?

												Hong Kong										
	Hong Kong	Ge	ender		Age		Н	lousehold Inco	me	Marital	Status		Education		Chief Inco	me Earner	Emplo	yment	Busines	ss Owner	Senior Execu Maker/l	
	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	٦	K	L	М	N	0	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
Are you not connected to technology	15.5	14.9	16	14.2	15.8	17.1	14.9	15.2	16.2	16.1	14.7	21.7	15.1	15.6	15.1	16.1	15.2	17.1	14.7	15.8	14.3	15.9
Are you not connected to technology			Α		С	CD			G	J						N		P		R		Т
Are you connected to technology (online, mobile, etc.	8.8	9.3	8.3	9.9	8.5	7.6	9.9	9.1	8	8.3	9.4	6.7	9.3	8.6	9.1	8.3	9	7.8	9.9	8.5	9.9	8.4
		В		DE			Н	Н			- 1								S		U	