

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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)	18003	501	999	500	1002
Base: All Respondents (wtd)	12000	500	500	500	500
Agree very much	1792	106	52	16	165
	15%	21%	10%	3%	33%
		BCEGHIJMNP QTV	CGHIN		ABCEFGHIJM NOPQRSTU VWX
Agree somewhat	3534	166	159	102	145
	29%	33%	32%	20%	29%
		CEGHJMN PQ V	CEGHJMN PQ V	GN	CGHNQ
Disagree somewhat	3022	105	104	152	110
	25%	21%	21%	30%	22%
				ABDEHIKLPRS UX	
Disagree very much	3652	123	185	230	80
	30%	25%	37%	46%	16%
		DFKLORW	ADFKLORSTU W	ABDFJKLMOP RSTUVWVX	FKL
Sigma	12000	500	500	500	500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	5326	272	211	118	310
	44%	54%	42%	24%	62%
		BCEGHIJMNP QTVX	CEGHIJMNQ	GN	BCEGHIJMNP QTUVX
Low2Box (Disagree)	6674	228	289	382	190
	56%	46%	58%	76%	38%
		FKLW	ADFKLORSU W	ABDEFIJKLM OPRSTUVWVX	KL

of the following statements?

Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia
E	F	G	H	I	J	K	L
1000	1000	1000	1000	1000	500	1000	500
500	500	500	500	500	500	500	500
41	76	17	35	37	42	159	141
8%	15%	3%	7%	7%	8%	32%	28%
CGN	CEGHIJMNQT		CGN	CGN	CGN	ABCEFGHIJM NOPQRSTU VWX	ABCEFGHIJM NPQSTUVWX
130	251	61	99	138	129	213	220
26%	50%	12%	20%	28%	26%	43%	44%
CGHNQ	ABCDEFGHIJM NOPQRSTU VWX		GN	CGHNQ	CGHNQ	ABCDEFGHIJM NOPQRSTU VWX	ABCDEFGHIJM NOPQRSTU VWX
121	139	130	118	113	155	96	110
24%	28%	26%	24%	23%	31%	19%	22%
K	K	BKSUX			ABDEHIKLPRS UX		
207	34	291	248	212	174	32	29
41%	7%	58%	50%	42%	35%	6%	6%
ADFKLMORS TUVX		ABCDEFHIJKL MNOPQRSTU VWX	ABDEFIJKLM OPRSTUVWX	ABDFJKLMOR STUVWX	ADFKLORSTU W		
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
172	327	78	134	175	171	372	361
34%	65%	16%	27%	35%	34%	74%	72%
CGHNQ	ABCEFGHIJMN PQTUVX		GN	CGHNQ	CGHNQ	ABCDEFGHIJ MNOPQRSTU VWX	ABCDEFGHIJM NOPQRSTUV WX
328	173	422	366	325	329	128	139
66%	35%	84%	73%	65%	66%	26%	28%
ABDFKLORSU WX	K	ABCDEFHIJKL MOPQRSTUV WX	ABDEFIJKLM OPRSTUVWX	ABDFKLORSU WX	ABDFKLORSU WX		

Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea
M	N	O	P	Q	R	S	T
1000	1000	499	500	500	501	500	500
500	500	500	500	500	500	500	500
44	24	119	58	41	118	108	38
9%	5%	24%	12%	8%	24%	22%	8%
CGN		BCEFGHIJMN PQTVX	CGHINT	CGN	BCEFGHIJMN PQTVX	BCEGHIJMNP QTV	CGN
125	69	159	128	78	180	179	160
25%	14%	32%	26%	16%	36%	36%	32%
GHNQ		CGHMQN	GHNQ		CDEGHIJMNP QV	CEGHIJMNPQ V	CEGHJMNPQ V
156	141	136	119	138	122	103	193
31%	28%	27%	24%	28%	24%	21%	39%
ABDEGHIKLP RSUWX	ABDHIKLSUX	BKX		ABKSUX			ABCDEFGHIJK LMNOPQRSU VWX
175	266	86	195	243	80	110	109
35%	53%	17%	39%	49%	16%	22%	22%
ADFKLORSTU W	ABCDEFGHIJKLM OPRSTUVWX	FKL	ADFKLORSTU WX	ABDEFIJKLM OPRSTUVWX	FKL	FKLRW	FKLRW
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
170	93	278	186	119	298	287	198
34%	19%	56%	37%	24%	60%	57%	40%
CGHNQ		BCEGHIJMNP QTVX	CGHNQ	GN	BCEGHIJMNP QTUVX	BCEGHIJMNP QTVX	CGHMQN
330	407	222	314	381	202	213	302
66%	81%	44%	63%	76%	40%	43%	60%
ABDFKLORST UWX	ABCDEFGHIJKL MOPQRSTUV WX	KL	ADFKLORSU WX	ABDEFIJKLM OPRSTUVWX	KL	KL	ADFKLORSU WX

Spain	Sweden	Turkey	United States
U	V	W	X
1000	501	500	1000
500	500	500	500
101	63	104	86
20%	13%	21%	17%
BCEGHIJMNP QTV	CEGHINT	BCEGHIJMNP QTV	BCEGHIJMNP QT
158	124	208	152
32%	25%	42%	30%
CEGHJMN PQ V	GNQ	ABCDEFGHIJM NOPQTUVX	CGH MNQ
108	126	127	103
22%	25%	25%	21%
		K	
133	187	62	160
27%	37%	12%	32%
DFKLORW	ADFKLORSTU W	KL	ADFKLORSTU W
500	500	500	500
100%	100%	100%	100%
259	187	311	237
52%	37%	62%	47%
BCEGHIJMNP QTV	CGHNQ	ABCEGHIJMN PQTUVX	CEGHIJMN PQ TV
241	313	189	263
48%	63%	38%	53%
DFKL RW	ADFKLORSU WX	KL	ADFKLORSW

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Proportions/Mean: - Column Proportions:

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

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)	18003	2000	2002	7001	5499
Base: All Respondents (wtd)	12000	1000	1500	4500	3500
Agree very much	1792	127	391	414	531
	15%	13%	26%	9%	15%
		CE	ACDEFG	E	ACE
Agree somewhat	3534	282	470	1065	1150
	29%	28%	31%	24%	33%
		CE	CE	E	ACE
Disagree somewhat	3022	224	350	1176	920
	25%	22%	23%	26%	26%
				A	A
Disagree very much	3652	367	289	1845	899
	30%	37%	19%	41%	26%
		BDFG		ABDFG	BFG
Sigma	12000	1000	1500	4500	3500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	5326	409	860	1479	1681
	44%	41%	57%	33%	48%
		CE	ACDE	E	ACE
Low2Box (Disagree)	6674	591	640	3021	1819
	56%	59%	43%	67%	52%
		BDFG		ABDFG	BFG

of the following statements?

G-8 Countries	BRIC	Middle East/Africa
E	F	G
7500	3502	1501
4000	2000	1500
325	441	329
8%	22%	22%
	ACDE	ACDE
853	686	567
21%	34%	38%
	ACE	ABCDE
1019	483	352
25%	24%	23%
A		
1803	389	251
45%	19%	17%
ABCDFG		
4000	2000	1500
100%	100%	100%
1178	1128	896
29%	56%	60%
	ACDE	ACDE
2822	872	604
71%	44%	40%
ABCDFG		

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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

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]	Argentina Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	501	174	327	273	155
Base: All Respondents (wtd)	500	245	255	248	151
Agree very much	106	48	58	55	35
	21%	19%	23%	22%	23%
Agree somewhat	166	75	92	93	38
	33%	30%	36%	38%	25%
				D	
Disagree somewhat	105	48	56	47	38
	21%	20%	22%	19%	25%
Disagree very much	123	74	49	53	40
	25%	30%	19%	21%	27%
		B			
Sigma	500	245	255	248	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	272	122	150	148	73
	54%	50%	59%	60%	48%
Low2Box (Disagree)	228	123	105	100	78
	46%	50%	41%	40%	52%

of the following statements?

Argentina							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
73	260	185	56	137	364	203	167
101	275	181	44	139	361	327	118
16	55	39	12	30	76	73	24
16%	20%	22%	26%	22%	21%	22%	20%
*			*	*			
35	98	54	14	42	124	109	41
34%	36%	30%	31%	30%	34%	33%	35%
*			*	*			
20	63	36	6	30	75	64	24
20%	23%	20%	14%	22%	21%	20%	20%
*			*	*			
30	59	52	13	37	86	81	30
30%	21%	29%	28%	26%	24%	25%	25%
*			*	*			
101	275	181	44	139	361	327	118
100%	100%	100%	100%	100%	100%	100%	100%
51	153	93	26	72	200	182	65
51%	56%	52%	58%	52%	55%	56%	55%
*			*	*			
50	122	87	19	67	161	145	53
49%	44%	48%	42%	48%	45%	44%	45%
*			*	*			

	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
131	218	283	57	444	62	439	297
55	229	271	52	448	53	447	285
9	48	58	14	92	10	96	59
16%	21%	21%	27%	20%	18%	22%	21%
			*		*		
16	64	102	15	152	13	153	83
30%	28%	38%	29%	34%	25%	34%	29%
			*		*		
17	50	55	6	99	9	95	67
31%	22%	20%	11%	22%	18%	21%	23%
KL			*		*		
13	67	56	17	106	21	102	76
23%	29%	21%	33%	24%	40%	23%	27%
			*		S*		
55	229	271	52	448	53	447	285
100%	100%	100%	100%	100%	100%	100%	100%
25	113	160	29	243	23	250	142
46%	49%	59%	56%	54%	43%	56%	50%
			*		*		
30	117	111	23	205	30	197	143
54%	51%	41%	44%	46%	57%	44%	50%
			*		*		U

ent Status
Non
Employed
U
204
215
47
22%
83
39%
38
18%
47
22%
215
100%
130
61%
T
85
39%

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Proportions/Means: - Column Proportions:

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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,V/W,X/Y/Z/a/b

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)	999	465	534	245	379
Base: All Respondents (wtd)	500	248	252	197	155
Agree very much	52	16	36	38	10
	10%	6%	14%	19%	7%
			A	DE	E
Agree somewhat	159	70	89	89	46
	32%	28%	35%	45%	30%
			A	DE	E
Disagree somewhat	104	54	50	38	35
	21%	22%	20%	19%	23%
Disagree very much	185	108	77	32	63
	37%	44%	31%	16%	41%
		B			C
Sigma	500	248	252	197	155
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	211	86	125	127	57
	42%	35%	50%	65%	37%
			A	DE	E
Low2Box (Disagree)	289	162	127	70	98
	58%	65%	50%	35%	63%
		B			C

of the following statements?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
375	223	509	267	530	469	293	340
148	116	267	117	234	266	131	295
3	12	31	9	19	33	12	31
2%	10%	12%	7%	8%	12%	9%	11%
24	37	83	39	65	95	46	87
16%	32%	31%	34%	28%	36%	35%	30%
					I		
31	23	60	21	48	56	29	58
21%	20%	22%	18%	21%	21%	22%	20%
90	45	92	48	102	83	45	118
60%	39%	35%	41%	44%	31%	34%	40%
CD				J			M
148	116	267	117	234	266	131	295
100%	100%	100%	100%	100%	100%	100%	100%
27	48	115	48	84	127	58	118
18%	42%	43%	41%	36%	48%	44%	40%
					I		
121	67	152	69	150	139	73	176
82%	58%	57%	59%	64%	52%	56%	60%
CD				J			

Australia							
	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
366	543	456	111	888	162	837	648
74	260	240	54	446	73	427	303
9	26	26	5	47	9	43	27
12%	10%	11%	10%	10%	12%	10%	9%
			*		*		
26	73	86	11	148	12	147	96
35%	28%	36%	21%	33%	17%	34%	32%
		N	*	P	*	R	
18	55	49	10	94	13	91	65
24%	21%	20%	19%	21%	18%	21%	21%
			*		*		
21	105	80	27	157	39	146	114
29%	41%	33%	50%	35%	53%	34%	38%
			Q*		S*		
74	260	240	54	446	73	427	303
100%	100%	100%	100%	100%	100%	100%	100%
35	99	112	17	194	21	190	124
47%	38%	47%	31%	44%	29%	45%	41%
		N	*	P	*	R	
39	161	128	38	251	52	237	179
53%	62%	53%	69%	56%	71%	55%	59%
	O		Q*		S*		

ent Status	Region						
Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
U	V	W	X	Y	Z	a	b
351	676	323	286	352	187	90	84
197	322	178	128	180	102	50	41
24	34	18	12	26	7	4	4
12%	11%	10%	9%	14%	6%	8%	9%
				Z		*	*
63	102	57	36	61	35	17	11
32%	32%	32%	28%	34%	34%	34%	27%
						*	*
39	65	39	26	37	23	9	9
20%	20%	22%	20%	20%	23%	17%	23%
						*	*
71	121	64	54	56	37	20	17
36%	37%	36%	43%	31%	36%	41%	41%
			Y			*	*
197	322	178	128	180	102	50	41
100%	100%	100%	100%	100%	100%	100%	100%
88	136	75	47	87	42	21	15
44%	42%	42%	37%	48%	41%	42%	36%
				X		*	*
110	186	103	81	93	61	29	26
56%	58%	58%	63%	52%	59%	58%	64%
			Y			*	*

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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,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	259	241	162	178
Base: All Respondents (wtd)	500	251	249	184	172
Agree very much	16	10	6	7	7
	3%	4%	2%	4%	4%
Agree somewhat	102	53	49	52	26
	20%	21%	20%	28%	15%
				DE	
Disagree somewhat	152	63	89	62	54
	30%	25%	36%	34%	32%
			A		
Disagree very much	230	125	105	64	84
	46%	50%	42%	35%	49%
					C
Sigma	500	251	249	184	172
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	118	63	55	58	33
	24%	25%	22%	32%	19%
				DE	
Low2Box (Disagree)	382	188	194	126	138
	76%	75%	78%	68%	81%
					C

of the following statements?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
160	162	210	128	176	324	121	192
144	178	207	115	169	331	172	186
2	6	2	8	6	10	3	7
2%	3%	1%	7%	4%	3%	2%	4%
			G				
24	43	38	21	28	74	37	38
17%	24%	19%	18%	17%	22%	22%	21%
36	61	66	25	47	105	56	59
25%	34%	32%	22%	28%	32%	32%	32%
	H						
82	68	101	60	87	143	76	81
57%	38%	49%	53%	52%	43%	44%	44%
C		F	F				
144	178	207	115	169	331	172	186
100%	100%	100%	100%	100%	100%	100%	100%
26	49	40	29	34	84	40	45
18%	27%	19%	25%	20%	25%	23%	24%
118	129	167	86	135	248	132	141
82%	73%	81%	75%	80%	75%	77%	76%
C							

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
187	332	168	32	468	54	446	305
142	320	180	30	470	46	454	293
6	10	6	1	15	1	15	10
4%	3%	3%	3%	3%	2%	3%	4%
			**		*		
26	70	32	6	96	12	90	51
19%	22%	18%	20%	20%	27%	20%	17%
			**		*		
37	90	62	12	140	11	141	87
26%	28%	34%	39%	30%	24%	31%	30%
			**		*		
73	149	81	12	218	22	208	145
51%	47%	45%	39%	47%	48%	46%	50%
			**		*		
142	320	180	30	470	46	454	293
100%	100%	100%	100%	100%	100%	100%	100%
33	80	38	7	111	13	105	62
23%	25%	21%	23%	24%	28%	23%	21%
			**		*		
109	240	142	23	359	33	349	232
77%	75%	79%	77%	76%	72%	77%	79%
			**		*		

ent Status	Region			Language	
Non Employed	North	Center	South	French	Flemish
U	V	W	X	Y	Z
195	218	118	164	266	234
207	219	108	173	269	231
5	5	4	7	10	6
3%	2%	4%	4%	4%	2%
51	49	18	35	50	52
25%	22%	17%	20%	19%	22%
65	64	24	64	83	69
32%	29%	22%	37%	31%	30%
			W		
85	101	62	67	125	105
41%	46%	57%	39%	47%	45%
		X			
207	219	108	173	269	231
100%	100%	100%	100%	100%	100%
56	54	22	42	60	57
27%	25%	21%	24%	22%	25%
151	165	85	132	208	174
73%	75%	79%	76%	78%	75%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Brazil Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1002	460	542	567	274
Base: All Respondents (wtd)	500	244	256	271	149
Agree very much	165	86	79	102	37
	33%	35%	31%	38%	25%
					*
Agree somewhat	145	71	74	88	47
	29%	29%	29%	32%	32%
				E	E*
Disagree somewhat	110	52	58	43	43
	22%	21%	23%	16%	29%
					C*
Disagree very much	80	36	45	38	22
	16%	15%	17%	14%	15%
					*
Sigma	500	244	256	271	149
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	310	157	153	190	84
	62%	64%	60%	70%	56%
				DE	*
Low2Box (Disagree)	190	88	103	81	65
	38%	36%	40%	30%	44%
					C*

of the following statements?

Brazil							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
161	239	728	35	402	600	157	564
80	175	321	4	198	302	363	108
27	50	115	*	57	108	129	30
33%	29%	36%	7%	29%	36%	35%	28%
*	H*	H	*			M	M
10	54	89	1	57	88	103	33
12%	31%	28%	34%	29%	29%	28%	31%
*	*		*				
23	47	62	1	48	62	79	24
29%	27%	19%	18%	24%	20%	22%	23%
*	*		*				
21	23	55	2	35	45	53	19
26%	13%	17%	42%	18%	15%	15%	18%
*	*		FG*				
80	175	321	4	198	302	363	108
100%	100%	100%	100%	100%	100%	100%	100%
36	104	204	2	114	196	231	64
45%	60%	63%	40%	58%	65%	64%	59%
*	*	H	*			M	M
44	71	117	2	84	107	132	44
55%	40%	37%	60%	42%	35%	36%	41%
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
281	420	582	138	864	204	798	661
30	191	309	67	433	105	395	309
6	62	103	21	144	40	125	102
20%	33%	33%	32%	33%	38%	32%	33%
			*		*		
9	55	89	23	121	34	110	83
30%	29%	29%	35%	28%	33%	28%	27%
			*		*		
7	45	64	14	96	22	88	76
23%	24%	21%	20%	22%	21%	22%	25%
			*		*		
8	28	52	9	72	8	72	48
27%	15%	17%	13%	17%	8%	18%	16%
KL			*		*		
30	191	309	67	433	105	395	309
100%	100%	100%	100%	100%	100%	100%	100%
15	118	192	45	265	74	235	185
50%	61%	62%	67%	61%	71%	60%	60%
			*		*		
15	74	116	22	168	30	160	124
50%	39%	38%	33%	39%	29%	40%	40%
KL			*		*		

ent Status
Non
Employed
U
341
191
64
33%
62
32%
34
18%
32
17%
191
100%
125
65%
66
35%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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/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	495	505	321	363
Base: All Respondents (wtd)	500	247	253	178	182
Agree very much	41	14	27	23	14
	8%	6%	11%	13%	8%
			A	DE	E
Agree somewhat	130	59	72	64	44
	26%	24%	28%	36%	24%
				DE	E
Disagree somewhat	121	58	63	43	42
	24%	24%	25%	24%	23%
Disagree very much	207	116	91	48	82
	41%	47%	36%	27%	45%
		B			C
Sigma	500	247	253	178	182
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	172	73	99	86	58
	34%	30%	39%	49%	32%
			A	DE	E
Low2Box (Disagree)	328	174	154	91	124
	66%	70%	61%	51%	68%
		B			C

of the following statements?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
316	222	426	352	404	596	340	518
141	116	208	176	195	305	186	223
5	13	20	9	12	29	16	20
3%	11%	10%	5%	6%	10%	9%	9%
	H	H					
23	34	51	46	47	83	52	56
16%	29%	24%	26%	24%	27%	28%	25%
36	29	54	39	51	70	42	56
26%	25%	26%	22%	26%	23%	23%	25%
77	41	84	83	85	121	76	91
55%	35%	40%	47%	44%	40%	41%	41%
CD			F				
141	116	208	176	195	305	186	223
100%	100%	100%	100%	100%	100%	100%	100%
27	47	71	55	59	113	68	77
20%	40%	34%	31%	30%	37%	36%	34%
	H				I		
113	69	138	121	136	192	118	147
80%	60%	66%	69%	70%	63%	64%	66%
CD			F	J			

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
142	530	470	95	905	117	883	638
91	259	241	46	454	56	444	315
5	19	22	3	39	2	39	21
5%	7%	9%	6%	9%	4%	9%	7%
			*				
23	63	68	12	119	16	115	89
25%	24%	28%	26%	26%	28%	26%	28%
			*				
24	68	53	10	112	12	109	68
26%	26%	22%	21%	25%	21%	25%	21%
			*				
39	109	98	22	185	26	181	137
44%	42%	41%	48%	41%	47%	41%	44%
			*				
91	259	241	46	454	56	444	315
100%	100%	100%	100%	100%	100%	100%	100%
27	82	90	14	157	18	154	110
30%	32%	37%	31%	35%	32%	35%	35%
			*				
63	176	152	32	297	38	290	205
70%	68%	63%	69%	65%	68%	65%	65%
			*				

ent Status	Region						
Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
U	V	W	X	Y	Z	a	b
362	80	67	91	142	-	361	259
185	40	34	45	71	-	179	131
20	6	3	4	3	-	22	4
11%	14%	9%	8%	4%	-	12%	3%
T	Yb*	b*	b*			Yb	
42	10	13	15	20	-	48	24
22%	25%	37%	34%	29%	-	27%	18%
	*	b*	b*	b		b	
54	9	8	10	24	-	34	36
29%	23%	23%	21%	34%	-	19%	28%
T	*	*	*	Xa			a
70	15	11	16	24	-	75	66
38%	38%	32%	37%	34%	-	42%	51%
	*	*	*				WXYa
185	40	34	45	71	-	179	131
100%	100%	100%	100%	100%	-	100%	100%
62	16	16	19	23	-	70	28
33%	39%	46%	42%	33%	-	39%	22%
	b*	b*	b*	b		b	
124	24	19	26	48	-	109	102
67%	61%	54%	58%	67%	-	61%	78%
	*	*	*				VWXYa

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	China Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	536	464	587	374
Base: All Respondents (wtd)	500	249	251	200	247
Agree very much	76	25	51	39	34
	15%	10%	20%	19%	14%
		*	*		*
Agree somewhat	251	119	132	89	140
	50%	48%	53%	44%	57%
		*	*		*
Disagree somewhat	139	81	58	61	59
	28%	33%	23%	31%	24%
		*	*		*
Disagree very much	34	23	10	11	13
	7%	9%	4%	6%	5%
		*	*		*
Sigma	500	249	251	200	247
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	327	144	183	128	174
	65%	58%	73%	64%	71%
		*	*		*
Low2Box (Disagree)	173	105	68	73	73
	35%	42%	27%	36%	29%
		*	*		*

of the following statements?

China							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
39	70	278	652	622	378	68	224
53	75	211	214	316	184	295	155
4	5	23	48	52	24	36	26
7%	6%	11%	23%	17%	13%	12%	17%
**	**	*	*	*	*	*	
22	39	108	104	151	100	144	82
41%	52%	51%	49%	48%	54%	49%	53%
**	**	*	*	*	*	*	
18	30	53	55	91	48	87	43
34%	41%	25%	26%	29%	26%	29%	28%
**	**	*	*	*	*	*	M
9	*	27	6	22	12	28	5
17%	*	13%	3%	7%	7%	10%	3%
**	**	*	*	*	*	M*	
53	75	211	214	316	184	295	155
100%	100%	100%	100%	100%	100%	100%	100%
25	44	131	152	203	124	180	107
48%	59%	62%	71%	64%	67%	61%	69%
**	**	*	*	*	*	*	
27	31	80	62	113	60	115	48
52%	41%	38%	29%	36%	33%	39%	31%
**	**	*	*	*	*	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
708	654	346	127	873	422	578	895
50	279	221	33	467	104	396	432
14	38	38	13	63	30	47	72
29%	14%	17%	40%	14%	28%	12%	17%
KL	*	*	**		S*	*	
26	156	95	8	243	61	190	216
51%	56%	43%	25%	52%	59%	48%	50%
	*	*	**		*	*	
9	63	76	11	128	13	126	115
18%	23%	34%	33%	27%	12%	32%	27%
	*	*	**		*	R*	
1	22	12	1	33	1	33	28
1%	8%	6%	2%	7%	1%	8%	7%
	*	*	**		*	*	
50	279	221	33	467	104	396	432
100%	100%	100%	100%	100%	100%	100%	100%
40	194	133	21	306	91	237	288
80%	70%	60%	65%	65%	87%	60%	67%
KL	*	*	**		S*	*	
10	85	88	11	161	13	159	144
20%	30%	40%	35%	35%	13%	40%	33%
	*	*	**		*	R*	

ent Status
Non
Employed
U
105
68
4
6%
**
35
52%
**
24
35%
**
5
8%
**
68
100%
39
57%
**
29
43%
**

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	France Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	490	510	357	334
Base: All Respondents (wtd)	500	247	253	191	162
Agree very much	17	8	9	11	4
	3%	3%	4%	6%	3%
				DE	
Agree somewhat	61	29	32	31	17
	12%	12%	13%	16%	11%
				DE	
Disagree somewhat	130	72	58	59	37
	26%	29%	23%	31%	23%
		B		DE	
Disagree very much	291	138	153	89	103
	58%	56%	61%	47%	64%
					C
Sigma	500	247	253	191	162
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	78	37	41	42	22
	16%	15%	16%	22%	13%
				DE	
Low2Box (Disagree)	422	210	212	148	140
	84%	85%	84%	78%	87%
					C

of the following statements?

France							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
309	222	511	267	383	617	420	275
147	115	254	132	183	317	168	209
2	6	9	3	3	14	5	8
1%	5%	4%	2%	2%	4%	3%	4%
					I		
13	21	29	11	19	42	21	24
9%	18%	11%	8%	11%	13%	12%	11%
	GH						
34	30	67	33	41	90	41	59
23%	27%	26%	25%	22%	28%	25%	29%
					I		
99	58	148	85	120	171	100	117
67%	50%	59%	65%	65%	54%	60%	56%
C			F	J			
147	115	254	132	183	317	168	209
100%	100%	100%	100%	100%	100%	100%	100%
15	26	38	14	22	56	26	32
10%	23%	15%	10%	12%	18%	16%	15%
	GH				I		
133	88	216	118	160	261	141	177
90%	77%	85%	90%	88%	82%	84%	85%
C		F	F	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
305	560	440	42	958	81	919	655
124	283	217	21	479	39	461	332
4	11	7	-	17	1	17	12
3%	4%	3%	-	4%	2%	4%	4%
			*		*		
17	36	25	4	57	8	53	40
13%	13%	12%	19%	12%	20%	12%	12%
			*		S*		
30	66	64	3	127	9	122	76
24%	23%	30%	14%	27%	23%	26%	23%
		N	*		*		
74	171	120	14	277	21	270	204
60%	60%	56%	67%	58%	56%	58%	61%
			*		*		U
124	283	217	21	479	39	461	332
100%	100%	100%	100%	100%	100%	100%	100%
20	46	32	4	74	8	70	52
16%	16%	15%	19%	16%	22%	15%	16%
			*		*		
104	237	185	17	404	30	391	280
84%	84%	85%	81%	84%	78%	85%	84%
			*		*		

ent Status
Non
Employed
U
345
168
5
3%
21
13%
54
32%
T
87
52%
168
100%
26
16%
141
84%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Germany Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	507	493	334	376
Base: All Respondents (wtd)	500	253	247	172	196
Agree very much	35	18	18	23	11
	7%	7%	7%	13%	5%
				DE	E
Agree somewhat	99	48	51	51	33
	20%	19%	21%	30%	17%
				DE	E
Disagree somewhat	118	63	54	43	48
	24%	25%	22%	25%	25%
Disagree very much	248	124	124	54	104
	50%	49%	50%	31%	53%
					C
Sigma	500	253	247	172	196
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	134	65	69	74	44
	27%	26%	28%	43%	22%
				DE	E
Low2Box (Disagree)	366	187	178	98	152
	73%	74%	72%	57%	78%
					C

of the following statements?

Germany							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
290	276	305	419	426	574	165	660
132	142	150	208	210	290	113	285
2	11	7	17	12	23	2	23
1%	8%	5%	8%	6%	8%	2%	8%
							K
14	35	31	33	28	71	23	52
11%	24%	21%	16%	13%	25%	20%	18%
	H				I		
26	39	39	40	51	67	38	64
19%	27%	26%	19%	24%	23%	34%	23%
	H	H				LM	M
90	58	73	118	119	129	50	146
68%	41%	49%	57%	57%	44%	44%	51%
CD			FG	J			
132	142	150	208	210	290	113	285
100%	100%	100%	100%	100%	100%	100%	100%
16	46	38	50	40	95	25	75
12%	32%	25%	24%	19%	33%	22%	26%
	H				I		
116	96	112	158	170	196	88	210
88%	68%	75%	76%	81%	67%	78%	74%
CD			F	J		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
175	649	351	87	913	204	796	729
101	320	180	42	458	101	399	363
10	24	12	4	31	12	23	26
10%	7%	6%	9%	7%	12%	6%	7%
K			*		S		
24	65	35	10	89	23	77	68
24%	20%	19%	25%	19%	22%	19%	19%
			*				
15	74	44	6	111	21	97	81
15%	23%	24%	15%	24%	20%	24%	22%
			*	P			
52	157	91	22	226	45	203	188
51%	49%	50%	51%	49%	45%	51%	52%
			*				U
101	320	180	42	458	101	399	363
100%	100%	100%	100%	100%	100%	100%	100%
34	88	46	14	120	35	100	93
33%	28%	26%	34%	26%	35%	25%	26%
K			*		S		
67	231	134	28	338	66	300	269
67%	72%	74%	66%	74%	65%	75%	74%
			*			R	

ent Status
Non
Employed
U
271
137
10
7%
31
23%
37
27%
60
43%
137
100%
41
30%
96
70%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Hungary Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	239	261	195	166
Base: All Respondents (wtd)	500	244	256	202	159
Agree very much	42	18	24	30	6
	8%	7%	10%	15%	4%
				DE	
Agree somewhat	129	57	73	66	36
	26%	23%	28%	33%	23%
				DE	
Disagree somewhat	155	79	76	48	49
	31%	32%	30%	24%	31%
Disagree very much	174	91	82	58	68
	35%	37%	32%	29%	43%
					C
Sigma	500	244	256	202	159
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	171	74	97	96	42
	34%	30%	38%	48%	26%
				DE	
Low2Box (Disagree)	329	170	159	106	117
	66%	70%	62%	52%	74%
					C

of the following statements?

Hungary							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
139	193	242	3	188	312	143	267
140	194	241	3	183	317	129	294
6	16	17	-	8	34	10	27
4%	8%	7%	-	5%	11%	8%	9%
			**		I		
28	57	56	1	37	93	33	75
20%	29%	23%	32%	20%	29%	25%	26%
			**		I		
58	63	76	-	68	87	44	91
41%	33%	32%	-	37%	27%	34%	31%
C			**	J			
48	58	91	2	70	104	43	101
34%	30%	38%	68%	38%	33%	33%	34%
			**				
140	194	241	3	183	317	129	294
100%	100%	100%	100%	100%	100%	100%	100%
34	72	73	1	45	126	43	102
24%	37%	30%	32%	25%	40%	33%	35%
			**		I		
106	121	168	2	138	191	87	192
76%	63%	70%	68%	75%	60%	67%	65%
C			**	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
90	268	232	26	474	23	477	291
77	268	232	26	474	23	477	289
5	18	24	1	41	-	42	22
7%	7%	10%	3%	9%	-	9%	8%
*			**		**		
21	59	70	8	121	5	125	71
28%	22%	30%	30%	26%	21%	26%	24%
*		N	**		**		
19	91	64	5	150	6	149	86
25%	34%	27%	19%	32%	25%	31%	30%
*			**		**		
31	100	74	12	161	12	161	110
40%	37%	32%	48%	34%	54%	34%	38%
*			**		**		
77	268	232	26	474	23	477	289
100%	100%	100%	100%	100%	100%	100%	100%
26	77	94	9	163	5	167	93
35%	29%	41%	34%	34%	21%	35%	32%
*		N	**		**		
50	191	137	17	311	18	311	196
65%	71%	59%	66%	66%	79%	65%	68%
*	O		**		**		

ent Status
Non
Employed
U
209
211
20
9%
59
28%
69
33%
64
30%
211
100%
79
37%
132
63%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	India Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	696	304	797	174
Base: All Respondents (wtd)	500	258	242	276	145
Agree very much	159	81	78	106	35
	32%	32%	32%	38%	24%
				D	
Agree somewhat	213	117	96	113	70
	43%	45%	40%	41%	48%
Disagree somewhat	96	46	50	48	29
	19%	18%	21%	17%	20%
Disagree very much	32	14	18	9	11
	6%	5%	7%	3%	8%
					C
Sigma	500	258	242	276	145
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	372	198	174	219	105
	74%	77%	72%	79%	72%
Low2Box (Disagree)	128	60	68	57	41
	26%	23%	28%	21%	28%

of the following statements?

India							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
29	125	199	676	528	472	3	86
78	63	90	347	302	198	1	43
19	15	31	113	92	67	*	13
24%	24%	35%	33%	30%	34%	18%	31%
**	*	*				**	*
30	24	35	154	130	83	1	21
38%	39%	39%	44%	43%	42%	46%	49%
**	*	*				**	*
19	20	17	59	55	41	*	6
24%	31%	19%	17%	18%	21%	36%	13%
**	H*	*				**	*
11	4	7	21	25	7	-	3
14%	6%	7%	6%	8%	3%	-	7%
**	*	*		J		**	*
78	63	90	347	302	198	1	43
100%	100%	100%	100%	100%	100%	100%	100%
49	39	66	267	222	150	1	34
62%	62%	73%	77%	73%	76%	64%	80%
**	*	*	F			**	*
30	23	24	80	80	48	*	9
38%	38%	27%	23%	27%	24%	36%	20%
**	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
911	628	372	317	683	640	360	872
456	283	217	145	355	301	199	424
146	102	58	48	111	106	53	142
32%	36%	27%	33%	31%	35%	27%	34%
	O						
191	112	101	63	150	132	81	174
42%	39%	47%	43%	42%	44%	41%	41%
90	51	45	28	69	48	48	82
20%	18%	21%	19%	19%	16%	24%	19%
						R	
29	18	13	7	25	15	17	26
6%	6%	6%	5%	7%	5%	9%	6%
456	283	217	145	355	301	199	424
100%	100%	100%	100%	100%	100%	100%	100%
337	213	159	111	261	238	134	316
74%	75%	73%	76%	74%	79%	67%	75%
					S		
119	70	58	34	94	63	65	107
26%	25%	27%	24%	26%	21%	33%	25%
						R	

ent Status
Non
Employed
U
128
76
17
22%
*
39
51%
*
15
19%
*
6
8%
*
76
100%
56
73%
*
21
27%
*

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Indonesia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	241	259	252	184
Base: All Respondents (wtd)	500	250	250	282	151
Agree very much	141	67	75	90	39
	28%	27%	30%	32%	26%
				E	
Agree somewhat	220	107	112	133	58
	44%	43%	45%	47%	38%
Disagree somewhat	110	61	48	47	45
	22%	24%	19%	17%	30%
					C
Disagree very much	29	15	14	12	9
	6%	6%	6%	4%	6%
Sigma	500	250	250	282	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	361	174	187	223	97
	72%	70%	75%	79%	64%
				DE	
Low2Box (Disagree)	139	76	63	58	54
	28%	30%	25%	21%	36%
					C

of the following statements?

Indonesia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
64	179	246	75	310	190	201	38
68	169	241	90	286	214	209	40
13	36	70	36	76	66	60	12
19%	21%	29%	40%	26%	31%	29%	31%
*			F*				*
29	78	105	36	123	97	96	13
42%	46%	44%	41%	43%	45%	46%	32%
*			*				*
18	42	55	12	67	42	41	15
27%	25%	23%	14%	24%	20%	20%	37%
*	H		*				KM*
8	13	11	6	20	9	12	-
12%	8%	5%	6%	7%	4%	6%	-
C*			*				*
68	169	241	90	286	214	209	40
100%	100%	100%	100%	100%	100%	100%	100%
41	114	175	72	199	162	156	25
61%	67%	73%	80%	69%	76%	75%	63%
*			F*				*
26	55	66	18	88	51	53	15
39%	33%	27%	20%	31%	24%	25%	37%
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
261	245	255	69	431	136	364	429
252	240	260	69	431	131	369	417
69	75	67	20	121	43	99	114
28%	31%	26%	29%	28%	33%	27%	27%
			*				
111	96	124	32	188	61	158	187
44%	40%	48%	46%	44%	47%	43%	45%
			*				
54	53	57	14	96	22	88	90
21%	22%	22%	20%	22%	17%	24%	21%
			*				
18	17	13	3	26	4	25	26
7%	7%	5%	4%	6%	3%	7%	6%
			*				
252	240	260	69	431	131	369	417
100%	100%	100%	100%	100%	100%	100%	100%
181	170	191	52	309	104	257	301
72%	71%	73%	75%	72%	80%	70%	72%
			*		S		
71	70	69	17	122	26	113	116
28%	29%	27%	25%	28%	20%	30%	28%
			*			R	

ent Status
Non
Employed
U
71
83
27
33%
*
32
39%
*
20
24%
*
3
4%
*
83
100%
60
72%
*
23
28%
*

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Italy Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	512	488	335	377
Base: All Respondents (wtd)	500	250	250	181	182
Agree very much	44	16	29	22	13
	9%	6%	11%	12%	7%
			A	DE	
Agree somewhat	125	50	76	58	44
	25%	20%	30%	32%	24%
			A	DE	
Disagree somewhat	156	79	77	56	53
	31%	32%	31%	31%	29%
Disagree very much	175	106	69	45	73
	35%	42%	28%	25%	40%
		B			C
Sigma	500	250	250	181	182
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	170	65	104	80	57
	34%	26%	42%	44%	31%
			A	DE	E
Low2Box (Disagree)	330	185	146	101	125
	66%	74%	58%	56%	69%
		B			C

of the following statements?

Italy							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
288	300	472	228	430	570	346	523
137	160	231	109	213	287	243	198
9	16	20	8	18	26	21	20
7%	10%	9%	7%	8%	9%	9%	10%
24	36	65	24	49	76	51	52
17%	22%	28%	22%	23%	27%	21%	26%
47	43	72	41	70	86	83	58
35%	27%	31%	37%	33%	30%	34%	29%
			F				
57	65	73	37	76	98	88	68
42%	40%	32%	34%	36%	34%	36%	34%
C	G						
137	160	231	109	213	287	243	198
100%	100%	100%	100%	100%	100%	100%	100%
33	52	86	32	67	103	73	72
24%	33%	37%	29%	31%	36%	30%	36%
							K
104	108	145	77	146	184	171	126
76%	67%	63%	71%	69%	64%	70%	64%
CD						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
131	509	491	91	909	131	869	572
58	239	261	44	456	61	439	268
3	16	29	2	42	4	40	19
6%	7%	11%	6%	9%	7%	9%	7%
		N	*				
21	61	64	12	113	20	105	71
37%	26%	24%	28%	25%	33%	24%	26%
KL			*		S		
15	66	90	13	143	16	140	81
27%	27%	35%	29%	31%	26%	32%	30%
		N	*				
18	96	78	16	158	21	154	96
31%	40%	30%	37%	35%	34%	35%	36%
	O		*				
58	239	261	44	456	61	439	268
100%	100%	100%	100%	100%	100%	100%	100%
25	77	93	15	155	24	145	90
43%	32%	35%	34%	34%	40%	33%	34%
K			*				
33	162	169	29	301	37	294	178
57%	68%	65%	66%	66%	60%	67%	66%
			*				

ent Status
Non
Employed
U
428
232
25
11%
54
23%
75
32%
78
34%
232
100%
79
34%
153
66%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Japan Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	546	454	239	447
Base: All Respondents (wtd)	500	251	249	186	176
Agree very much	24	11	13	13	7
	5%	4%	5%	7%	4%
				E	
Agree somewhat	69	32	37	33	22
	14%	13%	15%	18%	12%
				E	
Disagree somewhat	141	68	73	59	45
	28%	27%	29%	32%	26%
Disagree very much	266	140	127	80	103
	53%	56%	51%	43%	58%
					C
Sigma	500	251	249	186	176
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	93	43	50	47	29
	19%	17%	20%	25%	16%
				DE	
Low2Box (Disagree)	407	208	199	139	148
	81%	83%	80%	75%	84%
					C

of the following statements?

Japan							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
314	605	344	51	592	408	310	232
138	317	160	23	267	233	164	111
4	16	7	1	10	14	7	6
3%	5%	4%	5%	4%	6%	4%	6%
			*				
14	38	29	2	35	35	22	17
10%	12%	18%	10%	13%	15%	13%	15%
		F	*				
37	95	38	7	73	67	46	30
27%	30%	24%	31%	28%	29%	28%	27%
			*				
83	168	87	12	149	118	90	57
60%	53%	54%	53%	56%	50%	55%	52%
C			*				
138	317	160	23	267	233	164	111
100%	100%	100%	100%	100%	100%	100%	100%
18	54	35	4	44	49	29	23
13%	17%	22%	16%	17%	21%	17%	21%
			*				
120	263	125	19	222	185	136	87
87%	83%	78%	84%	83%	79%	83%	79%
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
458	525	475	48	952	101	899	703
225	234	266	20	480	42	458	327
11	9	14	1	23	4	20	14
5%	4%	5%	5%	5%	9%	4%	4%
			*		*		
31	29	40	3	66	8	61	45
14%	12%	15%	16%	14%	20%	13%	14%
			*		*		
64	68	73	5	136	9	131	98
28%	29%	27%	25%	28%	22%	29%	30%
			*		*		
120	128	138	11	256	21	246	170
53%	55%	52%	54%	53%	49%	54%	52%
			*		*		
225	234	266	20	480	42	458	327
100%	100%	100%	100%	100%	100%	100%	100%
41	38	55	4	89	12	81	59
18%	16%	21%	21%	19%	29%	18%	18%
			*		S*		
184	196	211	16	391	30	377	268
82%	84%	79%	79%	81%	71%	82%	82%
			*		*	R	

ent Status
Non
Employed
U
297
173
10
6%
24
14%
43
25%
97
56%
173
100%
34
20%
139
80%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Mexico Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	499	277	222	262	135
Base: All Respondents (wtd)	500	238	262	270	147
Agree very much	119	65	55	74	33
	24%	27%	21%	27%	22%
					*
Agree somewhat	159	76	82	94	53
	32%	32%	32%	35%	36%
				E	E*
Disagree somewhat	136	53	82	74	37
	27%	22%	31%	27%	25%
					*
Disagree very much	86	44	42	28	24
	17%	19%	16%	10%	16%
					*
Sigma	500	238	262	270	147
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	278	141	137	168	86
	56%	59%	52%	62%	58%
				E	E*
Low2Box (Disagree)	222	98	124	102	61
	44%	41%	48%	38%	42%
					*

of the following statements?

Mexico							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
102	342	144	13	197	302	135	154
83	400	96	4	200	300	321	103
13	92	25	2	39	81	73	30
15%	23%	26%	36%	19%	27%	23%	29%
*		*	**				
12	127	31	1	64	95	96	36
14%	32%	32%	26%	32%	32%	30%	35%
*		*	**				
25	112	23	*	69	67	93	24
30%	28%	24%	6%	34%	22%	29%	23%
*		*	**	J			
34	68	16	1	29	57	59	13
41%	17%	17%	32%	15%	19%	18%	13%
CD*		*	**				
83	400	96	4	200	300	321	103
100%	100%	100%	100%	100%	100%	100%	100%
24	219	56	3	102	176	169	66
29%	55%	59%	62%	51%	59%	53%	64%
*		*	**				
59	181	40	2	98	124	152	37
71%	45%	41%	38%	49%	41%	47%	36%
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
210	270	229	153	346	173	326	354
76	241	259	127	373	140	360	331
17	57	62	37	83	35	84	74
22%	24%	24%	29%	22%	25%	23%	22%
			*		*		
27	77	81	49	110	51	108	105
35%	32%	31%	39%	29%	36%	30%	32%
			*		*		
18	56	80	30	106	36	100	87
24%	23%	31%	23%	28%	26%	28%	26%
			*		*		
14	51	35	11	75	18	68	65
19%	21%	14%	9%	20%	13%	19%	20%
			*	P	*		
76	241	259	127	373	140	360	331
100%	100%	100%	100%	100%	100%	100%	100%
43	134	144	86	192	87	192	179
57%	56%	56%	68%	52%	62%	53%	54%
			Q*		*		
33	107	115	41	181	54	168	153
43%	44%	44%	32%	48%	38%	47%	46%
			*	P	*		

ent Status
Non
Employed
U
145
169
46
27%
*
54
32%
*
48
29%
*
21
12%
*
169
100%
100
59%
*
69
41%
*

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Poland Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	259	241	173	178
Base: All Respondents (wtd)	500	248	252	215	157
Agree very much	58	24	34	38	12
	12%	10%	14%	17%	8%
				DE	
Agree somewhat	128	68	60	55	46
	26%	27%	24%	25%	30%
Disagree somewhat	119	63	56	60	27
	24%	25%	22%	28%	17%
				D	
Disagree very much	195	93	102	63	72
	39%	38%	41%	29%	46%
					C
Sigma	500	248	252	215	157
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	186	92	94	92	58
	37%	37%	37%	43%	37%
				E	
Low2Box (Disagree)	314	156	158	122	98
	63%	63%	63%	57%	63%

of the following statements?

Poland							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
149	389	107	4	262	238	49	347
128	408	88	3	236	264	104	327
9	50	9	-	30	29	20	35
7%	12%	10%	-	13%	11%	19%	11%
		*	**			M*	
27	104	22	1	46	82	25	85
21%	26%	25%	29%	19%	31%	24%	26%
		*	**		I	*	
32	98	20	-	63	56	26	76
25%	24%	23%	-	27%	21%	25%	23%
		*	**			*	
61	156	37	2	97	98	33	130
47%	38%	42%	71%	41%	37%	31%	40%
C		*	**			*	
128	408	88	3	236	264	104	327
100%	100%	100%	100%	100%	100%	100%	100%
35	154	31	1	75	111	45	120
28%	38%	35%	29%	32%	42%	43%	37%
		*	**		I	*	
93	254	57	2	160	154	59	206
72%	62%	65%	71%	68%	58%	57%	63%
C		*	**	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
104	248	252	42	458	66	434	309
69	226	274	41	459	59	441	279
4	20	38	5	53	5	53	30
5%	9%	14%	13%	12%	9%	12%	11%
			*		*		
17	59	69	12	116	15	113	69
24%	26%	25%	28%	25%	26%	26%	25%
			*		*		
16	55	64	8	110	16	103	67
23%	24%	23%	20%	24%	27%	23%	24%
			*		*		
33	92	103	16	179	23	173	113
47%	41%	38%	38%	39%	39%	39%	41%
			*		*		
69	226	274	41	459	59	441	279
100%	100%	100%	100%	100%	100%	100%	100%
21	79	107	17	169	20	166	98
30%	35%	39%	41%	37%	35%	38%	35%
			*		*		
49	148	166	24	290	38	276	181
70%	65%	61%	59%	63%	65%	62%	65%
			*		*		

ent Status
Non
Employed
U
191
221
29
13%
59
27%
52
23%
82
37%
221
100%
88
40%
133
60%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Russia Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	229	271	126	222
Base: All Respondents (wtd)	500	240	260	211	178
Agree very much	41	20	21	24	12
	8%	8%	8%	11%	7%
Agree somewhat	78	34	44	37	29
	16%	14%	17%	18%	16%
Disagree somewhat	138	64	74	60	41
	28%	27%	29%	29%	23%
Disagree very much	243	122	121	90	96
	49%	51%	47%	43%	54%
Sigma	500	240	260	211	178
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	119	54	64	61	41
	24%	23%	25%	29%	23%
				E	
Low2Box (Disagree)	381	186	195	150	137
	76%	77%	75%	71%	77%

of the following statements?

Russia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
152	58	249	193	256	244	71	281
111	62	271	167	237	263	146	266
5	5	23	13	20	21	10	27
4%	8%	8%	8%	8%	8%	7%	10%
	*					*	
12	5	50	22	44	34	24	43
10%	9%	19%	13%	19%	13%	16%	16%
	*					*	
36	15	75	48	72	66	42	75
33%	25%	28%	29%	30%	25%	29%	28%
	*					*	
58	36	123	83	101	142	71	122
52%	59%	46%	50%	43%	54%	48%	46%
	*				I	*	
111	62	271	167	237	263	146	266
100%	100%	100%	100%	100%	100%	100%	100%
16	10	73	35	64	55	33	70
15%	16%	27%	21%	27%	21%	23%	26%
	*					*	
94	52	198	132	173	208	113	196
85%	84%	73%	79%	73%	79%	77%	74%
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
148	267	233	48	452	72	428	362
88	250	250	46	454	68	432	339
5	22	19	7	34	8	33	30
5%	9%	8%	16%	7%	12%	8%	9%
			*		*		
11	32	46	6	72	9	69	53
13%	13%	18%	13%	16%	13%	16%	16%
			*		*		
21	71	67	11	126	22	116	92
24%	28%	27%	25%	28%	33%	27%	27%
			*		*		
51	125	118	21	222	29	215	163
58%	50%	47%	47%	49%	42%	50%	48%
L			*		*		
88	250	250	46	454	68	432	339
100%	100%	100%	100%	100%	100%	100%	100%
16	54	65	13	106	17	102	84
18%	22%	26%	28%	23%	25%	24%	25%
			*		*		
72	196	186	33	349	51	330	256
82%	78%	74%	72%	77%	75%	76%	75%
			*		*		

ent Status
Non
Employed
U
138
161
11
7%
*
25
15%
*
46
28%
*
80
50%
*
161
100%
35
22%
*
126
78%
*

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Saudi Arabia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	501	333	168	287	171
Base: All Respondents (wtd)	500	283	217	295	161
Agree very much	118	70	48	80	30
	24%	25%	22%	27%	19%
				D	
Agree somewhat	180	104	76	105	60
	36%	37%	35%	35%	38%
Disagree somewhat	122	63	58	65	43
	24%	22%	27%	22%	27%
Disagree very much	80	46	35	46	27
	16%	16%	16%	15%	17%
Sigma	500	283	217	295	161
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	298	174	124	185	91
	60%	61%	57%	63%	56%
Low2Box (Disagree)	202	109	93	110	70
	40%	39%	43%	37%	44%

of the following statements?

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
43	269	111	43	329	172	116	152
44	265	109	41	309	191	117	156
7	70	20	8	57	61	27	35
16%	26%	18%	20%	18%	32%	23%	23%
*			*		I		
15	90	43	17	110	71	44	56
35%	34%	39%	41%	35%	37%	38%	36%
*			*				
14	65	28	7	88	34	34	32
31%	25%	26%	17%	28%	18%	29%	20%
*			*	J			
8	40	18	9	55	25	13	33
18%	15%	16%	22%	18%	13%	11%	21%
*			*				K
44	265	109	41	309	191	117	156
100%	100%	100%	100%	100%	100%	100%	100%
22	160	63	25	167	131	71	91
51%	60%	58%	61%	54%	69%	60%	58%
*			*		I		
22	105	46	16	143	59	46	65
49%	40%	42%	39%	46%	31%	40%	42%
*			*	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
233	271	230	69	432	80	421	334
227	238	262	68	432	76	424	299
56	52	66	22	96	21	97	69
25%	22%	25%	32%	22%	28%	23%	23%
			*		*		
80	84	96	28	152	32	149	112
35%	35%	37%	41%	35%	42%	35%	37%
			*		*		
56	68	54	13	108	17	105	72
25%	28%	21%	20%	25%	22%	25%	24%
			*		*		
34	34	46	5	75	6	74	46
15%	14%	17%	8%	17%	8%	17%	15%
			*		*	R	
227	238	262	68	432	76	424	299
100%	100%	100%	100%	100%	100%	100%	100%
136	136	162	50	248	53	245	180
60%	57%	62%	73%	58%	69%	58%	60%
			Q*		*		
91	102	100	19	183	23	179	119
40%	43%	38%	27%	42%	31%	42%	40%
			*	P	*		

ent Status
Non
Employed
U
167
201
49
24%
69
34%
49
25%
34
17%
201
100%
118
59%
83
41%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	South Africa Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	148	352	241	164
Base: All Respondents (wtd)	500	240	260	287	124
Agree very much	108	42	66	76	23
	22%	17%	26%	26%	19%
				E	
Agree somewhat	179	84	95	110	46
	36%	35%	37%	38%	37%
Disagree somewhat	103	54	49	60	23
	21%	22%	19%	21%	18%
Disagree very much	110	61	49	41	32
	22%	25%	19%	14%	26%
					C
Sigma	500	240	260	287	124
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	287	125	162	186	69
	57%	52%	62%	65%	56%
			A	E	E
Low2Box (Disagree)	213	115	98	101	55
	43%	48%	38%	35%	44%
		B			

of the following statements?

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
95	24	55	421	220	280	277	119
90	27	66	407	191	309	269	117
9	8	7	93	31	77	57	27
10%	31%	10%	23%	16%	25%	21%	23%
*	**	*			I		
24	15	19	145	60	119	98	40
26%	54%	29%	36%	31%	39%	37%	34%
*	**	*					
21	3	21	80	41	62	59	17
23%	10%	31%	20%	22%	20%	22%	14%
*	**	*					
36	1	19	89	59	51	55	33
40%	5%	29%	22%	31%	16%	21%	28%
CD*	**	*		J			
90	27	66	407	191	309	269	117
100%	100%	100%	100%	100%	100%	100%	100%
33	23	26	238	91	197	155	67
36%	85%	39%	59%	48%	64%	58%	57%
*	**	*	G		I		
57	4	40	169	100	113	114	50
64%	15%	61%	41%	52%	36%	42%	43%
CD*	**	H*		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
104	223	277	72	428	91	409	359
113	227	273	74	426	92	408	336
24	50	58	19	89	26	82	69
21%	22%	21%	25%	21%	28%	20%	21%
*			*		*		
41	69	111	24	155	28	151	116
36%	30%	41%	33%	36%	30%	37%	35%
*		N	*		*		
27	53	51	15	88	16	87	72
24%	23%	19%	20%	21%	17%	21%	21%
*			*		*		
21	56	53	16	93	22	88	78
19%	25%	19%	22%	22%	24%	22%	23%
*			*		*		
113	227	273	74	426	92	408	336
100%	100%	100%	100%	100%	100%	100%	100%
65	118	169	43	244	54	233	186
57%	52%	62%	58%	57%	59%	57%	55%
*		N	*		*		
48	109	104	31	182	38	175	150
43%	48%	38%	42%	43%	41%	43%	45%
*	O		*		*		

ent Status
Non
Employed
U
141
164
39
24%
63
38%
31
19%
31
19%
164
100%
101
62%
62
38%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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	262	238	200	174
Base: All Respondents (wtd)	500	253	247	211	185
Agree very much	38	20	18	23	9
	8%	8%	7%	11%	5%
				D	
Agree somewhat	160	82	78	74	59
	32%	33%	31%	35%	32%
Disagree somewhat	193	102	91	75	74
	39%	40%	37%	35%	40%
Disagree very much	109	48	61	39	42
	22%	19%	25%	18%	23%
Sigma	500	253	247	211	185
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	198	103	95	97	68
	40%	41%	39%	46%	37%
				E	
Low2Box (Disagree)	302	150	152	113	116
	60%	59%	61%	54%	63%

of the following statements?

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
126	91	184	225	288	212	18	153
105	88	191	221	285	215	15	144
6	7	10	21	20	18	1	12
6%	8%	5%	9%	7%	8%	6%	9%
	*					**	
27	27	64	69	86	74	5	42
25%	30%	34%	31%	30%	34%	33%	29%
	*					**	
44	32	72	89	113	80	2	53
42%	37%	38%	40%	40%	37%	16%	37%
	*					**	
28	22	45	42	66	43	7	37
27%	25%	24%	19%	23%	20%	45%	26%
	*					**	
105	88	191	221	285	215	15	144
100%	100%	100%	100%	100%	100%	100%	100%
32	34	74	90	106	92	6	54
31%	38%	39%	41%	37%	43%	39%	38%
	*					**	
73	54	117	131	178	124	9	90
69%	62%	61%	59%	63%	57%	61%	62%
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
329	248	252	69	431	103	397	351
341	248	252	65	435	97	403	362
25	22	16	4	34	11	27	29
7%	9%	6%	6%	8%	11%	7%	8%
			*		*		
113	76	84	21	139	35	125	113
33%	31%	33%	33%	32%	36%	31%	31%
			*		*		
138	105	88	27	166	34	158	146
40%	42%	35%	42%	38%	36%	39%	40%
			*		*		
65	45	64	12	97	16	93	75
19%	18%	25%	19%	22%	17%	23%	21%
			*		*		
341	248	252	65	435	97	403	362
100%	100%	100%	100%	100%	100%	100%	100%
138	98	100	25	173	46	152	141
41%	40%	40%	39%	40%	48%	38%	39%
			*		*		
203	150	152	39	263	51	251	221
59%	60%	60%	61%	60%	52%	62%	61%
			*		*		

ent Status
Non
Employed
U
149
138
9
7%
47
34%
47
34%
34
25%
138
100%
57
41%
81
59%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Spain Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	520	480	364	380
Base: All Respondents (wtd)	500	252	248	205	183
Agree very much	101	41	60	55	35
	20%	16%	24%	27%	19%
			A	DE	E
Agree somewhat	158	76	83	74	55
	32%	30%	33%	36%	30%
				E	
Disagree somewhat	108	62	45	41	42
	22%	25%	18%	20%	23%
		B			
Disagree very much	133	73	60	35	51
	27%	29%	24%	17%	28%
					C
Sigma	500	252	248	205	183
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	259	116	143	129	90
	52%	46%	58%	63%	49%
			A	DE	E
Low2Box (Disagree)	241	136	105	76	93
	48%	54%	42%	37%	51%
		B			C

of the following statements?

Spain							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
256	696	263	41	371	629	648	92
112	336	142	23	169	331	249	115
12	77	22	2	30	71	52	22
10%	23%	16%	9%	18%	21%	21%	20%
	G		*				*
29	105	45	8	54	104	83	34
26%	31%	32%	34%	32%	31%	33%	29%
			*				*
24	65	35	7	34	74	53	29
22%	19%	25%	31%	20%	22%	21%	25%
			*				*
47	88	39	6	51	82	62	30
42%	26%	27%	26%	30%	25%	25%	26%
CD			*				*
112	336	142	23	169	331	249	115
100%	100%	100%	100%	100%	100%	100%	100%
41	182	67	10	84	175	135	56
36%	54%	48%	43%	50%	53%	54%	49%
			*				*
71	154	74	13	84	156	114	59
64%	46%	52%	57%	50%	47%	46%	51%
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
260	541	459	81	919	89	911	564
136	264	236	41	459	45	455	283
27	52	49	7	94	8	93	52
20%	20%	21%	16%	21%	17%	21%	18%
			*		*		
42	78	81	13	145	16	142	89
31%	29%	34%	31%	32%	36%	31%	32%
			*		*		
26	58	49	11	97	10	97	66
19%	22%	21%	27%	21%	23%	21%	23%
			*		*		
41	76	57	10	123	11	122	76
30%	29%	24%	25%	27%	24%	27%	27%
			*		*		
136	264	236	41	459	45	455	283
100%	100%	100%	100%	100%	100%	100%	100%
69	130	129	20	240	24	235	141
50%	49%	55%	48%	52%	53%	52%	50%
			*		*		
68	134	107	22	219	21	220	141
50%	51%	45%	52%	48%	47%	48%	50%
			*		*		

ent Status
Non
Employed
U
436
217
49
23%
69
32%
42
19%
57
26%
217
100%
118
54%
99
46%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Sweden Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	501	248	253	151	175
Base: All Respondents (wtd)	500	253	247	185	164
Agree very much	63	20	43	45	16
	13%	8%	17%	24%	10%
			A	DE*	E
Agree somewhat	124	55	69	59	45
	25%	22%	28%	32%	28%
				E*	E
Disagree somewhat	126	64	62	48	44
	25%	25%	25%	26%	27%
				*	
Disagree very much	187	115	72	33	58
	37%	45%	29%	18%	36%
		B		*	C
Sigma	500	253	247	185	164
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	187	75	112	104	62
	37%	30%	46%	56%	38%
			A	DE*	E
Low2Box (Disagree)	313	178	134	81	102
	63%	70%	54%	44%	62%
		B		*	C

of the following statements?

Sweden							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
175	177	255	69	165	336	297	100
151	177	250	73	154	346	105	262
2	25	35	3	11	52	9	41
1%	14%	14%	4%	7%	15%	9%	16%
*	*		*	*			*
20	50	53	22	29	95	26	67
13%	28%	21%	29%	19%	28%	25%	25%
*	*		*	*			*
33	42	70	13	44	81	27	60
22%	24%	28%	18%	29%	24%	26%	23%
*	*		*	*			*
96	59	92	36	70	117	43	94
64%	33%	37%	48%	45%	34%	41%	36%
CD*	*		*	*			*
151	177	250	73	154	346	105	262
100%	100%	100%	100%	100%	100%	100%	100%
21	75	88	24	40	147	36	108
14%	43%	35%	33%	26%	43%	34%	41%
*	*		*	*	I		*
129	102	162	49	114	198	69	155
86%	57%	65%	67%	74%	57%	66%	59%
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
104	341	160	56	445	74	427	356
132	330	170	55	445	75	425	357
13	40	23	11	52	11	52	41
10%	12%	14%	20%	12%	15%	12%	11%
*		*	**		*		
31	68	57	14	111	17	107	86
23%	21%	33%	25%	25%	23%	25%	24%
*		N*	**		*		
38	85	41	11	114	21	105	91
29%	26%	24%	20%	26%	28%	25%	26%
*		*	**		*		
50	138	49	20	167	25	162	139
38%	42%	29%	36%	38%	34%	38%	39%
*		*	**		*		
132	330	170	55	445	75	425	357
100%	100%	100%	100%	100%	100%	100%	100%
44	107	80	25	163	29	159	127
33%	33%	47%	44%	37%	38%	37%	36%
*		N*	**		*		
88	222	90	31	282	46	266	230
67%	67%	53%	56%	63%	62%	63%	64%
*	O	*	**		*		

ent Status
Non
Employed
U
145
143
23
16%
*
38
26%
*
35
24%
*
48
34%
*
143
100%
60
42%
*
83
58%
*

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Turkey Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	264	236	338	142
Base: All Respondents (wtd)	500	252	248	262	169
Agree very much	104	46	58	73	27
	21%	18%	23%	28%	16%
				D	*
Agree somewhat	208	105	103	98	76
	42%	42%	41%	37%	45%
					*
Disagree somewhat	127	78	49	69	41
	25%	31%	20%	26%	24%
		B			*
Disagree very much	62	24	38	23	25
	12%	9%	15%	9%	15%
					*
Sigma	500	252	248	262	169
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	311	151	161	171	103
	62%	60%	65%	65%	61%
					*
Low2Box (Disagree)	189	101	87	91	66
	38%	40%	35%	35%	39%
					*

of the following statements?

Turkey							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
20	27	175	298	239	261	147	86
68	22	162	316	263	237	154	86
3	8	29	66	46	58	43	18
5%	38%	18%	21%	17%	25%	28%	21%
**	**					M*	*
34	7	61	139	106	102	56	39
50%	34%	38%	44%	40%	43%	36%	45%
**	**					*	*
17	6	54	67	73	55	37	21
25%	29%	33%	21%	28%	23%	24%	25%
**	**	H				*	*
14	-	18	44	39	22	18	8
20%	-	11%	14%	15%	9%	12%	9%
**	**					*	*
68	22	162	316	263	237	154	86
100%	100%	100%	100%	100%	100%	100%	100%
37	16	90	205	152	160	98	56
55%	71%	56%	65%	58%	68%	64%	66%
**	**					*	*
31	6	72	111	112	77	55	29
45%	29%	44%	35%	42%	32%	36%	34%
**	**					*	*

	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	249	251	53	447	160	340	334
261	256	244	53	447	153	347	308
43	51	53	11	93	37	67	54
17%	20%	22%	21%	21%	24%	19%	18%
			*				
113	113	94	15	192	66	142	128
43%	44%	39%	29%	43%	43%	41%	42%
			*				
69	64	63	16	112	31	96	87
26%	25%	26%	30%	25%	21%	28%	28%
			*				
35	28	34	11	51	19	43	38
14%	11%	14%	20%	11%	12%	12%	12%
			*				
261	256	244	53	447	153	347	308
100%	100%	100%	100%	100%	100%	100%	100%
156	164	147	26	285	103	208	182
60%	64%	60%	50%	64%	67%	60%	59%
			*				
104	92	97	26	162	50	138	125
40%	36%	40%	50%	36%	33%	40%	41%
			*				

ent Status
Non
Employed
U
166
192
50
26%
79
41%
40
21%
23
12%
192
100%
129
67%
63
33%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	Great Britain Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	490	510	334	335
Base: All Respondents (wtd)	500	246	254	185	161
Agree very much	37	14	23	21	12
	7%	6%	9%	11%	7%
			A	E	E
Agree somewhat	138	57	81	75	39
	28%	23%	32%	41%	24%
			A	DE	E
Disagree somewhat	113	59	54	47	37
	23%	24%	21%	25%	23%
Disagree very much	212	117	95	42	74
	42%	48%	38%	23%	46%
		B			C
Sigma	500	246	254	185	161
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	175	70	104	96	51
	35%	29%	41%	52%	31%
			A	DE	E
Low2Box (Disagree)	325	176	150	89	110
	65%	71%	59%	48%	69%
		B			C

of the following statements?

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
331	214	600	186	392	608	239	350
154	110	298	92	189	311	119	176
4	8	21	8	13	24	8	15
3%	7%	7%	9%	7%	8%	7%	9%
24	31	84	23	40	98	30	49
15%	28%	28%	25%	21%	31%	25%	28%
					I		
30	26	67	20	42	71	34	35
19%	24%	23%	22%	22%	23%	28%	20%
						L	
96	45	126	41	94	119	47	77
63%	41%	42%	45%	50%	38%	40%	44%
CD				J			
154	110	298	92	189	311	119	176
100%	100%	100%	100%	100%	100%	100%	100%
28	39	105	31	53	122	38	65
18%	35%	35%	34%	28%	39%	32%	37%
					I		
126	71	194	61	136	190	81	111
82%	65%	65%	66%	72%	61%	68%	63%
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
411	621	379	87	913	125	875	658
205	303	197	42	458	61	439	327
13	19	18	3	33	6	31	23
6%	6%	9%	8%	7%	10%	7%	7%
			*				
59	79	59	12	126	15	123	93
29%	26%	30%	28%	28%	25%	28%	29%
			*				
45	64	49	10	103	14	99	71
22%	21%	25%	24%	22%	23%	23%	22%
			*				
88	142	70	17	196	26	187	139
43%	47%	36%	39%	43%	42%	42%	43%
	O		*				
205	303	197	42	458	61	439	327
100%	100%	100%	100%	100%	100%	100%	100%
72	97	77	15	159	21	153	116
35%	32%	39%	36%	35%	35%	35%	35%
		N	*				
133	206	119	27	298	39	286	211
65%	68%	61%	64%	65%	65%	65%	65%
	O		*				

ent Status
Non
Employed
U
342
173
14
8%
45
26%
42
24%
73
42%
173
100%
59
34%
115
66%

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each

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]	United States Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	435	565	290	335
Base: All Respondents (wtd)	500	247	253	182	149
Agree very much	86	34	51	49	26
	17%	14%	20%	27%	17%
				DE	E
Agree somewhat	152	71	80	66	48
	30%	29%	32%	36%	32%
				E	E
Disagree somewhat	103	57	46	33	26
	21%	23%	18%	18%	18%
Disagree very much	160	85	75	35	49
	32%	34%	30%	19%	33%
					C
Sigma	500	247	253	182	149
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	237	106	132	115	74
	47%	43%	52%	63%	49%
			A	DE	E
Low2Box (Disagree)	263	142	121	68	76
	53%	57%	48%	37%	51%
		B			C

of the following statements?

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
375	153	239	608	617	383	155	388
168	76	109	315	298	202	232	127
11	15	18	53	52	34	44	17
7%	19%	16%	17%	17%	17%	19%	13%
	*						
38	20	30	102	94	57	63	45
23%	26%	27%	32%	32%	28%	27%	36%
	*						
43	16	23	64	56	47	51	26
26%	21%	21%	20%	19%	23%	22%	21%
	*						
76	25	39	96	96	64	75	39
45%	33%	35%	31%	32%	32%	32%	30%
CD	*						
168	76	109	315	298	202	232	127
100%	100%	100%	100%	100%	100%	100%	100%
49	35	48	155	146	91	107	62
29%	46%	44%	49%	49%	45%	46%	49%
	*						
119	41	62	159	152	111	126	65
71%	54%	56%	51%	51%	55%	54%	51%
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
457	564	436	126	874	165	835	670
141	254	246	51	449	67	433	312
25	43	42	16	70	22	64	56
18%	17%	17%	31%	16%	33%	15%	18%
			Q*		S		
43	72	79	14	138	21	131	102
31%	29%	32%	28%	31%	31%	30%	33%
			*				
26	50	52	8	95	8	95	53
18%	20%	21%	15%	21%	11%	22%	17%
			*			R	
46	88	72	13	147	17	143	100
33%	35%	29%	26%	33%	25%	33%	32%
			*				
141	254	246	51	449	67	433	312
100%	100%	100%	100%	100%	100%	100%	100%
68	115	122	30	208	43	195	158
49%	45%	50%	59%	46%	63%	45%	51%
			Q*		S		
72	138	124	21	242	25	238	153
51%	55%	50%	41%	54%	37%	55%	49%
			*	P		R	

ent Status
Non
Employed
U
330
188
30
16%
49
26%
50
26%
T
60
32%
188
100%
79
42%
109
58%