

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree with each statement?

Proportions/Mean: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Gender			Age			Household Income	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18500	9680	8820	7163	6312	5025	5840	7188
Base: All Respondents (wtd)	12000	5991	6009	5274	3896	2830	4058	4469
Agree very much	1722	896	826	1020	513	189	417	626
	14%	15%	14%	19%	13%	7%	10%	14%
				DE	E			F
Agree somewhat	1500	823	678	805	470	225	432	571
	13%	14%	11%	15%	12%	8%	11%	13%
		B		DE	E			F
Disagree somewhat	1812	972	840	822	615	375	595	647
	15%	16%	14%	16%	16%	13%	15%	14%
		B		E	E			
Disagree very much	6966	3300	3665	2628	2298	2040	2615	2624
	58%	55%	61%	50%	59%	72%	64%	59%
			A		C	CD	GH	H
Sigma	12000	5991	6009	5274	3896	2830	4058	4469
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (Agree very much/Agree somewhat)	3222	1718	1504	1825	983	414	849	1198
	27%	29%	25%	35%	25%	15%	21%	27%
		B		DE	E			F
Low2Box (Disagree somewhat/Disagree very much)	8778	4273	4505	3449	2913	2416	3209	3272

LOWZBOX (Disagree somewhat/Disagree very much)	73%	71%	75%	65%	75%	85%	79%	73%
			A		C	CD	GH	H

Age	Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive
High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes
H	I	J	K	L	M	N	O	P	Q	R
5258	8923	9577	5477	6461	6562	10307	8193	2062	16438	3395
3303	5449	6551	4369	4143	3489	6252	5748	1328	10672	2065
657	741	981	521	533	668	940	782	277	1445	469
20%	14%	15%	12%	13%	19%	15%	14%	21%	14%	23%
FG		I			KL	O		Q		S
482	727	773	462	444	594	858	643	239	1261	377
15%	13%	12%	11%	11%	17%	14%	11%	18%	12%	18%
FG	J				KL	O		Q		S
549	899	913	673	589	551	952	861	227	1585	349
17%	17%	14%	15%	14%	16%	15%	15%	17%	15%	17%
FG	J				L					S
1615	3082	3884	2713	2578	1675	3503	3463	585	6381	870
49%	57%	59%	62%	62%	48%	56%	60%	44%	60%	42%
		I	M	M			N		P	
3303	5449	6551	4369	4143	3489	6252	5748	1328	10672	2065
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1138	1468	1754	983	976	1262	1797	1425	516	2706	846
34%	27%	27%	23%	24%	36%	29%	25%	39%	25%	41%
FG					KL	O		Q		S
2165	3981	4797	3386	3166	2226	4454	4323	812	7966	1219

66%	73%	73%	77%	76%	64%	71%	75%	61%	75%	59%
			M	M			N		P	

ative/Decision	Employment Status	
No	Total Employed	Non Employed
S	T	U
15105	12331	6169
9935	7645	4355
1253	1235	487
13%	16%	11%
	U	
1123	1117	383
11%	15%	9%
	U	
1464	1197	616
15%	16%	14%
	U	
6095	4097	2869
61%	54%	66%
R		T
9935	7645	4355
100%	100%	100%
2376	2352	870
24%	31%	20%
	U	
7559	5294	3484

76%	69%	80%
R		T

Sociologue

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Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]					
	Total	Argentina	Australia	Belgium	Brazil
		A	B	C	D
Base: All Respondents (unwtd)	18500	500	1000	500	1001
Base: All Respondents (wtd)	12000	500	500	500	500
Agree very much	1722	47	65	17	54
	14%	9%	13%	3%	11%
		C	CGHJMP		C
Agree somewhat	1500	37	80	19	49
	13%	7%	16%	4%	10%
		C	ACDEGHIJMN OPQUVWX		CGJ
Disagree somewhat	1812	57	79	49	50
	15%	11%	16%	10%	10%
		GJ	CDEGJQUX	J	J
Disagree very much	6966	359	276	414	348
	58%	72%	55%	83%	70%
		BFIKLMNOPQ RSTVWX	FKLST	ABDEFHIKLM NOPQRSTU VWX	BFIKLMNOQR STWX
Sigma	12000	500	500	500	500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	3222	84	145	36	102
	27%	17%	29%	7%	20%
		CGJ	ACDEGHJMN OPU		CGJ
Low2Box (Disagree somewhat/Disagree very much)	8778	416	355	464	398
	73%	83%	71%	93%	80%
		BFIKLNQRSTU VWX	FKLT	ABDEFGHIJKL MNOPQRSTU VWX	BFKLQRSTX

with each statement?

Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia
E	F	G	H	I	J	K	L
1000	1000	1000	1000	1000	1000	1000	500
500	500	500	500	500	500	500	500
49	114	34	45	64	38	180	115
10%	23%	7%	9%	13%	8%	36%	23%
CG	ABCDEFGHIJM NOPUW	C	C	CEGHJMP	C	ABCDEFGHJIL MNOPQRSTU VWX	ABCDEFGHIJM NOPRUVWX
35	135	25	49	62	23	141	125
7%	27%	5%	10%	12%	5%	28%	25%
CJ	ABCDEFGHIJM NOPQRSUVW X		CEGJ	ACEGJQ		ABCDEFGHIJM NOPQRSUVW X	ABCDEFGHIJM NOPQRSUVW X
51	149	39	75	80	27	85	139
10%	30%	8%	15%	16%	5%	17%	28%
J	ABCDEFGHIJK MNOPQRSTU VWX	J	CDEGJQUX	ACDEGJQUVX		ACDEGJQUVX	ABCDEFGHIJK MNOPQRSTU VWX
366	102	402	332	294	412	94	121
73%	20%	80%	66%	59%	82%	19%	24%
BFHIKLMNOP QRSTUVWX		ABDEFHIKLM NOPQRSTUV WX	BFIKLNQRST	FKLST	ABDEFHIKLM NOPQRSTUV WX		K
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
84	249	59	93	126	61	321	240
17%	50%	12%	19%	25%	12%	64%	48%
CGJ	ABCDEFGHIJM NOPQRSUVW X	C	CGJ	ACEGHJMP	C	ABCDEFGHJIL MNOPQRSTU VWX	ABCDEFGHIJM NOPQRSUVW X
416	251	441	407	374	439	179	260
83%	50%	88%	81%	75%	88%	36%	52%
BFIKLNQRSTU VWX	K	ABDEFHIKLM NOPQRSTUV WX	BFIKLNQRSTV X	FKLQST	ABDEFHIKLM NOPQRSTUV WX		K

Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea
M	N	O	P	Q	R	S	T
1000	1000	499	500	500	500	500	500
500	500	500	500	500	500	500	500
45	65	52	42	117	84	97	113
9%	13%	10%	8%	23%	17%	19%	23%
C	CEGHJMP	C	C	ABCDEGHIJM NOPRUVWX	ACDEGHJMO PU	ABCDEGHIJM NOPU	ABCDEGHIJM NOPRUVWX
51	53	53	46	43	63	73	126
10%	11%	11%	9%	9%	13%	15%	25%
CEGJ	CEGJ	CGJ	CGJ	CGJ	ACEGJ	ACEGHJPQ	ABCDEGHIJM NOPQRSUVW X
93	93	94	91	40	82	92	104
19%	19%	19%	18%	8%	16%	18%	21%
ACDEGHJQUV X	ACDEGHJQUV X	ACDEGJQUVX	ACDEGJQUVX		CDEGJQUX	ACDEGJQUVX	ABCDEGHIJQ UVX
311	288	301	321	300	270	238	157
62%	58%	60%	64%	60%	54%	48%	31%
BFKLNRST	FKLST	FKLST	BFKLNRST	FKLST	FKLT	FKLT	FKL
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
95	119	105	88	160	148	170	240
19%	24%	21%	18%	32%	30%	34%	48%
CGJ	ACEGHJMP	CGJ	CGJ	ACDEGHIJMN OPUW	ACDEGHJMN OPU	ACDEGHIJMN OPUW	ABCDEGHIJM NOPQRSUVW X
405	381	395	412	340	352	330	260
81%	76%	79%	82%	68%	70%	66%	52%
BFIKLNQRSTV X	BFKLQRST	BFKLQRSTX	BFIKLNQRSTV X	FKLT	FKLT	FKLT	K

Spain	Sweden	Turkey	United States
U	V	W	X
1000	500	500	1000
500	500	500	500
51	81	69	84
10%	16%	14%	17%
CG	ACEGHJMPU	CGHJMP	ACDEGHIJMO PU
57	50	48	56
11%	10%	10%	11%
ACEGJ	CGJ	CGJ	CEGJ
53	54	82	53
11%	11%	16%	11%
GJ	J	CDEGJQUX	J
338	315	300	308
68%	63%	60%	62%
BFIKLMNOQR STWX	BFKLRST	FKLST	BFKLRST
500	500	500	500
100%	100%	100%	100%
108	131	118	139
22%	26%	24%	28%
ACEGJ	ACEGHJMP	ACEGJ	ACDEGHJMO PU
392	369	382	361
78%	74%	76%	72%
BFKLQRSTX	FKLT	FKLQST	FKLT

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Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]					
	Total	North America	LATAM	Europe	APAC
		A	B	C	D
Base: All Respondents (unwtd)	18500	2000	2000	7500	5500
Base: All Respondents (wtd)	12000	1000	1500	4500	3500
Agree very much	1722	133	152	417	769
	14%	13%	10%	9%	22%
		BC			ABCEG
Agree somewhat	1500	90	138	382	705
	13%	9%	9%	8%	20%
					ABCEG
Disagree somewhat	1812	104	201	562	688
	15%	10%	13%	12%	20%
			A	A	ABCEF
Disagree very much	6966	673	1008	3139	1338
	58%	67%	67%	70%	38%
		DFG	DFG	DEFG	
Sigma	12000	1000	1500	4500	3500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	3222	223	291	799	1474
	27%	22%	19%	18%	42%
		C			ABCEG
Low2Box (Disagree somewhat/Disagree very much)	8778	777	1209	3701	2026
	73%	78%	81%	82%	58%
		DFG	DFG	ADEFG	

with each statement?

G-8 Countries	BRIC	Middle East/Africa
E	F	G
7500	3501	1500
4000	2000	1500
502	465	251
13%	23%	17%
BC	ABCEG	ABCE
373	369	185
9%	18%	12%
	ABCEG	ABCE
524	324	257
13%	16%	17%
A	ACE	ABCE
2600	843	808
65%	42%	54%
DFG	D	DF
4000	2000	1500
100%	100%	100%
876	833	435
22%	42%	29%
C	ABCEG	ABCE
3124	1167	1065
78%	58%	71%
DFG		DF

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Argentina Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	210	290	239	177
Base: All Respondents (wtd)	500	245	255	248	153
Agree very much	47	34	13	32	9
	9%	14%	5%	13%	6%
		B		D	
Agree somewhat	37	22	15	19	11
	7%	9%	6%	8%	7%
Disagree somewhat	57	29	28	32	19
	11%	12%	11%	13%	12%
Disagree very much	359	160	199	166	114
	72%	65%	78%	67%	75%
			A		
Sigma	500	245	255	248	153
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	84	56	28	50	20
	17%	23%	11%	20%	13%
		B			
Low2Box (Disagree somewhat/Disagree very much)	416	189	227	198	133
	83%	77%	89%	80%	87%
			A		

with each statement?

Argentina							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
84	191	127	182	153	347	206	165
99	213	127	159	147	353	327	118
7	14	17	17	7	40	27	13
7%	6%	13%	11%	5%	11%	8%	11%
*		*					
7	16	11	9	9	28	24	10
7%	8%	9%	6%	6%	8%	7%	8%
*		*					
6	21	15	21	19	38	41	11
6%	10%	12%	13%	13%	11%	12%	9%
*		*					
80	162	84	113	112	247	234	84
80%	76%	66%	71%	76%	70%	72%	71%
C*		*					
99	213	127	159	147	353	327	118
100%	100%	100%	100%	100%	100%	100%	100%
13	30	28	26	16	67	52	23
14%	14%	22%	16%	11%	19%	16%	20%
*		*					
86	183	99	134	131	285	275	95
86%	86%	78%	84%	89%	81%	84%	80%
*		*					

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
129	228	272	67	433	69	431	284
55	224	276	63	437	62	438	266
6	22	25	8	39	10	37	27
11%	10%	9%	13%	9%	17%	8%	10%
			*		*		
2	13	24	6	31	3	34	14
5%	6%	9%	9%	7%	5%	8%	5%
			*		*		
5	26	32	11	46	10	47	28
10%	11%	11%	18%	10%	16%	11%	11%
			*		*		
41	164	195	38	321	38	321	198
75%	73%	71%	60%	74%	62%	73%	74%
			*	P	*		
55	224	276	63	437	62	438	266
100%	100%	100%	100%	100%	100%	100%	100%
9	34	50	14	70	13	70	40
16%	15%	18%	22%	16%	22%	16%	15%
			*		*		
46	189	227	49	367	49	368	226
84%	85%	82%	78%	84%	78%	84%	85%
			*		*		

ent Status
Non
Employed
U
216
234
21
9%
23
10%
29
12%
161
69%
234
100%
44
19%
190
81%

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Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Australia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	501	499	249	302
Base: All Respondents (wtd)	500	248	252	197	146
Agree very much	65	20	45	45	12
	13%	8%	18%	23%	8%
			A	DE	
Agree somewhat	80	44	36	41	29
	16%	18%	14%	21%	20%
				E	E
Disagree somewhat	79	41	37	38	26
	16%	17%	15%	19%	18%
				E	E
Disagree very much	276	142	134	72	78
	55%	57%	53%	37%	53%
					C
Sigma	500	248	252	197	146
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	145	65	81	87	42
	29%	26%	32%	44%	29%
				DE	E
Low2Box (Disagree somewhat/Disagree very much)	355	183	171	110	104
	71%	74%	68%	56%	71%
					C

with each statement?

Australia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
449	233	494	273	501	499	325	307
158	125	253	122	218	282	131	295
7	17	32	16	26	39	19	33
5%	13%	13%	13%	12%	14%	14%	11%
10	18	35	28	34	47	16	45
6%	14%	14%	23%	16%	17%	12%	15%
			G				
15	16	42	20	33	45	21	46
10%	13%	17%	17%	15%	16%	16%	16%
126	74	144	57	124	151	75	170
80%	60%	57%	47%	57%	54%	57%	58%
CD	H					M	M
158	125	253	122	218	282	131	295
100%	100%	100%	100%	100%	100%	100%	100%
17	34	67	44	60	85	35	78
11%	27%	26%	36%	28%	30%	27%	27%
			G				
141	90	186	78	158	197	97	216
89%	73%	74%	64%	72%	70%	73%	73%
CD		H				M	M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
368	576	424	112	888	142	858	630
74	277	223	47	453	57	443	317
13	34	31	4	61	5	60	39
18%	12%	14%	9%	13%	9%	14%	12%
L			*		*		
19	47	33	11	69	14	66	58
26%	17%	15%	23%	15%	25%	15%	18%
KL			*		S*		U
11	38	41	7	72	7	72	50
16%	14%	18%	15%	16%	11%	16%	16%
			*		*		
30	157	118	25	251	32	244	170
41%	57%	53%	53%	55%	55%	55%	54%
			*		*		
74	277	223	47	453	57	443	317
100%	100%	100%	100%	100%	100%	100%	100%
32	81	64	15	130	19	126	97
44%	29%	29%	32%	29%	33%	29%	31%
KL			*		*		
42	195	159	32	322	38	316	220
56%	71%	71%	68%	71%	67%	71%	69%
			*		*		

ent Status
Non
Employed
U
370
183
26
14%
22
12%
29
16%
105
58%
183
100%
49
27%
134
73%

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Proportions/Means: - Column Proportions:

Columns Tested (5%): 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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): 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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Belgium Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	275	225	134	175
Base: All Respondents (wtd)	500	251	249	184	159
Agree very much	17	9	8	5	9
	3%	4%	3%	3%	5%
Agree somewhat	19	12	7	11	7
	4%	5%	3%	6%	4%
				E	E
Disagree somewhat	49	31	18	16	25
	10%	13%	7%	9%	16%
					E
Disagree very much	414	199	216	152	119
	83%	79%	87%	83%	75%
			A		
Sigma	500	251	249	184	159
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	36	21	15	16	16
	7%	9%	6%	9%	10%
				E	E
Low2Box (Disagree somewhat/Disagree very much)	464	230	234	168	144
	93%	91%	94%	91%	90%

with each statement?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
191	199	210	91	165	335	190	199
157	198	204	97	148	352	172	186
3	7	8	2	7	10	7	3
2%	4%	4%	2%	5%	3%	4%	2%
			*				
1	9	6	4	7	12	3	7
1%	5%	3%	4%	5%	3%	2%	4%
			*				
9	20	18	11	10	39	16	16
6%	10%	9%	11%	7%	11%	9%	9%
			*				
143	161	172	81	123	291	146	159
91%	81%	84%	83%	83%	83%	85%	86%
CD			*				M
157	198	204	97	148	352	172	186
100%	100%	100%	100%	100%	100%	100%	100%
5	17	14	6	14	22	10	10
3%	8%	7%	6%	10%	6%	6%	5%
			*				
152	182	191	91	134	330	162	176
97%	92%	93%	94%	90%	94%	94%	95%
CD			*				

Belgium							
	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
111	328	172	16	484	35	465	275
142	311	189	18	482	37	463	273
7	15	3	1	16	2	15	12
5%	5%	2%	6%	3%	5%	3%	4%
			**		*		
9	12	7	-	19	-	19	9
6%	4%	4%	-	4%	-	4%	3%
			**		*		
17	38	11	3	46	6	44	31
12%	12%	6%	17%	10%	15%	9%	11%
	O		**		*		
109	246	168	13	401	29	385	221
76%	79%	89%	76%	83%	79%	83%	81%
		N	**		*		
142	311	189	18	482	37	463	273
100%	100%	100%	100%	100%	100%	100%	100%
16	27	10	1	35	2	34	21
11%	9%	5%	6%	7%	5%	7%	8%
			**		*		
126	284	179	17	447	35	429	252
89%	91%	95%	94%	93%	95%	93%	92%
			**		*		

ent Status	Region			Language	
Non Employed	North	Center	South	French	Flemish
U	V	W	X	Y	Z
225	210	149	141	280	220
227	204	151	145	285	215
6	8	7	3	10	7
2%	4%	4%	2%	4%	3%
10	9	6	4	11	8
4%	4%	4%	3%	4%	4%
18	16	21	12	31	19
8%	8%	14%	8%	11%	9%
193	171	117	126	233	181
85%	84%	78%	87%	82%	84%
			W		
227	204	151	145	285	215
100%	100%	100%	100%	100%	100%
15	17	12	7	22	14
7%	8%	8%	5%	8%	7%
211	187	138	138	263	200
93%	92%	92%	95%	92%	93%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Brazil Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1001	374	627	479	331
Base: All Respondents (wtd)	500	244	256	271	155
Agree very much	54	32	22	28	22
	11%	13%	9%	10%	14%
		*			*
Agree somewhat	49	35	14	31	10
	10%	14%	5%	11%	6%
		B*			*
Disagree somewhat	50	25	25	22	19
	10%	10%	10%	8%	12%
		*			*
Disagree very much	348	153	195	190	104
	70%	63%	76%	70%	67%
		*	A		*
Sigma	500	244	256	271	155
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	102	66	36	59	32
	20%	27%	14%	22%	20%
		B*			*
Low2Box (Disagree somewhat/Disagree very much)	398	178	220	212	123
	80%	73%	86%	78%	80%
		*	A		*

with each statement?

Brazil							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
191	245	719	37	410	591	142	599
74	190	305	5	203	297	363	108
4	15	38	1	20	33	41	10
5%	8%	12%	20%	10%	11%	11%	9%
*	*		F*				
8	18	29	1	13	35	35	11
11%	10%	10%	18%	7%	12%	10%	10%
*	*		*				
9	17	33	*	19	31	35	13
12%	9%	11%	2%	10%	10%	10%	12%
*	*		*				
53	139	205	3	150	198	253	74
72%	73%	67%	60%	74%	67%	70%	69%
*	*		*				
74	190	305	5	203	297	363	108
100%	100%	100%	100%	100%	100%	100%	100%
12	33	67	2	34	68	75	21
16%	18%	22%	38%	17%	23%	21%	20%
*	*		FG*				
62	157	238	3	169	229	288	87
84%	82%	78%	62%	83%	77%	79%	80%
*	H*	H	*				

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
260	431	570	130	871	181	820	653
30	236	264	68	432	95	405	292
3	28	26	11	42	15	39	34
10%	12%	10%	16%	10%	15%	10%	12%
			**		*		
3	22	26	10	39	16	32	24
11%	9%	10%	14%	9%	17%	8%	8%
			**		*		
3	23	28	8	42	12	39	32
10%	10%	10%	12%	10%	12%	10%	11%
			**		*		
21	163	185	39	308	53	294	202
70%	69%	70%	58%	71%	56%	73%	69%
			**		*	R	
30	236	264	68	432	95	405	292
100%	100%	100%	100%	100%	100%	100%	100%
6	50	52	21	81	31	71	58
20%	21%	20%	31%	19%	32%	18%	20%
			**		S*		
24	186	212	47	350	65	333	234
80%	79%	80%	69%	81%	68%	82%	80%
			**		*	R	

ent Status
Non
Employed
U
348
208
20
9%
*
25
12%
*
18
9%
*
146
70%
*
208
100%
45
21%
*
164
79%
*

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

Columns Tested (5%): 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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): 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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Canada Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	432	568	285	335
Base: All Respondents (wtd)	500	247	253	177	172
Agree very much	49	26	23	34	12
	10%	10%	9%	19%	7%
				DE	E
Agree somewhat	35	23	12	17	14
	7%	9%	5%	10%	8%
		B		E	E
Disagree somewhat	51	27	24	24	17
	10%	11%	10%	14%	10%
				E	
Disagree very much	366	172	194	103	130
	73%	70%	77%	58%	75%
			A		C
Sigma	500	247	253	177	172
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	84	48	35	51	26
	17%	20%	14%	28%	15%
		B		DE	E
Low2Box (Disagree somewhat/Disagree very much)	416	199	218	127	146
	83%	80%	86%	72%	85%
			A		C

with each statement?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
380	219	413	368	447	553	349	495
150	114	203	183	210	290	186	223
3	9	22	18	18	31	16	20
2%	8%	11%	10%	8%	11%	9%	9%
4	7	12	15	14	21	10	14
3%	7%	6%	8%	7%	7%	6%	6%
10	11	19	21	20	30	18	21
7%	9%	10%	11%	10%	11%	10%	9%
133	87	150	129	158	207	141	169
89%	77%	74%	70%	75%	71%	76%	75%
CD						M	M
150	114	203	183	210	290	186	223
100%	100%	100%	100%	100%	100%	100%	100%
7	16	34	33	31	52	27	34
5%	14%	17%	18%	15%	18%	14%	15%
143	98	169	149	179	238	159	190
95%	86%	83%	82%	85%	82%	86%	85%
CD						M	M

Canada							
	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
156	548	452	107	893	135	865	645
91	277	223	53	447	68	432	327
13	30	19	5	43	9	40	38
14%	11%	8%	10%	10%	13%	9%	12%
			*				U
10	22	13	7	28	8	27	26
11%	8%	6%	13%	6%	11%	6%	8%
K			Q*				
12	30	20	7	44	8	43	37
13%	11%	9%	12%	10%	12%	10%	11%
			*				
56	194	171	34	332	43	322	226
62%	70%	77%	64%	74%	64%	75%	69%
		N	*	P		R	
91	277	223	53	447	68	432	327
100%	100%	100%	100%	100%	100%	100%	100%
23	52	32	13	71	16	67	64
25%	19%	14%	24%	16%	24%	16%	19%
KL			*		S		U
67	225	191	40	376	52	365	263
75%	81%	86%	76%	84%	76%	84%	81%
			*			R	

ent Status	Region						
Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
U	V	W	X	Y	Z	a	b
355	197	78	112	151	-	362	212
173	98	37	56	74	-	183	109
11	11	4	6	6	-	21	7
6%	11%	10%	11%	8%	-	12%	6%
		*				b	
9	8	1	7	3	-	17	5
5%	9%	3%	12%	4%	-	10%	5%
		*	WYb			Y	
14	12	4	6	10	-	14	11
8%	12%	10%	11%	13%	-	8%	11%
		*					
139	67	28	37	55	-	130	85
80%	69%	78%	66%	75%	-	71%	78%
T		*					VX
173	98	37	56	74	-	183	109
100%	100%	100%	100%	100%	-	100%	100%
20	19	5	13	9	-	39	12
12%	20%	13%	23%	12%	-	21%	11%
	b	*	Yb			Yb	
153	79	32	43	65	-	144	97
88%	80%	87%	77%	88%	-	79%	89%
T		*		Xa			VXa

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	China Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	613	387	442	436
Base: All Respondents (wtd)	500	249	251	200	203
Agree very much	114	52	62	65	42
	23%	21%	25%	32%	20%
			*	E*	*
Agree somewhat	135	62	73	57	55
	27%	25%	29%	28%	27%
			*	*	*
Disagree somewhat	149	82	67	50	59
	30%	33%	27%	25%	29%
			*	*	*
Disagree very much	102	53	48	29	47
	20%	21%	19%	14%	23%
			*	*	*
Sigma	500	249	251	200	203
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	249	114	136	122	97
	50%	46%	54%	61%	48%
			*	E*	*
Low2Box (Disagree somewhat/Disagree very much)	251	135	115	79	106
	50%	54%	46%	39%	52%
			*	*	*

with each statement?

China							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
122	62	240	698	766	234	82	249
96	79	177	244	353	147	295	155
8	12	41	61	70	44	56	43
8%	15%	23%	25%	20%	30%	19%	28%
*	**	*			*	*	
23	26	42	67	92	43	80	38
24%	33%	24%	27%	26%	29%	27%	25%
*	**	*			*	*	
40	26	58	66	119	30	95	44
41%	32%	33%	27%	34%	20%	32%	28%
*	**	*			*	M*	M
26	15	36	50	72	30	65	30
27%	19%	20%	21%	20%	20%	22%	19%
*	**	*			*	*	
96	79	177	244	353	147	295	155
100%	100%	100%	100%	100%	100%	100%	100%
31	38	83	128	162	88	135	81
32%	48%	47%	52%	46%	60%	46%	52%
*	**	*			*	*	
66	41	94	116	191	60	160	74
68%	52%	53%	48%	54%	40%	54%	48%
C*	**	*			*	M*	M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
669	735	265	117	883	378	622	920
50	297	203	45	455	108	392	396
16	61	53	16	99	33	81	86
32%	21%	26%	35%	22%	30%	21%	22%
K		*	**		*		
17	83	52	11	124	31	105	114
34%	28%	26%	24%	27%	28%	27%	29%
L		*	**		*		
10	94	55	18	131	35	114	123
20%	32%	27%	40%	29%	32%	29%	31%
		*	**		*		
7	58	44	*	101	10	92	71
14%	20%	21%	1%	22%	9%	23%	18%
		*	**		*	R	
50	297	203	45	455	108	392	396
100%	100%	100%	100%	100%	100%	100%	100%
33	144	105	26	223	64	186	201
66%	49%	52%	59%	49%	59%	47%	51%
KL		*	**		*		
17	153	98	19	232	45	206	195
34%	51%	48%	41%	51%	41%	53%	49%
		*	**		*		

ent Status
Non
Employed
U
80
104
28
27%
*
21
20%
*
25
24%
*
30
29%
*
104
100%
49
47%
*
56
53%
*

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	France Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	460	540	350	358
Base: All Respondents (wtd)	500	247	253	191	169
Agree very much	34	19	15	21	9
	7%	8%	6%	11%	5%
				DE	
Agree somewhat	25	11	14	15	5
	5%	4%	6%	8%	3%
				DE	
Disagree somewhat	39	24	15	17	16
	8%	10%	6%	9%	9%
		B		E	E
Disagree very much	402	193	208	137	140
	80%	78%	82%	72%	83%
					C
Sigma	500	247	253	191	169
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	59	30	29	36	13
	12%	12%	12%	19%	8%
				DE	
Low2Box (Disagree somewhat/Disagree very much)	441	217	224	154	155
	88%	88%	88%	81%	92%
					C

with each statement?

France							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
292	251	496	253	452	548	414	293
141	126	250	124	221	279	168	209
5	9	15	9	12	23	7	17
3%	7%	6%	7%	5%	8%	4%	8%
							K
5	7	13	5	9	16	6	11
4%	6%	5%	4%	4%	6%	3%	5%
6	11	17	10	14	25	10	19
4%	9%	7%	8%	7%	9%	6%	9%
125	98	204	100	186	215	144	162
89%	78%	81%	81%	84%	77%	86%	78%
CD				J		LM	
141	126	250	124	221	279	168	209
100%	100%	100%	100%	100%	100%	100%	100%
10	17	29	14	21	39	13	27
7%	13%	12%	11%	9%	14%	8%	13%
					I		K
131	109	221	111	201	240	155	181
93%	87%	88%	89%	91%	86%	92%	87%
C				J		LM	

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
293	521	479	25	975	44	956	585
124	259	241	12	488	21	479	290
10	18	16	1	33	4	30	17
8%	7%	7%	6%	7%	21%	6%	6%
K			**		S*		
9	13	12	1	24	3	22	17
7%	5%	5%	7%	5%	13%	5%	6%
K			**		S*		
9	22	17	2	37	2	37	27
7%	9%	7%	21%	8%	11%	8%	9%
			**		*		
96	205	196	8	394	12	390	229
77%	79%	81%	67%	81%	55%	81%	79%
			**		*	R	
124	259	241	12	488	21	479	290
100%	100%	100%	100%	100%	100%	100%	100%
19	31	28	1	58	7	52	34
15%	12%	12%	13%	12%	34%	11%	12%
K			**		S*		
105	227	213	10	431	14	427	256
85%	88%	88%	87%	88%	66%	89%	88%
			**		*	R	

ent Status
Non
Employed
U
415
210
17
8%
8
4%
13
6%
172
82%
210
100%
25
12%
185
88%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Germany Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	487	513	303	363
Base: All Respondents (wtd)	500	253	247	172	174
Agree very much	45	22	23	27	14
	9%	9%	9%	16%	8%
				DE	E
Agree somewhat	49	31	18	27	16
	10%	12%	7%	16%	9%
		B		DE	E
Disagree somewhat	75	39	36	27	31
	15%	16%	14%	16%	18%
					E
Disagree very much	332	161	171	90	114
	66%	64%	69%	52%	65%
					C
Sigma	500	253	247	172	174
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	93	53	41	55	29
	19%	21%	16%	32%	17%
				DE	E
Low2Box (Disagree somewhat/Disagree very much)	407	200	207	117	144
	81%	79%	84%	68%	83%
					C

with each statement?

Germany							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
334	418	394	188	278	722	208	624
154	208	194	98	134	366	113	285
4	14	19	12	9	36	6	26
2%	7%	10%	13%	7%	10%	6%	9%
			F				
6	16	21	12	13	36	7	27
4%	8%	11%	13%	10%	10%	6%	9%
17	26	29	20	25	50	18	42
11%	13%	15%	20%	19%	14%	16%	15%
			F	J			
128	152	126	54	87	244	82	190
83%	73%	65%	55%	65%	67%	72%	67%
CD	GH	H				M	
154	208	194	98	134	366	113	285
100%	100%	100%	100%	100%	100%	100%	100%
9	30	39	24	22	72	13	53
6%	14%	20%	25%	16%	20%	12%	19%
		F	F				K
145	179	155	73	112	294	100	232
94%	86%	80%	75%	84%	80%	88%	81%
CD	GH					LM	M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
168	713	287	87	913	179	821	695
101	347	153	43	457	88	412	339
12	31	14	4	41	9	36	34
12%	9%	9%	9%	9%	10%	9%	10%
K			*				
14	36	12	7	42	13	35	36
14%	10%	8%	16%	9%	15%	9%	11%
K			*		S		
15	46	29	6	69	12	63	50
15%	13%	19%	14%	15%	13%	15%	15%
		N	*				
60	234	97	26	305	55	277	219
59%	67%	64%	61%	67%	62%	67%	65%
			*				
101	347	153	43	457	88	412	339
100%	100%	100%	100%	100%	100%	100%	100%
27	67	26	11	83	22	72	70
26%	19%	17%	25%	18%	25%	17%	21%
KL			*		S		U
75	280	127	32	374	67	340	269
74%	81%	83%	75%	82%	75%	83%	79%
			*			R	

ent Status
Non
Employed
U
305
161
11
7%
13
8%
25
16%
113
70%
161
100%
24
15%
138
85%
T

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Hungary Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	486	514	374	292
Base: All Respondents (wtd)	500	244	256	202	145
Agree very much	38	25	13	22	8
	8%	10%	5%	11%	6%
		B		DE	
Agree somewhat	23	17	5	10	7
	5%	7%	2%	5%	5%
		B			
Disagree somewhat	27	19	9	12	8
	5%	8%	3%	6%	5%
		B			
Disagree very much	412	183	229	158	122
	82%	75%	89%	78%	84%
			A		
Sigma	500	244	256	202	145
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	61	42	19	32	15
	12%	17%	7%	16%	10%
		B		E	
Low2Box (Disagree somewhat/Disagree very much)	439	202	237	170	129
	88%	83%	93%	84%	90%
			A		

with each statement?

Hungary							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
334	426	441	23	408	592	355	490
154	207	224	12	197	303	129	294
8	15	17	2	11	27	11	19
5%	7%	8%	18%	6%	9%	9%	6%
			**		I		
6	7	11	1	8	15	7	11
4%	4%	5%	6%	4%	5%	5%	4%
			**				
8	8	17	1	11	16	8	18
5%	4%	8%	5%	6%	5%	6%	6%
		F	**			M	M
132	177	179	8	167	245	103	246
86%	86%	80%	71%	85%	81%	80%	84%
C	G		**				
154	207	224	12	197	303	129	294
100%	100%	100%	100%	100%	100%	100%	100%
14	22	28	3	19	42	18	30
9%	11%	13%	24%	10%	14%	14%	10%
			**				
140	185	196	9	178	261	111	264
91%	89%	87%	76%	90%	86%	86%	90%
C			**				M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
155	514	486	68	932	64	936	561
77	252	248	35	465	33	467	282
8	21	17	2	36	4	34	21
11%	8%	7%	6%	8%	12%	7%	8%
			*		*		
5	12	11	3	20	3	20	15
7%	5%	4%	7%	4%	8%	4%	5%
			*		*		
1	18	10	2	25	1	26	16
1%	7%	4%	7%	5%	4%	6%	6%
	O		*		*		
62	201	211	28	384	25	387	229
81%	80%	85%	80%	83%	76%	83%	81%
		N	*		*		
77	252	248	35	465	33	467	282
100%	100%	100%	100%	100%	100%	100%	100%
13	34	27	5	56	7	54	36
17%	13%	11%	13%	12%	21%	12%	13%
L			*		S*		
63	219	220	30	409	26	413	246
83%	87%	89%	87%	88%	79%	88%	87%
			*		*	R	

ent Status
Non
Employed
U
439
218
17
8%
8
4%
11
5%
183
84%
218
100%
25
11%
193
89%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	India Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	809	191	609	237
Base: All Respondents (wtd)	500	258	242	276	158
Agree very much	180	94	87	112	53
	36%	36%	36%	40%	33%
				E	
Agree somewhat	141	79	63	87	41
	28%	30%	26%	31%	26%
				E	
Disagree somewhat	85	40	44	38	34
	17%	16%	18%	14%	22%
					C
Disagree very much	94	46	48	40	29
	19%	18%	20%	15%	19%
Sigma	500	258	242	276	158
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	321	172	149	198	94
	64%	67%	62%	72%	60%
				DE	E
Low2Box (Disagree somewhat/Disagree very much)	179	86	93	78	64
	36%	33%	38%	28%	40%
					C

with each statement?

India							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
154	136	215	649	602	398	5	91
66	73	104	323	297	203	3	42
16	20	32	128	102	78	1	18
24%	27%	31%	40%	34%	38%	19%	43%
*	*		F			**	*
13	24	37	80	83	58	-	8
20%	33%	36%	25%	28%	29%	-	18%
*	*	H				**	*
13	13	15	56	54	31	*	11
19%	18%	15%	17%	18%	15%	15%	25%
*	*					**	*
25	16	19	59	59	36	2	6
37%	21%	19%	18%	20%	18%	66%	14%
CD*	*					**	*
66	73	104	323	297	203	3	42
100%	100%	100%	100%	100%	100%	100%	100%
29	44	69	208	185	136	1	26
44%	60%	67%	64%	62%	67%	19%	61%
*	*					**	*
37	29	34	116	112	66	2	17
56%	40%	33%	36%	38%	33%	81%	39%
CD*	*					**	*

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
904	692	308	287	713	581	419	856
455	293	207	142	358	273	227	404
161	109	71	61	119	113	67	153
36%	37%	34%	43%	33%	41%	29%	38%
			Q		S		
134	96	46	50	91	86	55	120
29%	33%	22%	35%	26%	31%	24%	30%
	O		Q				
73	47	38	17	68	39	45	65
16%	16%	18%	12%	19%	14%	20%	16%
				P			
86	41	53	14	80	34	60	66
19%	14%	26%	10%	22%	13%	26%	16%
		N		P		R	
455	293	207	142	358	273	227	404
100%	100%	100%	100%	100%	100%	100%	100%
295	205	116	111	210	199	122	273
65%	70%	56%	79%	59%	73%	54%	67%
	O		Q		S		U
160	88	91	30	148	74	105	131
35%	30%	44%	21%	41%	27%	46%	33%
		N		P		R	

ent Status
Non
Employed
U
144
96
27
28%
*
21
22%
*
19
20%
*
28
29%
T*
96
100%
48
51%
*
47
49%
T*

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Indonesia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	280	220	238	199
Base: All Respondents (wtd)	500	250	250	282	153
Agree very much	115	58	57	78	30
	23%	23%	23%	28%	19%
				DE	
Agree somewhat	125	55	70	65	40
	25%	22%	28%	23%	26%
Disagree somewhat	139	74	65	79	37
	28%	30%	26%	28%	24%
Disagree very much	121	62	59	59	46
	24%	25%	24%	21%	30%
					C
Sigma	500	250	250	282	153
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	240	113	126	143	70
	48%	45%	50%	51%	46%
Low2Box (Disagree somewhat/Disagree very much)	260	137	124	138	83
	52%	55%	50%	49%	54%

with each statement?

Indonesia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
63	168	261	71	303	197	192	41
66	158	258	84	273	227	198	42
7	39	59	17	55	60	39	10
11%	24%	23%	21%	20%	26%	20%	23%
*			*				*
19	37	68	20	70	55	53	9
29%	23%	26%	24%	25%	24%	27%	22%
*			*				*
23	50	68	22	83	56	53	14
34%	31%	26%	26%	30%	25%	27%	32%
*			*				*
16	33	63	25	65	56	52	10
25%	21%	25%	29%	24%	25%	26%	23%
*			*				*
66	158	258	84	273	227	198	42
100%	100%	100%	100%	100%	100%	100%	100%
27	75	127	38	125	115	92	19
41%	47%	49%	45%	46%	51%	47%	45%
*			*				*
39	83	131	46	148	112	105	23
59%	53%	51%	55%	54%	49%	53%	55%
*			*				*

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
267	243	257	69	431	121	379	427
260	219	281	67	433	115	385	414
66	52	63	16	99	34	81	98
25%	24%	22%	24%	23%	30%	21%	24%
			*				
63	50	75	23	101	33	92	111
24%	23%	27%	35%	23%	28%	24%	27%
			*				
72	64	74	19	120	35	104	111
28%	29%	27%	29%	28%	30%	27%	27%
			*				
60	53	69	9	113	14	108	95
23%	24%	24%	13%	26%	12%	28%	23%
			*	P		R	
260	219	281	67	433	115	385	414
100%	100%	100%	100%	100%	100%	100%	100%
128	102	138	39	200	67	173	209
49%	47%	49%	58%	46%	58%	45%	50%
			*		S		U
132	117	143	28	232	48	212	205
51%	53%	51%	42%	54%	42%	55%	50%
			*			R	

ent Status
Non
Employed
U
73
86
17
20%
*
14
16%
*
28
33%
*
27
31%
*
86
100%
31
36%
*
55
64%
T*

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Italy Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	476	524	364	352
Base: All Respondents (wtd)	500	250	250	181	176
Agree very much	45	25	20	21	15
	9%	10%	8%	12%	8%
				E	
Agree somewhat	51	24	27	25	14
	10%	10%	11%	14%	8%
				DE	
Disagree somewhat	93	47	47	33	37
	19%	19%	19%	18%	21%
Disagree very much	311	155	157	101	110
	62%	62%	63%	56%	63%
Sigma	500	250	250	181	176
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	95	49	47	46	29
	19%	19%	19%	26%	16%
				DE	
Low2Box (Disagree somewhat/Disagree very much)	405	201	203	135	147
	81%	81%	81%	74%	84%
					C

with each statement?

Italy							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
284	247	469	284	476	524	352	518
143	127	237	136	246	254	243	198
9	9	17	19	20	25	19	20
6%	7%	7%	14%	8%	10%	8%	10%
			FG				
11	12	23	15	22	29	20	23
8%	10%	10%	11%	9%	11%	8%	12%
23	20	44	30	45	49	39	43
16%	15%	19%	22%	18%	19%	16%	22%
							K
100	86	153	72	159	152	166	113
70%	68%	65%	53%	65%	60%	68%	57%
C	H	H				LM	
143	127	237	136	246	254	243	198
100%	100%	100%	100%	100%	100%	100%	100%
20	21	40	34	42	53	39	43
14%	17%	17%	25%	17%	21%	16%	22%
			FG				K
123	106	197	102	204	201	205	155
86%	83%	83%	75%	83%	79%	84%	78%
C	H	H				L	

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
130	523	477	84	916	142	858	641
58	261	239	40	460	66	434	308
5	24	21	6	39	9	35	30
9%	9%	9%	14%	9%	14%	8%	10%
			*		S		
8	25	26	5	46	8	42	32
14%	9%	11%	12%	10%	13%	10%	11%
			*				
12	47	47	8	85	15	78	60
20%	18%	20%	19%	19%	23%	18%	20%
			*				
33	166	145	22	289	33	278	185
57%	64%	61%	55%	63%	50%	64%	60%
			*			R	
58	261	239	40	460	66	434	308
100%	100%	100%	100%	100%	100%	100%	100%
13	48	47	10	85	18	77	63
23%	19%	20%	26%	18%	27%	18%	20%
			*		S		
45	213	192	30	375	48	357	245
77%	81%	80%	74%	82%	73%	82%	80%
			*			R	

ent Status
Non
Employed
U
359
192
14
7%
18
9%
33
17%
127
66%
192
100%
32
17%
160
83%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Japan Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	550	450	300	415
Base: All Respondents (wtd)	500	251	249	186	180
Agree very much	65	31	34	38	18
	13%	12%	14%	20%	10%
				DE	
Agree somewhat	53	26	28	24	20
	11%	10%	11%	13%	11%
				E	E
Disagree somewhat	93	51	42	28	36
	19%	21%	17%	15%	20%
Disagree very much	288	143	145	95	107
	58%	57%	58%	51%	59%
					C
Sigma	500	251	249	186	180
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	119	56	62	62	38
	24%	22%	25%	34%	21%
				DE	E
Low2Box (Disagree somewhat/Disagree very much)	381	195	187	123	143
	76%	78%	75%	66%	79%
					C

with each statement?

Japan							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
285	586	345	69	566	434	361	211
134	295	170	34	270	230	184	104
9	36	22	7	29	36	24	15
7%	12%	13%	20%	11%	16%	13%	14%
			*		I		
9	32	19	2	29	24	21	11
7%	11%	11%	7%	11%	10%	12%	11%
			*				
29	53	33	7	51	42	27	20
21%	18%	19%	21%	19%	18%	15%	19%
			*				
87	175	96	18	160	129	112	58
65%	59%	56%	51%	59%	56%	61%	56%
C			*				
134	295	170	34	270	230	184	104
100%	100%	100%	100%	100%	100%	100%	100%
18	67	42	9	59	60	45	26
14%	23%	25%	27%	22%	26%	25%	25%
			*				
116	228	128	25	211	170	139	78
86%	77%	75%	73%	78%	74%	75%	75%
CD			*				

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
428	496	504	51	949	88	912	663
212	226	274	22	478	39	461	316
27	28	37	4	61	8	57	42
13%	12%	14%	20%	13%	20%	12%	13%
			*		S*		
21	24	29	1	52	2	51	35
10%	11%	11%	6%	11%	5%	11%	11%
			*		*		
47	50	43	6	87	9	85	64
22%	22%	16%	26%	18%	22%	18%	20%
K	O		*		*		
118	124	164	11	278	21	268	175
56%	55%	60%	48%	58%	52%	58%	56%
			*		*		
212	226	274	22	478	39	461	316
100%	100%	100%	100%	100%	100%	100%	100%
47	52	66	6	113	10	108	77
22%	23%	24%	26%	24%	26%	24%	24%
			*		*		
164	174	207	17	365	29	352	239
78%	77%	76%	74%	76%	74%	76%	76%
			*		*		

ent Status
Non
Employed
U
337
184
24
13%
18
10%
29
16%
113
61%
184
100%
42
23%
142
77%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Mexico Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	499	285	214	257	169
Base: All Respondents (wtd)	500	238	262	270	156
Agree very much	52	26	26	32	15
	10%	11%	10%	12%	9%
					*
Agree somewhat	53	27	26	35	16
	11%	11%	10%	13%	10%
					*
Disagree somewhat	94	49	45	52	28
	19%	21%	17%	19%	18%
					*
Disagree very much	301	137	165	151	98
	60%	57%	63%	56%	63%
					*
Sigma	500	238	262	270	156
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	105	53	52	67	30
	21%	22%	20%	25%	19%
				E	*
Low2Box (Disagree somewhat/Disagree very much)	395	186	210	203	126
	79%	78%	80%	75%	81%
					*

with each statement?

Mexico							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
73	378	113	8	234	265	147	163
74	420	73	7	207	293	321	103
5	40	8	4	27	25	40	6
7%	10%	10%	63%	13%	8%	13%	6%
*		*	**				
2	41	11	-	22	31	31	12
3%	10%	15%	-	11%	11%	10%	11%
*		*	**				
14	74	19	*	30	64	70	15
19%	18%	26%	6%	15%	22%	22%	14%
*		*	**			M	
53	264	35	2	128	174	180	70
71%	63%	48%	31%	62%	59%	56%	68%
*	G	*	**				K
74	420	73	7	207	293	321	103
100%	100%	100%	100%	100%	100%	100%	100%
7	81	19	4	49	56	72	18
10%	19%	26%	63%	24%	19%	22%	17%
*		*	**				
67	339	55	2	158	237	249	85
90%	81%	74%	37%	76%	81%	78%	83%
C*		*	**				

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
189	275	224	114	385	131	368	323
76	243	257	117	383	118	382	294
5	34	17	17	35	22	30	32
7%	14%	7%	14%	9%	18%	8%	11%
	O		*		S*		
10	31	22	21	32	16	36	30
13%	13%	9%	18%	8%	14%	10%	10%
			Q*		*		
10	36	58	28	66	23	71	44
13%	15%	23%	24%	17%	20%	19%	15%
			*		*		
52	142	159	52	250	56	245	188
68%	58%	62%	44%	65%	48%	64%	64%
K			*	P	*	R	
76	243	257	117	383	118	382	294
100%	100%	100%	100%	100%	100%	100%	100%
15	65	39	37	67	38	66	62
20%	27%	15%	32%	18%	32%	17%	21%
	O		Q*		S*		
61	178	217	80	316	80	316	232
80%	73%	85%	68%	82%	68%	83%	79%
		N	*	P	*	R	

ent Status
Non
Employed
U
176
206
19
9%
23
11%
50
24%
T
114
55%
206
100%
42
21%
164
79%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Poland Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	257	243	179	156
Base: All Respondents (wtd)	500	248	252	215	141
Agree very much	42	24	17	29	7
	8%	10%	7%	13%	5%
				DE	
Agree somewhat	46	32	14	26	11
	9%	13%	6%	12%	8%
		B			
Disagree somewhat	91	52	39	42	24
	18%	21%	16%	20%	17%
Disagree very much	321	139	181	118	98
	64%	56%	72%	55%	70%
			A		C
Sigma	500	248	252	215	141
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	88	57	31	54	19
	18%	23%	12%	25%	13%
		B		DE	
Low2Box (Disagree somewhat/Disagree very much)	412	191	221	160	122
	82%	77%	88%	75%	87%
			A		C

with each statement?

Poland							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
165	390	106	4	262	238	52	355
145	407	90	4	237	263	104	327
5	29	12	1	13	29	10	25
4%	7%	13%	27%	5%	11%	10%	8%
		*	**		I	*	
9	35	11	-	22	24	7	32
7%	9%	12%	-	9%	9%	6%	10%
		*	**			*	
25	74	16	1	46	46	20	60
17%	18%	18%	22%	19%	17%	19%	18%
		*	**			*	
105	268	51	2	156	164	67	209
73%	66%	57%	51%	66%	62%	64%	64%
C		*	**			*	
145	407	90	4	237	263	104	327
100%	100%	100%	100%	100%	100%	100%	100%
15	64	22	1	35	53	17	58
10%	16%	25%	27%	15%	20%	16%	18%
		F*	**			*	
130	342	67	3	202	210	87	269
90%	84%	75%	73%	85%	80%	84%	82%
C	G	*	**			*	

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
93	234	266	38	462	66	434	300
69	214	286	34	466	57	443	270
6	17	24	2	40	6	35	21
9%	8%	9%	5%	9%	11%	8%	8%
*			*		*		
7	26	20	6	40	9	38	31
11%	12%	7%	19%	9%	15%	9%	12%
*			*		*		
11	37	54	10	81	12	79	45
16%	17%	19%	30%	17%	22%	18%	17%
*			*		*		
45	133	187	16	305	30	291	172
65%	62%	66%	47%	65%	53%	66%	64%
*			*	P	*	R	
69	214	286	34	466	57	443	270
100%	100%	100%	100%	100%	100%	100%	100%
13	43	45	8	80	15	73	53
19%	20%	16%	23%	17%	26%	17%	20%
*			*		*		
56	171	241	26	386	42	370	217
81%	80%	84%	77%	83%	74%	83%	80%
*			*		*		

ent Status
Non
Employed
U
200
230
20
9%
15
6%
46
20%
149
65%
230
100%
35
15%
195
85%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Russia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	240	260	124	226
Base: All Respondents (wtd)	500	241	259	211	177
Agree very much	117	58	59	53	39
	23%	24%	23%	25%	22%
Agree somewhat	43	27	16	10	21
	9%	11%	6%	5%	12%
					C
Disagree somewhat	40	20	20	22	11
	8%	8%	8%	11%	6%
Disagree very much	300	135	165	126	105
	60%	56%	64%	60%	59%
Sigma	500	241	259	211	177
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	160	86	75	63	61
	32%	36%	29%	30%	34%
Low2Box (Disagree somewhat/Disagree very much)	340	155	185	148	116
	68%	64%	71%	70%	66%

with each statement?

Russia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
150	74	268	158	230	270	108	274
112	80	279	141	206	294	146	266
25	9	67	41	45	71	27	56
22%	11%	24%	29%	22%	24%	19%	21%
	*	F	F			*	
12	5	24	14	25	19	12	24
11%	6%	9%	10%	12%	6%	8%	9%
C	*			J		*	
6	6	26	9	14	26	14	21
6%	7%	9%	6%	7%	9%	10%	8%
	*					*	
69	61	162	77	122	178	92	165
61%	76%	58%	54%	59%	61%	63%	62%
	GH*					M*	M
112	80	279	141	206	294	146	266
100%	100%	100%	100%	100%	100%	100%	100%
37	13	91	56	70	90	39	80
33%	16%	33%	40%	34%	31%	27%	30%
	*	F	F			*	
75	67	188	85	136	204	107	186
67%	84%	67%	60%	66%	69%	73%	70%
	GH*					M*	M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
118	258	242	46	454	73	427	327
88	236	264	45	455	74	426	306
33	66	51	17	100	24	92	85
38%	28%	19%	37%	22%	33%	22%	28%
KL	O		Q*		*		U
7	29	15	3	41	7	37	36
8%	12%	6%	7%	9%	9%	9%	12%
	O		*		*		U
5	21	19	1	39	2	38	19
6%	9%	7%	3%	9%	3%	9%	6%
			*		*		
42	120	180	24	275	41	259	166
48%	51%	68%	53%	61%	55%	61%	54%
		N	*		*		
88	236	264	45	455	74	426	306
100%	100%	100%	100%	100%	100%	100%	100%
41	95	65	20	140	31	129	121
46%	40%	25%	44%	31%	42%	30%	39%
KL	O		*		*		U
48	141	199	26	314	43	297	185
54%	60%	75%	56%	69%	58%	70%	61%
		N	*		*		

ent Status
Non
Employed
U
173
194
32
17%
7
4%
21
11%
133
69%
T
194
100%
40
20%
155
80%
T

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Saudi Arabia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	342	158	342	139
Base: All Respondents (wtd)	500	283	217	295	163
Agree very much	84	45	39	54	21
	17%	16%	18%	18%	13%
Agree somewhat	63	44	19	42	20
	13%	16%	9%	14%	12%
Disagree somewhat	82	47	35	44	32
	16%	17%	16%	15%	20%
Disagree very much	270	147	123	155	90
	54%	52%	57%	53%	55%
Sigma	500	283	217	295	163
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	148	89	59	96	41
	30%	32%	27%	32%	25%
Low2Box (Disagree somewhat/Disagree very much)	352	194	158	200	122
	70%	68%	73%	68%	75%

with each statement?

Saudi Arabia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
19	187	92	117	305	195	112	163
42	173	89	125	284	216	122	154
9	24	17	27	55	30	18	23
22%	14%	20%	21%	19%	14%	15%	15%
**		*	*			*	
2	25	12	14	37	26	12	14
5%	15%	13%	11%	13%	12%	10%	9%
**		*	*			*	
6	32	9	22	43	39	24	19
14%	19%	10%	17%	15%	18%	20%	12%
**		*	*			*	
25	92	51	63	148	122	68	98
59%	53%	57%	50%	52%	56%	56%	63%
**		*	*			*	M
42	173	89	125	284	216	122	154
100%	100%	100%	100%	100%	100%	100%	100%
11	49	29	40	92	56	30	37
27%	28%	33%	32%	32%	26%	25%	24%
**		*	*			*	
31	124	60	85	192	160	92	117
73%	72%	67%	68%	68%	74%	75%	76%
**		*	*			*	M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
225	261	239	63	437	85	415	337
224	227	273	64	436	77	423	292
43	37	48	19	65	19	66	59
19%	16%	17%	30%	15%	25%	15%	20%
			Q*		*		
37	35	28	4	59	10	54	43
17%	16%	10%	6%	14%	13%	13%	15%
			*		*		
39	39	43	12	70	13	69	45
17%	17%	16%	19%	16%	17%	16%	16%
			*		*		
104	116	154	29	241	35	235	145
47%	51%	56%	45%	55%	46%	55%	50%
			*		*		
224	227	273	64	436	77	423	292
100%	100%	100%	100%	100%	100%	100%	100%
80	72	76	23	125	29	119	102
36%	32%	28%	36%	29%	37%	28%	35%
L			*		*		U
143	155	197	41	311	48	304	190
64%	68%	72%	64%	71%	63%	72%	65%
			*		*		

ent Status
Non
Employed
U
163
208
26
12%
21
10%
37
18%
125
60%
208
100%
46
22%
162
78%
T

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	South Africa Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	199	301	152	216
Base: All Respondents (wtd)	500	240	260	287	131
Agree very much	97	42	55	70	21
	19%	17%	21%	25%	16%
		*		E*	E
Agree somewhat	73	39	34	48	17
	15%	16%	13%	17%	13%
		*		*	
Disagree somewhat	92	49	43	57	20
	18%	20%	17%	20%	16%
		*		*	
Disagree very much	238	111	128	112	72
	48%	46%	49%	39%	55%
		*		*	C
Sigma	500	240	260	287	131
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	170	81	89	118	39
	34%	34%	34%	41%	30%
		*		E*	E
Low2Box (Disagree somewhat/Disagree very much)	330	160	171	169	92
	66%	66%	66%	59%	70%
		*		*	

with each statement?

South Africa							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
132	20	39	441	293	207	233	145
83	29	44	426	209	291	248	132
6	5	8	84	27	70	52	26
7%	18%	18%	20%	13%	24%	21%	20%
	**	**			I		*
8	8	12	53	26	46	37	13
9%	27%	26%	12%	13%	16%	15%	10%
	**	**					*
15	10	10	72	40	52	48	25
18%	35%	21%	17%	19%	18%	19%	19%
	**	**					*
54	6	15	217	116	122	112	68
66%	20%	34%	51%	56%	42%	45%	51%
C	**	**		J			*
83	29	44	426	209	291	248	132
100%	100%	100%	100%	100%	100%	100%	100%
13	13	20	137	53	116	88	40
16%	45%	45%	32%	25%	40%	36%	30%
	**	**			I		*
69	16	25	289	156	174	160	93
84%	55%	55%	68%	75%	60%	64%	70%
CD	**	**		J			*

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
122	279	221	120	380	185	315	426
119	243	257	105	395	171	329	403
19	35	62	20	77	32	65	70
16%	14%	24%	20%	19%	19%	20%	17%
*		N	*				
23	45	28	11	61	23	49	63
19%	18%	11%	11%	16%	14%	15%	16%
*			*				
20	40	52	17	75	33	60	74
17%	16%	20%	16%	19%	19%	18%	18%
*			*				
58	123	115	56	182	83	155	196
48%	51%	45%	53%	46%	49%	47%	49%
*			*				
119	243	257	105	395	171	329	403
100%	100%	100%	100%	100%	100%	100%	100%
41	80	90	32	138	55	114	133
35%	33%	35%	30%	35%	32%	35%	33%
*			*				
78	163	167	73	257	115	215	270
65%	67%	65%	70%	65%	68%	65%	67%
*			*				

ent Status
Non
Employed
U
74
97
27
28%
*
10
10%
*
18
19%
*
42
44%
*
97
100%
37
38%
*
60
62%
*

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	South Korea Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	259	241	208	160
Base: All Respondents (wtd)	500	252	248	211	181
Agree very much	113	64	49	60	39
	23%	25%	20%	28%	21%
				E	
Agree somewhat	126	61	65	54	43
	25%	24%	26%	25%	24%
Disagree somewhat	104	52	52	34	42
	21%	21%	21%	16%	23%
Disagree very much	157	75	82	63	57
	31%	30%	33%	30%	32%
Sigma	500	252	248	211	181
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	240	125	114	113	82
	48%	50%	46%	54%	45%
				E	
Low2Box (Disagree somewhat/Disagree very much)	260	127	133	97	99
	52%	50%	54%	46%	55%

with each statement?

South Korea							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
132	83	193	224	272	228	28	152
108	83	199	218	264	236	24	145
15	18	38	57	52	61	3	32
14%	21%	19%	26%	20%	26%	14%	22%
	*					**	
30	18	48	60	75	51	5	36
27%	22%	24%	28%	29%	22%	21%	25%
	*					**	
28	10	45	49	64	40	6	28
26%	11%	23%	23%	24%	17%	25%	19%
C	*	F	F	J		**	
36	37	68	52	72	84	10	48
33%	45%	34%	24%	27%	36%	40%	34%
	H*	H				**	
108	83	199	218	264	236	24	145
100%	100%	100%	100%	100%	100%	100%	100%
44	36	86	117	128	112	8	68
41%	44%	43%	54%	48%	47%	35%	47%
	*		G			**	
64	47	113	101	137	124	15	77
59%	56%	57%	46%	52%	53%	65%	53%
C	*	H				**	

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
320	237	263	53	447	94	406	358
332	242	258	49	451	88	412	368
78	55	58	9	105	19	95	87
24%	23%	22%	18%	23%	21%	23%	24%
			*		*		
85	67	59	15	111	24	103	99
26%	28%	23%	32%	25%	27%	25%	27%
			*		*		
70	53	50	10	93	21	83	82
21%	22%	20%	21%	21%	24%	20%	22%
			*		*		
99	67	90	14	142	25	132	101
30%	28%	35%	30%	32%	28%	32%	27%
			*		*		
332	242	258	49	451	88	412	368
100%	100%	100%	100%	100%	100%	100%	100%
163	122	117	24	215	42	197	186
49%	50%	46%	49%	48%	48%	48%	50%
			*		*		
168	120	140	25	236	45	215	182
51%	50%	54%	51%	52%	52%	52%	50%
			*		*		

ent Status
Non
Employed
U
142
132
26
20%
28
21%
22
17%
56
43%
T
132
100%
54
41%
78
59%

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Spain Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	484	516	363	383
Base: All Respondents (wtd)	500	252	248	205	172
Agree very much	51	28	23	23	22
	10%	11%	9%	11%	13%
				E	E
Agree somewhat	57	31	26	33	12
	11%	12%	11%	16%	7%
				D	
Disagree somewhat	53	27	26	23	17
	11%	11%	11%	11%	10%
Disagree very much	338	165	173	125	121
	68%	66%	70%	61%	70%
					C
Sigma	500	252	248	205	172
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	108	60	49	56	34
	22%	24%	20%	27%	20%
				DE	
Low2Box (Disagree somewhat/Disagree very much)	392	192	199	149	138
	78%	76%	80%	73%	80%
					C

with each statement?

Spain							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
254	699	258	43	419	581	654	74
123	342	137	21	196	304	249	115
6	30	17	4	18	33	22	9
5%	9%	13%	19%	9%	11%	9%	8%
			F*				*
12	38	16	3	19	39	24	13
10%	11%	12%	16%	9%	13%	9%	11%
			*				*
13	38	14	1	19	34	31	9
10%	11%	10%	6%	10%	11%	12%	8%
			*				*
92	236	90	12	140	198	172	83
75%	69%	65%	59%	71%	65%	69%	73%
C			*			M	*
123	342	137	21	196	304	249	115
100%	100%	100%	100%	100%	100%	100%	100%
18	68	34	7	37	72	46	22
15%	20%	25%	35%	19%	24%	18%	19%
			F*				*
105	275	104	13	159	232	203	93
85%	80%	75%	65%	81%	76%	82%	81%
C	H		*			M	*

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
272	504	496	84	916	91	909	494
136	252	248	41	459	48	452	245
19	27	24	6	45	8	43	31
14%	11%	10%	14%	10%	17%	10%	13%
K			*		*		U
21	36	22	5	52	9	49	32
16%	14%	9%	13%	11%	18%	11%	13%
K	O		*		*		
13	30	23	4	49	5	49	29
10%	12%	9%	10%	11%	10%	11%	12%
			*		*		
83	159	179	26	312	27	311	154
60%	63%	72%	63%	68%	56%	69%	63%
		N	*		*	R	
136	252	248	41	459	48	452	245
100%	100%	100%	100%	100%	100%	100%	100%
41	63	46	11	97	17	92	63
30%	25%	18%	27%	21%	34%	20%	26%
K	O		*		S*		U
96	189	202	30	361	32	360	183
70%	75%	82%	73%	79%	66%	80%	74%
		N	*		*	R	

ent Status
Non
Employed
U
506
255
20
8%
26
10%
25
10%
184
72%
T
255
100%
46
18%
209
82%
T

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Sweden Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	245	255	155	149
Base: All Respondents (wtd)	500	253	247	185	150
Agree very much	81	56	25	41	33
	16%	22%	10%	22%	22%
		B		E*	E*
Agree somewhat	50	25	26	29	11
	10%	10%	10%	16%	7%
				*	*
Disagree somewhat	54	31	23	28	16
	11%	12%	9%	15%	11%
				*	*
Disagree very much	315	142	173	88	90
	63%	56%	70%	47%	60%
			A	*	*
Sigma	500	253	247	185	150
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	131	80	51	69	44
	26%	32%	21%	37%	29%
				E*	E*
Low2Box (Disagree somewhat/Disagree very much)	369	173	195	116	106
	74%	68%	79%	63%	71%
				*	*

with each statement?

Sweden							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
196	217	243	40	149	351	332	82
164	185	258	57	176	324	105	262
7	29	37	15	21	59	11	53
4%	16%	14%	26%	12%	18%	10%	20%
*	*		**	*			K*
11	10	36	5	16	35	7	33
7%	5%	14%	9%	9%	11%	7%	12%
*	*		**	*			*
9	28	18	7	22	32	10	29
6%	15%	7%	13%	12%	10%	10%	11%
*	*		**	*			*
137	118	167	30	117	198	77	148
83%	64%	65%	53%	67%	61%	73%	56%
CD*	*		**	*		L	*
164	185	258	57	176	324	105	262
100%	100%	100%	100%	100%	100%	100%	100%
18	39	72	20	37	94	18	86
11%	21%	28%	34%	21%	29%	17%	33%
*	*		**	*			K*
146	146	185	38	139	230	87	177
89%	79%	72%	66%	79%	71%	83%	67%
CD*	*		**	*		L	*

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
86	330	170	47	453	59	441	298
132	340	160	60	440	80	420	323
17	67	14	11	69	24	57	63
13%	20%	9%	19%	16%	29%	14%	19%
*	O	*	**		**		
10	41	9	15	36	15	35	42
8%	12%	6%	25%	8%	19%	8%	13%
*		*	**		**		
15	42	11	6	47	8	45	38
11%	13%	7%	11%	11%	10%	11%	12%
*		*	**		**		
91	189	126	28	288	33	282	180
68%	56%	79%	46%	65%	42%	67%	56%
*		N*	**		**		
132	340	160	60	440	80	420	323
100%	100%	100%	100%	100%	100%	100%	100%
27	108	23	26	105	39	93	104
21%	32%	14%	44%	24%	48%	22%	32%
*	O	*	**		**		U
105	232	137	34	335	41	327	218
79%	68%	86%	56%	76%	52%	78%	68%
*		N*	**		**		

ent Status
Non
Employed
U
202
177
18
10%
*
9
5%
*
16
9%
*
135
76%
T*
177
100%
27
15%
*
150
85%
T*

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Turkey Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	305	195	382	104
Base: All Respondents (wtd)	500	252	248	262	173
Agree very much	69	38	31	47	18
	14%	15%	13%	18%	10%
					*
Agree somewhat	48	33	16	37	11
	10%	13%	6%	14%	6%
					*
Disagree somewhat	82	38	44	42	18
	16%	15%	18%	16%	10%
					*
Disagree very much	300	143	157	137	126
	60%	57%	63%	52%	73%
					C*
Sigma	500	252	248	262	173
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	118	71	47	84	29
	24%	28%	19%	32%	17%
				D	*
Low2Box (Disagree somewhat/Disagree very much)	382	181	201	178	144
	76%	72%	81%	68%	83%
					C*

with each statement?

Turkey							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
14	40	210	250	232	268	146	87
65	39	179	282	265	235	152	92
5	3	26	40	25	44	22	7
8%	8%	15%	14%	10%	19%	14%	7%
**	**				I	*	*
-	4	22	23	25	24	10	8
-	9%	12%	8%	9%	10%	7%	9%
**	**					*	*
23	5	23	54	55	27	15	27
35%	14%	13%	19%	21%	12%	10%	29%
**	**			J		*	KM*
37	27	108	165	160	140	105	51
57%	69%	60%	58%	60%	60%	69%	55%
**	**					*	*
65	39	179	282	265	235	152	92
100%	100%	100%	100%	100%	100%	100%	100%
5	7	48	64	50	68	32	15
8%	17%	27%	23%	19%	29%	21%	16%
**	**					*	*
60	32	131	219	215	167	119	78
92%	83%	73%	77%	81%	71%	79%	84%
**	**					*	*

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
267	247	253	55	445	141	359	325
256	258	242	56	444	150	350	301
41	43	26	10	59	26	44	48
16%	17%	11%	18%	13%	17%	12%	16%
			*		*		
30	29	20	8	41	22	27	38
12%	11%	8%	14%	9%	14%	8%	13%
			*		*		
41	41	41	12	71	24	58	46
16%	16%	17%	21%	16%	16%	17%	15%
			*		*		
145	145	155	26	274	78	222	169
56%	56%	64%	46%	62%	52%	63%	56%
			*		*		
256	258	242	56	444	150	350	301
100%	100%	100%	100%	100%	100%	100%	100%
71	72	46	18	100	47	70	86
28%	28%	19%	32%	22%	32%	20%	28%
			*		S*		U
185	186	196	38	344	102	280	215
72%	72%	81%	68%	78%	68%	80%	72%
			*		*	R	

ent Status
Non
Employed
U
175
199
21
11%
*
11
5%
*
37
18%
*
130
65%
*
199
100%
32
16%
*
167
84%
T*

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	Great Britain Total	Gender			
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	497	503	340	330
Base: All Respondents (wtd)	500	246	254	185	160
Agree very much	64	33	32	36	20
	13%	13%	12%	20%	13%
				DE	E
Agree somewhat	62	29	33	30	20
	12%	12%	13%	16%	12%
				E	E
Disagree somewhat	80	45	35	40	28
	16%	18%	14%	22%	18%
				E	E
Disagree very much	294	139	155	78	92
	59%	57%	61%	42%	57%
					C
Sigma	500	246	254	185	160
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	126	62	64	67	40
	25%	25%	25%	36%	25%
				DE	E
Low2Box (Disagree somewhat/Disagree very much)	374	184	190	118	120
	75%	75%	75%	64%	75%
					C

with each statement?

Great Britain							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
330	219	608	173	383	617	308	318
155	110	303	87	188	312	154	160
7	9	38	17	25	39	11	23
5%	9%	12%	20%	13%	12%	7%	15%
			FG				K
11	10	39	12	25	37	15	23
7%	9%	13%	14%	13%	12%	10%	15%
11	18	50	11	26	53	30	26
7%	17%	17%	13%	14%	17%	19%	16%
						M	
125	72	176	46	111	183	97	87
81%	65%	58%	53%	59%	59%	63%	54%
CD	H					L	
155	110	303	87	188	312	154	160
100%	100%	100%	100%	100%	100%	100%	100%
19	20	77	29	50	76	27	47
12%	18%	25%	34%	27%	24%	17%	29%
		F	FG				K
136	90	226	57	138	236	127	113
88%	82%	75%	66%	73%	76%	83%	71%
CD	GH	H				LM	

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
374	613	387	67	933	127	873	632
187	301	199	33	467	63	437	315
30	38	26	6	58	11	53	46
16%	13%	13%	19%	12%	18%	12%	15%
K			*				U
23	36	26	7	55	12	50	48
12%	12%	13%	20%	12%	19%	11%	15%
			*		S		U
24	40	39	3	77	7	73	48
13%	13%	20%	9%	16%	11%	17%	15%
		N	*				
110	186	108	18	277	33	262	173
59%	62%	54%	53%	59%	52%	60%	55%
	O		*				
187	301	199	33	467	63	437	315
100%	100%	100%	100%	100%	100%	100%	100%
53	74	52	13	113	23	103	94
28%	25%	26%	38%	24%	37%	24%	30%
K			Q*		S		U
134	226	148	21	353	40	334	221
72%	75%	74%	62%	76%	63%	76%	70%
			*	P		R	

ent Status
Non
Employed
U
368
185
18
10%
14
7%
32
17%
122
66%
T
185
100%
32
17%
153
83%
T

Sociologue

[I have made a purchase on my mobile phone/smart phone within the past 6 months] Do you agree or disagree

Proportions/Means: - Column Proportions:

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

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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

Minimum Base: 30 (**), Small Base: 100 (*)

[Index]	United States Total	Gender			
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	614	386	295	308
Base: All Respondents (wtd)	500	248	252	182	151
Agree very much	84	35	49	48	27
	17%	14%	19%	26%	18%
				E	E
Agree somewhat	56	34	21	33	17
	11%	14%	8%	18%	12%
		B		E	E
Disagree somewhat	53	32	21	19	15
	11%	13%	8%	10%	10%
Disagree very much	308	146	161	83	91
	62%	59%	64%	45%	60%
					C
Sigma	500	248	252	182	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	139	69	70	80	45
	28%	28%	28%	44%	30%
				DE	E
Low2Box (Disagree somewhat/Disagree very much)	361	178	182	102	106
	72%	72%	72%	56%	70%
					C

with each statement?

the US							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
397	152	234	614	617	383	176	366
167	76	109	315	300	200	232	127
9	7	19	57	44	40	30	25
5%	10%	17%	18%	15%	20%	13%	19%
	*						
5	7	12	37	33	23	20	10
3%	9%	11%	12%	11%	11%	9%	8%
	*						
19	6	9	39	35	18	23	13
11%	7%	8%	12%	12%	9%	10%	11%
	*						
134	56	70	181	188	120	159	79
80%	74%	64%	58%	63%	60%	68%	62%
CD	H*					M	M
167	76	109	315	300	200	232	127
100%	100%	100%	100%	100%	100%	100%	100%
14	14	31	95	77	63	51	35
9%	19%	28%	30%	26%	31%	22%	27%
	*		F				
152	62	79	220	223	138	182	92
91%	81%	72%	70%	74%	69%	78%	73%
CD	H*					M	M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
458	521	479	155	845	184	816	676
141	218	282	68	432	77	423	306
29	46	38	20	63	23	61	63
21%	21%	13%	30%	15%	29%	14%	21%
K	O		Q*		S		U
25	29	26	10	46	12	43	45
18%	13%	9%	14%	11%	16%	10%	15%
KL			*				U
16	28	25	9	44	10	43	32
11%	13%	9%	13%	10%	13%	10%	10%
			*				
70	115	193	30	278	32	275	166
50%	53%	68%	43%	64%	42%	65%	54%
		N	*	P		R	
141	218	282	68	432	77	423	306
100%	100%	100%	100%	100%	100%	100%	100%
54	75	64	30	110	35	104	108
38%	34%	23%	44%	25%	45%	25%	35%
KL	O		Q*		S		U
87	143	218	38	322	42	318	198
62%	66%	77%	56%	75%	55%	75%	65%
		N	*	P		R	

ent Status
Non
Employed
U
324
194
21
11%
10
5%
21
11%
142
73%
T
194
100%
31
16%
163
84%
T