

## SOCIALOGUE

Which of the following statements do you agree with?

		All Countries								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	19271	6293	6540	6438	3187	3487	3385	3106	3053	3053
Base: All Respondents (wtd)	12500	4561	3939	3999	2162	2009	2056	2399	1931	1943
I spend more time socializing with my friends on the internet than in the real world	2409	1090	736	584	486	354	289	604	381	295
	19%	24%	19%	15%	22%	18%	14%	25%	20%	15%
		BC	C		EF	F		HI	I	

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

## SOCIALOGUE

Which of the following statements do you agree with?

		North America								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	2019	519	639	861	202	291	454	317	348	407
Base: All Respondents (wtd)	1000	297	315	389	126	154	215	171	161	174
I spend more time socializing with my friends on the internet than in the real world										
	186	78	61	47	23	24	20	54	37	27
	19%	26%	19%	12%	19%	16%	9%	32%	23%	16%
		BC	C		F	F		HID	IE	F

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

## SOCIALOGUE

Which of the following statements do you agree with?

		LATAM								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	2067	710	747	610	344	391	377	366	356	233
Base: All Respondents (wtd)	1500	685	454	361	335	190	203	350	264	158*
I spend more time socializing with my friends on the internet than in the real world	339	191	79	68	80	26	34	112	53	34
	23%	28%	17%	19%	24%	14%	17%	32%	20%	22%
		BC			E			H		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Europe								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	7585	1960	2466	3159	890	1240	1581	1070	1226	1578
Base: All Respondents (wtd)	4500	1389	1428	1683	637	743	865	752	685	818
I spend more time socializing with my friends on the internet than in the real world	641	273	196	172	121	98	88	152	99	84
	14%	20%	14%	10%	19%	13%	10%	20%	14%	10%
		BC	C		EF	F		HI	I	

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

## SOCIALOGUE

Which of the following statements do you agree with?

		APAC								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	5555	2229	1972	1354	1226	1165	742	1003	807	612
Base: All Respondents (wtd)	3500	1319	1111	1070	625	581	543	694	530	527
I spend more time socializing with my friends on the internet than in the real world	773	329	254	190	156	127	87	173	127	103
	22%	25%	23%	18%	25%	22%	16%	25%	24%	19%
		C	C		F	F		I		

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

## SOCIALOGUE

Which of the following statements do you agree with?

		G-8 Countries								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	7614	2043	2520	3051	913	1233	1530	1130	1287	1521
Base: All Respondents (wtd)	4000	1196	1296	1509	541	662	778	655	633	731
I spend more time socializing with my friends on the internet than in the real world	598	254	194	149	98	89	79	156	105	71
	15%	21%	15%	10%	18%	13%	10%	24%	17%	10%
		BC	C		EF	F		HID	IE	

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

## SOCIALOGUE

Which of the following statements do you agree with?

		BRIC								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	3572	1493	1318	761	873	792	449	620	526	312
Base: All Respondents (wtd)	2000	832	631	537	408	318	265	424	313	271
I spend more time socializing with my friends on the internet than in the real world	559	260	170	130	129	80	56	130	90	73
	28%	31%	27%	24%	32%	25%	21%	31%	29%	27%
		C			F					

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

## SOCIALOGUE

Which of the following statements do you agree with?

		Middle East/ Africa								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1542	739	547	256	469	315	136	270	232	120
Base: All Respondents (wtd)	1500	714	472	313*	375	259	141*	340	213	172*
I spend more time socializing with my friends on the internet than in the real world	354	185	104	65	92	60	31	93	45	34
	24%	26%	22%	21%	25%	23%	22%	27%	21%	20%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base



## SOCIALOGUE

Which of the following statements do you agree with?

		Argentina								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	506	186	177	143	96	84	90	90	93	53
Base: All Respondents (wtd)	500	211	154	135*	104*	65*	76*	108*	89*	58*
I spend more time socializing with my friends on the internet than in the real world	114	64	20	30	27	10	16	38	10	14
	23%	30%	13%	22%	26%	15%	21%	35%	11%	24%
		B						H		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		India								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1003	569	352	82	474	283	56	95	69	26
Base: All Respondents (wtd)	500	241	151	107*	140	78	39*	101*	73*	68**
I spend more time socializing with my friends on the internet than in the real world	157	72	52	34	51	25	13	21	27	21
	31%	30%	34%	31%	36%	32%	32%	21%	36%	31%
					G					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base; \*\* very small base (under 30) ineligible for sig testing

## SOCIALOGUE

Which of the following statements do you agree with?

		Mexico								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	502	175	191	136	119	119	95	56	72	41
Base: All Respondents (wtd)	500	240*	150*	110*	124*	58*	57*	115**	92*	54**
I spend more time socializing with my friends on the internet than in the real world										
	92	44	29	19	19	9	7	25	20	11
	18%	18%	19%	17%	15%	15%	13%	22%	22%	21%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base; \*\* very small base (under 30) ineligible for sig testing

## SOCIALOGUE

Which of the following statements do you agree with?

		Spain								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1005	289	381	335	118	185	161	171	196	174
Base: All Respondents (wtd)	500	161	171	168	72*	95	85	88	77	83
I spend more time socializing with my friends on the internet than in the real world	49	23	15	11	8	8	7	15	7	4
	10%	14%	9%	7%	11%	8%	8%	17%	10%	5%
		C						I		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		South Africa								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	520	97	203	220	36	85	119	61	118	101
Base: All Respondents (wtd)	500	240*	148	112	99**	73*	69	142*	75	43
I spend more time socializing with my friends on the internet than in the real world	112	64	30	18	15	12	10	50	17	8
	22%	27%	20%	16%	15%	17%	14%	35%	23%	19%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base; \*\* very small base (under 30) ineligible for sig testing

## SOCIALOGUE

Which of the following statements do you agree with?

		Great Britain								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1017	247	365	405	118	167	203	129	198	202
Base: All Respondents (wtd)	500	143	171	186	70	81	95	73	90	91
I spend more time socializing with my friends on the internet than in the real world	95	38	32	25	17	14	12	20	18	13
	19%	26%	19%	13%	25%	17%	13%	28%	20%	14%
		BC	C		F			I		

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

## SOCIALOGUE

Which of the following statements do you agree with?

		US								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1005	257	307	441	90	115	237	167	192	204
Base: All Respondents (wtd)	500	148	148	203	62*	66	120	86	83	84
I spend more time socializing with my friends on the internet than in the real world	94	38	30	26	11	13	10	27	17	16
	19%	26%	20%	13%	17%	19%	8%	32%	21%	19%
		C	C		F	F		HID		F

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Saudi Arabia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	506	310	181	15	190	123	9	120	58	6
Base: All Respondents (wtd)	500	245	187	69**	130	116*	37**	114	71*	31**
I spend more time socializing with my friends on the internet than in the real world	119	61	35	23	32	25	12	29	10	10
	24%	25%	19%	33%	25%	22%	33%	25%	13%	33%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base; \*\* very small base (under 30) ineligible for sig testing



## SOCIALOGUE

Which of the following statements do you agree with?

		Canada								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1014	262	332	420	112	176	217	150	156	203
Base: All Respondents (wtd)	500	148	166	185	64	88	95	84	78	90
I spend more time socializing with my friends on the internet than in the real world	92	40	31	22	13	12	10	27	20	12
	18%	27%	19%	12%	20%	13%	11%	32%	25%	13%
		BC	C		F			ID	IE	

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

## SOCIALOGUE

Which of the following statements do you agree with?

		France								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1023	288	318	417	133	149	203	155	169	214
Base: All Respondents (wtd)	500	150	157	193	72	77	99	78	80	94
I spend more time socializing with my friends on the internet than in the real world	73	36	20	17	18	8	8	18	11	9
	15%	24%	12%	9%	25%	11%	8%	23%	14%	10%
		BC			EF			HI		

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

## SOCIALOGUE

Which of the following statements do you agree with?

		Germany								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1023	237	339	447	116	163	223	121	176	224
Base: All Respondents (wtd)	500	153	158	189	77	77	99	76	81	91
I spend more time socializing with my friends on the internet than in the real world	54	25	16	13	14	6	8	11	11	5
	11%	16%	10%	7%	18%	7%	8%	15%	13%	6%
		BC			EF			I	I	

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

## SOCIALOGUE

Which of the following statements do you agree with?

		Australia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1005	397	367	241	135	210	139	262	157	102
Base: All Respondents (wtd)	500	165	152	183	55*	86	107	111	65	76*
I spend more time socializing with my friends on the internet than in the real world	93	47	30	17	9	15	7	38	14	10
	19%	28%	20%	9%	17%	18%	6%	34%	22%	13%
		BC	C		F	F		HID		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Japan								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1028	289	326	413	155	179	191	134	147	222
Base: All Respondents (wtd)	500	141	150	209	74	82	95	67	68	114
I spend more time socializing with my friends on the internet than in the real world	34	15	11	8	8	8	5	6	3	3
	7%	10%	7%	4%	11%	10%	6%	10%	5%	2%
		C	C					I		

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

## SOCIALOGUE

Which of the following statements do you agree with?

		South Korea								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	500	165	158	177	85	82	94	80	76	83
Base: All Respondents (wtd)	500	176	170	154	87*	86*	79*	89*	84*	75*
I spend more time socializing with my friends on the internet than in the real world	92	34	33	24	17	10	13	17	22	11
	18%	19%	19%	16%	20%	12%	17%	19%	27%	14%
									E	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Russia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	504	162	179	163	56	111	91	106	68	72
Base: All Respondents (wtd)	500	174	168	157	57*	102	82*	117*	66*	76*
I spend more time socializing with my friends on the internet than in the real world	115	47	38	30	12	23	19	35	15	11
	23%	27%	23%	19%	21%	22%	23%	30%	23%	15%
								I		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Sweden								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	502	131	138	233	61	83	129	70	55	104
Base: All Respondents (wtd)	500	154*	149*	196	62**	81*	111*	93*	68**	86*
I spend more time socializing with my friends on the internet than in the real world	118	45	46	26	16	26	15	29	20	11
	24%	29%	31%	13%	25%	32%	13%	32%	30%	13%
		C	C			F				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base; \*\* very small base (under 30) ineligible for sig testing



## SOCIALOGUE

Which of the following statements do you agree with?

		Indonesia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	509	234	182	93	107	90	61	127	92	32
Base: All Respondents (wtd)	500	238	159	103*	107	77*	66*	131	82*	37*
I spend more time socializing with my friends on the internet than in the real world										
	128	57	40	31	26	21	16	31	20	15
	26%	24%	25%	30%	25%	27%	25%	23%	24%	41%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Turkey								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	516	332	163	21	243	107	8	89	56	13
Base: All Respondents (wtd)	500	229	138	133**	145	71*	36**	84*	67*	97**
I spend more time socializing with my friends on the internet than in the real world	123	60	39	24	45	22	9	15	18	15
	25%	26%	29%	18%	31%	31%	25%	17%	26%	15%
					G					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base; \*\* very small base (under 30) ineligible for sig testing

## SOCIALOGUE

Which of the following statements do you agree with?

		Hungary								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1001	181	259	561	74	153	280	107	106	281
Base: All Respondents (wtd)	500	161	148	191	62*	87	95	99*	61*	96
I spend more time socializing with my friends on the internet than in the real world	54	27	9	18	9	5	8	18	4	11
	11%	17%	6%	10%	15%	6%	8%	18%	6%	11%
		BC			E			H		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Poland								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	506	166	147	193	82	76	97	84	71	96
Base: All Respondents (wtd)	500	181	140	180	88*	70*	90*	93*	70*	90*
I spend more time socializing with my friends on the internet than in the real world	87	35	20	32	18	10	13	17	10	20
	17%	19%	14%	18%	21%	14%	14%	18%	15%	22%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		China								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1006	413	408	185	214	210	110	199	198	75
Base: All Respondents (wtd)	500	183*	161*	156*	105*	70*	74*	78*	91*	82*
I spend more time socializing with my friends on the internet than in the real world	154	58	51	46	33	25	14	25	25	32
	31%	32%	31%	29%	31%	36%	18%	32%	28%	39%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Brazil								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1059	349	379	331	129	188	192	220	191	139
Base: All Respondents (wtd)	500	234*	150*	116*	107*	68*	70*	127*	82*	46*
I spend more time socializing with my friends on the internet than in the real world	133	83	30	20	34	7	11	49	23	9
	27%	35%	20%	17%	32%	11%	16%	39%	28%	19%
		BC			E				E	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base

## SOCIALOGUE

Which of the following statements do you agree with?

		Italy								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1000	301	354	345	133	173	165	168	181	180
Base: All Respondents (wtd)	500	138	176	185	66	90	94	72	86	92
I spend more time socializing with my friends on the internet than in the real world	42	17	16	8	6	6	6	11	10	2
	8%	12%	9%	5%	9%	7%	7%	15%	11%	2%
		C	C					I	I	

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

## SOCIALOGUE

Which of the following statements do you agree with?

		Belgium								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	508	120	165	223	55	91	120	65	74	103
Base: All Respondents (wtd)	500	149	156	195	68*	85*	98	81*	71*	97*
I spend more time socializing with my friends on the internet than in the real world	70	28	22	20	15	15	12	13	7	9
	14%	19%	14%	10%	22%	17%	12%	16%	10%	9%
	C									

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base



## SOCIALOGUE

Which of the following statements do you agree with?

		Hong Kong								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	503	136	169	198	56	85	95	80	84	103
Base: All Respondents (wtd)	500	157	160	183	65*	82*	89*	92*	78*	94
I spend more time socializing with my friends on the internet than in the real world	117	34	41	42	14	20	28	20	21	14
	23%	22%	26%	23%	22%	24%	32%	22%	27%	15%
							I		I	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I \* small base