

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	2146	123	46	18	187
	18%	25%	9%	4%	37%
		BCEGHIJMNP QTUVX	CGHJN		ABCEFGHIJM NOPQSTUVX
Agree somewhat	4502	216	167	121	218
	38%	43%	33%	24%	44%
		BCEGHIJMN VX	CGHIJ	G	BCEGHIJMN VX
Disagree somewhat	2811	91	147	177	56
	23%	18%	29%	35%	11%
		DKLW	ADFKLMOPQ RSUW	ABDEFIKLMO PQRSUVWX	K
Disagree very much	2540	70	141	184	39
	21%	14%	28%	37%	8%
		DFKLRTW	ADFKLORSTU W	ABDEFKLMN OPQRSTU VWX	L
Sigma	12000	500	500	500	500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	6648	339	213	139	405
	55%	68%	43%	28%	81%
		BCEGHIJMNP QTUVX	CGHIJN		ABCEGHIJMN OPQSTUVX
Low2Box (Disagree)	5352	161	287	361	95
	45%	32%	57%	72%	19%
		DFKLRTW	ADFKLMOPQ RSTUW	ABDEFIKLMO PQRSTU VWX	K

h 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
36	116	22	21	35	26	235	186
7%	23%	4%	4%	7%	5%	47%	37%
CGHN	BCEGHIJMNT VX			CGHN	N	ABCDEFGHIIJL MNOPQRSTU VWX	ABCEFGHIJM NOPQSTUVX
181	286	95	109	135	129	217	245
36%	57%	19%	22%	27%	26%	43%	49%
CGHIJN	ABCDEFGHIJK MNOPQRSTU VX			GH	G	BCEGHIJMN V X	BCEGHIJMNP QRSVX
132	72	152	161	149	185	26	51
26%	14%	30%	32%	30%	37%	5%	10%
ADFKLOPQRS UW	K	ADFKLMOPQ RSUW	ADEFKLMOP QRSUW	ADFKLMOPQ RSUW	ABDEFGIKLM OPQRSUVWX		K
151	26	231	210	180	160	21	18
30%	5%	46%	42%	36%	32%	4%	4%
ADFKLOPQRS TUW		ABCDEFGHIJKL NOPQRSTU V WX	ABDEFIJKLM NOPQRSTU V WX	ABDEFKLMN OPQRSTU V W X	ADFKLMOPQ RSTUW		
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
218	402	117	130	171	155	452	431
44%	80%	23%	26%	34%	31%	90%	86%
CGHIJN	ABCEGHIJMN PQSTUVX			CGH	GH	ABCDEFGHIIJL MNOPQRSTU V X	ABCEGHIJMN OPQRSTUVX
282	98	383	370	329	345	48	69
56%	20%	77%	74%	66%	69%	10%	14%
ADFKLMOPQ RSTUW	K	ABDEFIJKLM NOPQRSTU V WX	ABDEFIJKLM NOPQRSTU V WX	ABDEFKLMO PQRSTUVWX	ABDEFKLMO PQRSTUVWX		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	501	500	500
500	500	500	500	500	500	500	500
67	15	131	82	87	179	114	49
13%	3%	26%	16%	17%	36%	23%	10%
BCEGHIJNV		BCEGHIJMNP QTUVX	BCEGHIJNTVX	BCEGHIJNTVX	ABCEFGHIJM NOPQSTUVX	BCEGHIJMNP TUVX	CGHJN
180	148	228	191	193	206	210	221
36%	30%	46%	38%	39%	41%	42%	44%
CGHIJN	CGH	BCEGHIJMN VX	CGHIJN	CGHIJN	BCGHIJNX	BCEGHIJMN X	BCEGHIJMN VX
122	198	89	105	100	82	101	183
24%	40%	18%	21%	20%	16%	20%	37%
ADFKLORW	ABDEFGHIK LMOPQRSUV WX	DKLW	DKLW	DKLW	DKLW	DKLW	ABDEFGIKL MOPQRSUVW X
131	139	52	121	120	33	75	46
26%	28%	10%	24%	24%	7%	15%	9%
ADFKLORSTU W	ADFKLORSTU W	KLW	ADFKLORSTU W	ADFKLORSTU W	L	DFKLRTW	KLW
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
247	163	359	274	280	385	324	271
49%	33%	72%	55%	56%	77%	65%	54%
BCEGHIJN	GH	BCEGHIJMNP QTUVX	BCEGHIJNVX	BCEGHIJMN VX	ABCEGHIJMN PQSTUVX	BCEGHIJMNP QTVX	BCEGHIJNVX
253	337	141	226	220	115	176	229
51%	67%	28%	45%	44%	23%	35%	46%
ADFKLOQRSU W	ABDEFKLMO PQRSTUVWX	DKLW	ADFKLORSU W	ADFKLORSW	KLW	DFKLRW	ADFKLORSU W

Spain	Sweden	Turkey	United States
U	V	W	X
1000	501	500	1000
500	500	500	500
84	42	185	58
17%	8%	37%	12%
BCEGHIJNTVX	CGHN	ABCEFGHIJM NOPQSTUVX	CEGHIJN
222	173	248	163
44%	35%	50%	33%
BCEGHIJMNP VX	CGHIJ	BCEGHIJMNP QRSVX	CGHIJ
104	139	45	145
21%	28%	9%	29%
DKLRW	ADFKLOQRSU W	K	ADFKLOPQRS UW
90	146	22	134
18%	29%	4%	27%
DFKLORTW	ADFKLORSTU W		ADFKLORSTU W
500	500	500	500
100%	100%	100%	100%
306	215	433	221
61%	43%	87%	44%
BCEGHIJMNP TVX	CGHIJN	ABCEGHIJMN OPQRSTUVX	CGHIJN
194	285	67	279
39%	57%	13%	56%
ADFKLORW	ADFKLOPQRS TUW		ADFKLOPQRS TUW

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GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	2146	94	442	397	735
	18%	9%	29%	9%	21%
			ACDE		ACE
Agree somewhat	4502	344	661	1355	1477
	38%	34%	44%	30%	42%
		CE	ACE		ACE
Disagree somewhat	2811	277	236	1294	776
	23%	28%	16%	29%	22%
		BDFG		BDFG	BFG
Disagree very much	2540	285	161	1453	511
	21%	28%	11%	32%	15%
		BDFG		ABDFG	BFG
Sigma	12000	1000	1500	4500	3500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	6648	438	1103	1753	2212
	55%	44%	74%	39%	63%
		CE	ACDE		ACE
Low2Box (Disagree)	5352	562	397	2747	1288
	45%	56%	26%	61%	37%
		BDFG		ABDFG	BFG

h of the following statements?

G-8 Countries	BRIC	Middle East/Africa
E	F	G
7500	3502	1501
4000	2000	1500
342	626	477
9%	31%	32%
	ACDE	ACDE
1204	914	665
30%	46%	44%
	ACE	ACE
1159	254	228
29%	13%	15%
BDFG		
1295	207	130
32%	10%	9%
ABDFG		
4000	2000	1500
100%	100%	100%
1546	1540	1142
39%	77%	76%
	ACDE	ACDE
2454	460	358
61%	23%	24%
ABDFG		

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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 (*)

- 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	123	54	69	61	36
	25%	22%	27%	24%	24%
Agree somewhat	216	94	121	112	65
	43%	38%	48%	45%	43%
Disagree somewhat	91	52	39	46	21
	18%	21%	15%	19%	14%
Disagree very much	70	44	26	29	28
	14%	18%	10%	12%	19%
		B			
Sigma	500	245	255	248	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	339	149	190	173	101
	68%	61%	75%	70%	67%
			A		
Low2Box (Disagree)	161	96	65	75	50
	32%	39%	25%	30%	33%
		B			

h 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
27	70	38	15	41	82	89	26
26%	25%	21%	34%	30%	23%	27%	22%
*			*	*		M	
38	127	76	13	56	159	138	50
38%	46%	42%	28%	40%	44%	42%	42%
*			*	*			
24	51	32	8	22	70	55	25
24%	19%	18%	18%	16%	19%	17%	21%
*			*	*			
13	27	34	9	20	50	45	18
12%	10%	19%	20%	14%	14%	14%	15%
*		F	*	*			
101	275	181	44	139	361	327	118
100%	100%	100%	100%	100%	100%	100%	100%
65	197	114	28	97	241	226	76
64%	72%	63%	62%	70%	67%	69%	64%
*			*	*			
36	78	67	17	42	120	100	43
36%	28%	37%	38%	30%	33%	31%	36%
*			*	*			

	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	55	68	16	107	12	111	71
16%	24%	25%	31%	24%	23%	25%	25%
			*		*		
28	85	131	17	198	18	198	108
51%	37%	48%	33%	44%	34%	44%	38%
		N	*		*		
11	51	40	7	84	8	83	56
21%	22%	15%	14%	19%	16%	19%	20%
			*		*		
7	38	32	11	59	15	55	50
13%	16%	12%	22%	13%	28%	12%	18%
			*		S*		U
55	229	271	52	448	53	447	285
100%	100%	100%	100%	100%	100%	100%	100%
37	140	198	33	306	30	309	179
67%	61%	73%	64%	68%	56%	69%	63%
		N	*		*		
18	89	72	18	143	23	138	106
33%	39%	27%	36%	32%	44%	31%	37%
	O		*		*		U

ent Status
Non
Employed
U
204
215
52
24%
108
50%
T
35
16%
20
9%
215
100%
160
74%
T
55
26%

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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/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]	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	46	13	33	36	6
	9%	5%	13%	18%	4%
			A	DE	
Agree somewhat	167	74	93	88	54
	33%	30%	37%	45%	35%
				DE	E
Disagree somewhat	147	78	69	53	44
	29%	31%	27%	27%	29%
Disagree very much	141	84	57	21	51
	28%	34%	23%	10%	33%
		B			C
Sigma	500	248	252	197	155
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	213	87	126	123	60
	43%	35%	50%	63%	39%
			A	DE	E
Low2Box (Disagree)	287	161	126	73	95
	57%	65%	50%	37%	61%
		B			C

h 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
4	7	33	6	22	24	12	28
3%	6%	12%	5%	9%	9%	9%	9%
		FH					
26	46	79	42	67	100	48	89
17%	40%	30%	36%	29%	37%	37%	30%
	G				I		
49	33	77	36	67	80	38	87
33%	28%	29%	31%	29%	30%	29%	30%
70	30	78	33	78	63	33	90
47%	26%	29%	28%	33%	24%	25%	31%
CD				J			M
148	116	267	117	234	266	131	295
100%	100%	100%	100%	100%	100%	100%	100%
29	53	112	48	89	123	60	117
20%	46%	42%	41%	38%	46%	46%	40%
					I		
119	63	156	69	144	143	71	178
80%	54%	58%	59%	62%	54%	54%	60%
CD				J			M

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
6	17	28	5	41	8	38	25
8%	7%	12%	9%	9%	11%	9%	8%
		N	*		*		
30	76	91	15	152	17	150	96
41%	29%	38%	28%	34%	24%	35%	32%
L		N	*		*	R	
21	82	65	14	132	20	127	92
28%	32%	27%	27%	30%	27%	30%	30%
			*		*		
17	84	56	20	121	29	112	89
23%	32%	23%	37%	27%	39%	26%	30%
	O		*		S*		
74	260	240	54	446	73	427	303
100%	100%	100%	100%	100%	100%	100%	100%
36	93	119	20	193	25	188	121
49%	36%	50%	37%	43%	34%	44%	40%
L		N	*		*		
38	166	121	34	253	48	239	181
51%	64%	50%	63%	57%	66%	56%	60%
	O		*		*		

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
21	28	18	11	18	6	6	5
10%	9%	10%	8%	10%	6%	11%	12%
						*	*
71	104	64	41	65	35	14	12
36%	32%	36%	32%	36%	35%	28%	29%
						*	*
55	100	47	36	54	30	14	13
28%	31%	26%	28%	30%	29%	29%	31%
						*	*
51	90	50	41	42	31	16	12
26%	28%	28%	32%	23%	30%	32%	29%
						*	*
197	322	178	128	180	102	50	41
100%	100%	100%	100%	100%	100%	100%	100%
91	132	81	51	84	42	20	16
46%	41%	46%	40%	47%	41%	40%	40%
						*	*
106	190	97	76	96	61	30	24
54%	59%	54%	60%	53%	59%	60%	60%
						*	*

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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

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	18	4	14	8	4
	4%	2%	6%	4%	2%
			A		
Agree somewhat	121	68	53	48	42
	24%	27%	21%	26%	25%
Disagree somewhat	177	79	98	70	65
	35%	32%	39%	38%	38%
Disagree very much	184	100	84	58	61
	37%	40%	34%	32%	35%
Sigma	500	251	249	184	172
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	139	72	67	56	46
	28%	29%	27%	30%	27%
Low2Box (Disagree)	361	179	182	128	125
	72%	71%	73%	70%	73%

h 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
6	10	6	2	6	12	6	9
4%	6%	3%	1%	3%	4%	3%	5%
31	53	42	27	38	83	50	38
22%	30%	20%	23%	22%	25%	29%	21%
	G						
43	70	70	37	58	119	56	74
30%	39%	34%	32%	34%	36%	32%	40%
64	46	89	49	67	117	61	65
45%	26%	43%	43%	40%	35%	35%	35%
C		F	F				
144	178	207	115	169	331	172	186
100%	100%	100%	100%	100%	100%	100%	100%
37	63	48	29	44	95	56	47
26%	35%	23%	25%	26%	29%	32%	25%
	G						
107	115	159	86	125	236	116	138
74%	65%	77%	75%	74%	71%	68%	75%
		F					

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
3	5	13	2	16	1	17	6
2%	2%	7%	6%	3%	2%	4%	2%
		N	**		*		
33	77	44	8	112	14	107	62
23%	24%	25%	28%	24%	31%	24%	21%
			**		*		
48	116	61	10	167	13	164	107
34%	36%	34%	35%	36%	29%	36%	36%
			**		*		
58	122	62	10	174	18	166	119
41%	38%	34%	32%	37%	38%	37%	41%
			**		*		U
142	320	180	30	470	46	454	293
100%	100%	100%	100%	100%	100%	100%	100%
36	82	57	10	129	15	124	67
25%	26%	32%	34%	27%	33%	27%	23%
			**		*		
106	238	123	20	341	31	330	226
75%	74%	68%	66%	73%	67%	73%	77%
			**		*		U

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
12	11	4	4	9	9
6%	5%	3%	2%	3%	4%
T					
59	57	20	44	56	65
29%	26%	19%	25%	21%	28%
71	70	38	70	99	78
34%	32%	35%	40%	37%	34%
65	81	47	56	104	80
31%	37%	43%	32%	39%	35%
207	219	108	173	269	231
100%	100%	100%	100%	100%	100%
72	67	24	48	66	73
35%	31%	22%	28%	24%	32%
T					
135	151	84	126	203	158
65%	69%	78%	72%	76%	68%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	187	95	92	126	40
	37%	39%	36%	47%	27%
				DE	*
Agree somewhat	218	108	110	104	82
	44%	44%	43%	38%	55%
					C*
Disagree somewhat	56	23	33	19	20
	11%	9%	13%	7%	14%
					*
Disagree very much	39	19	20	21	6
	8%	8%	8%	8%	4%
					*
Sigma	500	244	256	271	149
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	405	203	202	230	122
	81%	83%	79%	85%	82%
				E	*
Low2Box (Disagree)	95	41	54	41	27
	19%	17%	21%	15%	18%
					*

h 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
21	54	132	1	74	114	143	38
26%	31%	41%	15%	37%	38%	39%	35%
*	*	H	*			M	M
32	95	121	1	87	131	157	48
40%	55%	38%	35%	44%	43%	43%	44%
*	G*		*				
16	11	43	1	20	35	38	13
20%	6%	13%	31%	10%	12%	11%	12%
C*	*		FG*				
11	14	24	1	16	23	25	9
14%	8%	8%	20%	8%	8%	7%	8%
*	*		FG*				
80	175	321	4	198	302	363	108
100%	100%	100%	100%	100%	100%	100%	100%
53	150	253	2	161	244	299	85
66%	86%	79%	49%	81%	81%	82%	79%
*	H*	H	*			M	M
27	25	68	2	37	58	64	22
34%	14%	21%	51%	19%	19%	18%	21%
C*	*		FG*				

	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
7	63	124	19	168	40	147	109
24%	33%	40%	28%	39%	39%	37%	35%
			*		*		
14	96	122	29	189	44	174	142
46%	50%	39%	44%	44%	42%	44%	46%
			*		*		
4	16	39	11	45	12	44	33
14%	9%	13%	16%	10%	11%	11%	11%
			*		*		
5	16	24	8	31	9	30	24
16%	8%	8%	12%	7%	9%	8%	8%
KL			*		*		
30	191	309	67	433	105	395	309
100%	100%	100%	100%	100%	100%	100%	100%
21	159	246	48	357	84	321	251
70%	83%	80%	72%	82%	80%	81%	81%
			*		*		
9	32	63	19	76	21	74	58
30%	17%	20%	28%	18%	20%	19%	19%
KL			*		*		

ent Status
Non
Employed
U
341
191
78
41%
76
40%
22
12%
15
8%
191
100%
154
80%
37
20%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	36	12	25	19	13
	7%	5%	10%	11%	7%
			A	E	E
Agree somewhat	181	77	104	80	63
	36%	31%	41%	45%	34%
			A	DE	E
Disagree somewhat	132	72	59	45	43
	26%	29%	24%	25%	24%
		B			
Disagree very much	151	86	64	33	63
	30%	35%	25%	19%	35%
		B			C
Sigma	500	247	253	178	182
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	218	88	129	100	75
	44%	36%	51%	56%	41%
			A	DE	E
Low2Box (Disagree)	282	159	124	78	107
	56%	64%	49%	44%	59%
		B			C

h 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
4	12	17	7	14	23	11	18
3%	11%	8%	4%	7%	7%	6%	8%
	H	H					
38	44	82	56	67	114	72	75
27%	38%	39%	32%	34%	37%	39%	34%
		H					
44	32	47	53	49	82	48	59
31%	27%	23%	30%	25%	27%	26%	26%
D			G				
54	28	63	60	65	86	55	71
39%	24%	30%	34%	33%	28%	30%	32%
C			F				
141	116	208	176	195	305	186	223
100%	100%	100%	100%	100%	100%	100%	100%
43	56	98	63	81	137	83	93
30%	48%	47%	36%	41%	45%	45%	42%
	H	H					
98	60	110	113	115	168	103	130
70%	52%	53%	64%	59%	55%	55%	58%
CD			FG				

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
7	18	18	4	32	3	33	17
8%	7%	8%	9%	7%	6%	7%	6%
			*				
34	88	93	13	169	18	163	116
37%	34%	39%	27%	37%	33%	37%	37%
			*				
25	70	62	14	118	16	116	80
28%	27%	26%	30%	26%	28%	26%	25%
			*				
24	83	68	15	135	19	132	101
27%	32%	28%	34%	30%	33%	30%	32%
			*				
91	259	241	46	454	56	444	315
100%	100%	100%	100%	100%	100%	100%	100%
41	106	112	17	201	22	196	133
45%	41%	46%	36%	44%	39%	44%	42%
			*				
50	153	130	29	253	35	248	181
55%	59%	54%	64%	56%	61%	56%	58%
			*				

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
19	4	2	3	4	-	17	6
10%	9%	7%	7%	5%	-	10%	5%
T	*	*	*			b	
65	16	15	18	27	-	65	40
35%	40%	44%	40%	37%	-	36%	31%
	*	b*	*				
52	11	10	12	22	-	40	38
28%	28%	29%	26%	31%	-	22%	29%
	*	*	*				
50	9	7	13	19	-	57	46
27%	23%	20%	28%	27%	-	32%	35%
	*	*	*				VW
185	40	34	45	71	-	179	131
100%	100%	100%	100%	100%	-	100%	100%
84	20	17	21	30	-	83	46
45%	50%	51%	46%	43%	-	46%	36%
	b*	b*	*			b	
101	20	17	24	41	-	96	84
55%	50%	49%	54%	57%	-	54%	64%
	*	*	*				VWa

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	116	45	71	66	46
	23%	18%	28%	33%	19%
		*	*		*
Agree somewhat	286	131	154	103	161
	57%	53%	61%	51%	65%
		*	*		*
Disagree somewhat	72	52	20	26	29
	14%	21%	8%	13%	12%
		B*	*		*
Disagree very much	26	21	6	6	11
	5%	8%	2%	3%	4%
		*	*		*
Sigma	500	249	251	200	247
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	402	176	225	168	207
	80%	71%	90%	84%	84%
		*	A*		*
Low2Box (Disagree)	98	73	26	32	40
	20%	29%	10%	16%	16%
		B*	*		*

h 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	9	38	69	67	49	62	33
8%	12%	18%	32%	21%	26%	21%	22%
**	**	*	*	*	*	*	
22	53	126	107	183	102	165	95
42%	71%	59%	50%	58%	56%	56%	62%
**	**	*	*	*	*	*	M
17	12	23	36	45	27	45	24
32%	17%	11%	17%	14%	15%	15%	15%
**	**	*	*	*	*	*	M
9	-	24	2	21	6	23	3
17%	-	12%	1%	7%	3%	8%	2%
**	**	H*	*	*	*	*	
53	75	211	214	316	184	295	155
100%	100%	100%	100%	100%	100%	100%	100%
27	62	163	176	251	151	227	129
51%	83%	77%	82%	79%	82%	77%	83%
**	**	*	*	*	*	*	
26	12	48	38	65	33	68	26
49%	17%	23%	18%	21%	18%	23%	17%
**	**	*	*	*	*	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
21	56	60	23	93	45	72	105
41%	20%	27%	71%	20%	43%	18%	24%
KL	*	*	**		S*	*	
25	160	125	9	277	54	231	241
51%	57%	57%	27%	59%	52%	58%	56%
	*	*	**		*	*	
4	43	29	1	71	5	67	60
7%	15%	13%	2%	15%	5%	17%	14%
	*	*	**		*	*	
*	20	6	-	26	-	26	26
1%	7%	3%	-	6%	-	7%	6%
	*	*	**		*	*	
50	279	221	33	467	104	396	432
100%	100%	100%	100%	100%	100%	100%	100%
46	216	186	32	370	99	303	346
92%	77%	84%	98%	79%	95%	77%	80%
KL	*	*	**		S*	*	
4	63	35	1	98	5	93	86
8%	23%	16%	2%	21%	5%	23%	20%
	*	*	**		*	R*	

ent Status
Non
Employed
U
105
68
11
17%
**
44
66%
**
12
18%
**
-
-
**
68
100%
56
82%
**
12
18%
**

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	22	12	10	11	6
	4%	5%	4%	6%	4%
Agree somewhat	95	46	49	52	19
	19%	19%	19%	27%	12%
				DE	
Disagree somewhat	152	78	74	62	53
	30%	32%	29%	32%	33%
					E
Disagree very much	231	111	120	65	84
	46%	45%	47%	34%	52%
					C
Sigma	500	247	253	191	162
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	117	58	59	63	25
	23%	23%	23%	33%	15%
				DE	
Low2Box (Disagree)	383	189	194	127	137
	77%	77%	77%	67%	85%
					C

h 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
5	7	13	3	6	17	10	8
4%	6%	5%	2%	3%	5%	6%	4%
24	29	46	20	29	66	36	40
16%	25%	18%	15%	16%	21%	22%	19%
	GH					M	
37	38	75	39	50	102	45	62
25%	33%	30%	30%	28%	32%	27%	30%
81	41	120	69	98	133	77	98
55%	36%	47%	53%	54%	42%	46%	47%
C		F	F	J			
147	115	254	132	183	317	168	209
100%	100%	100%	100%	100%	100%	100%	100%
29	36	58	23	34	83	46	48
20%	31%	23%	18%	19%	26%	27%	23%
	GH				I	M	
118	79	196	108	149	234	122	160
80%	69%	77%	82%	81%	74%	73%	77%
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
5	11	11	-	22	2	21	13
4%	4%	5%	-	5%	4%	5%	4%
			*		*		
18	50	45	4	91	9	85	54
15%	18%	21%	19%	19%	24%	18%	16%
			*		*		
45	87	65	5	147	8	144	100
37%	31%	30%	25%	31%	22%	31%	30%
K			*		*		
56	135	96	12	219	19	212	166
45%	48%	44%	56%	46%	50%	46%	50%
			*		*		U
124	283	217	21	479	39	461	332
100%	100%	100%	100%	100%	100%	100%	100%
23	61	56	4	113	11	106	67
18%	22%	26%	19%	24%	28%	23%	20%
			*		*		
101	222	161	17	366	28	355	265
82%	78%	74%	81%	76%	72%	77%	80%
K			*		*		U

ent Status
Non
Employed
U
345
168
9
6%
41
24%
T
52
31%
65
39%
168
100%
50
30%
T
118
70%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	21	12	9	11	8
	4%	5%	4%	6%	4%
				E	
Agree somewhat	109	56	53	56	36
	22%	22%	21%	33%	18%
				DE	
Disagree somewhat	161	87	74	63	63
	32%	34%	30%	37%	32%
				E	
Disagree very much	210	99	111	42	89
	42%	39%	45%	24%	45%
					C
Sigma	500	253	247	172	196
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	130	67	63	67	43
	26%	27%	25%	39%	22%
				DE	E
Low2Box (Disagree)	370	185	185	105	152
	74%	73%	75%	61%	78%
					C

h 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	8	6	6	7	14	3	15
2%	6%	4%	3%	3%	5%	3%	5%
17	33	31	45	35	73	24	61
13%	24%	20%	21%	17%	25%	21%	21%
					I		
34	48	50	62	66	94	45	87
26%	34%	34%	30%	32%	33%	40%	30%
						LM	
79	52	62	95	101	109	41	123
60%	37%	41%	46%	48%	37%	36%	43%
CD			F	J			
132	142	150	208	210	290	113	285
100%	100%	100%	100%	100%	100%	100%	100%
19	42	37	51	43	87	27	76
14%	29%	25%	24%	20%	30%	24%	27%
					I		
113	101	113	157	167	203	86	209
86%	71%	75%	76%	80%	70%	76%	73%
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
175	649	351	87	913	204	796	729
101	320	180	42	458	101	399	363
2	16	5	4	17	8	13	15
2%	5%	3%	9%	4%	8%	3%	4%
			Q*		S		
24	66	42	9	100	23	86	73
24%	21%	24%	21%	22%	23%	21%	20%
			*				
29	105	55	10	151	31	130	114
29%	33%	31%	24%	33%	31%	32%	31%
			*				
46	132	78	19	190	38	171	160
45%	41%	43%	46%	42%	38%	43%	44%
			*				U
101	320	180	42	458	101	399	363
100%	100%	100%	100%	100%	100%	100%	100%
27	82	47	13	117	31	98	89
26%	26%	26%	31%	26%	31%	25%	25%
			*				
75	237	133	29	341	69	301	274
74%	74%	74%	69%	74%	69%	75%	75%
			*				

ent Status
Non
Employed
U
271
137
5
4%
35
26%
47
34%
50
36%
137
100%
41
30%
97
70%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with each statement?

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)	500	239	261	195	166
Base: All Respondents (wtd)	500	244	256	202	159
Agree very much	26	11	15	10	9
	5%	5%	6%	5%	6%
Agree somewhat	129	59	70	60	30
	26%	24%	27%	30%	19%
				D	
Disagree somewhat	185	86	99	68	67
	37%	35%	39%	34%	42%
Disagree very much	160	88	72	64	53
	32%	36%	28%	32%	33%
Sigma	500	244	256	202	159
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	155	71	85	70	39
	31%	29%	33%	35%	25%
				D	
Low2Box (Disagree)	345	174	171	132	119
	69%	71%	67%	65%	75%
					C

h 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
7	14	10	-	8	18	11	14
5%	7%	4%	-	4%	6%	8%	5%
			**			M	
39	48	58	1	36	93	32	76
28%	25%	24%	32%	20%	29%	25%	26%
			**		I		
50	79	85	1	74	111	49	113
36%	41%	36%	30%	41%	35%	38%	38%
			**				
44	53	87	1	65	95	37	90
31%	27%	36%	38%	36%	30%	29%	31%
		F	**				
140	194	241	3	183	317	129	294
100%	100%	100%	100%	100%	100%	100%	100%
46	62	68	1	44	111	43	91
33%	32%	28%	32%	24%	35%	33%	31%
			**		I		
94	132	172	2	139	206	87	203
67%	68%	72%	68%	76%	65%	67%	69%
			**	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
1	7	19	2	24	2	24	14
1%	2%	8%	7%	5%	8%	5%	5%
*		N	**		**		
20	72	57	8	121	6	123	59
27%	27%	25%	32%	25%	26%	26%	20%
*			**		**		
23	97	88	7	178	6	179	111
30%	36%	38%	28%	38%	28%	37%	38%
*			**		**		
32	93	67	9	151	9	151	106
42%	35%	29%	33%	32%	38%	32%	37%
KL*			**		**		U
77	268	232	26	474	23	477	289
100%	100%	100%	100%	100%	100%	100%	100%
21	79	77	10	145	8	147	73
28%	29%	33%	39%	31%	34%	31%	25%
*			**		**		
55	190	155	16	329	15	330	216
72%	71%	67%	61%	69%	66%	69%	75%
*			**		**		U

ent Status
Non
Employed
U
209
211
12
6%
70
33%
T
74
35%
54
26%
211
100%
82
39%
T
129
61%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	235	130	105	150	57
	47%	51%	43%	54%	39%
				D	
Agree somewhat	217	105	112	108	71
	43%	41%	46%	39%	49%
Disagree somewhat	26	16	10	13	9
	5%	6%	4%	5%	6%
Disagree very much	21	7	14	4	8
	4%	3%	6%	2%	5%
					C
Sigma	500	258	242	276	145
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	452	235	217	259	128
	90%	91%	90%	94%	88%
Low2Box (Disagree)	48	23	25	18	17
	10%	9%	10%	6%	12%

h 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
28	32	45	159	134	102	1	22
36%	50%	50%	46%	44%	52%	54%	51%
**	*	*				**	*
37	27	34	155	136	81	1	20
48%	43%	38%	45%	45%	41%	46%	46%
**	*	*				**	*
4	3	4	19	16	10	-	1
5%	4%	5%	6%	5%	5%	-	2%
**	*	*				**	*
9	1	7	14	17	4	-	*
12%	2%	7%	4%	6%	2%	-	1%
**	*	*				**	*
78	63	90	347	302	198	1	43
100%	100%	100%	100%	100%	100%	100%	100%
65	59	80	314	269	183	1	42
83%	94%	88%	90%	89%	93%	100%	97%
**	*	*				**	*
13	4	11	33	33	14	-	1
17%	6%	12%	10%	11%	7%	-	3%
**	*	*				**	*

	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
213	154	82	81	155	160	76	206
47%	54%	38%	56%	44%	53%	38%	49%
	O		Q		S		
197	103	114	55	162	122	95	178
43%	36%	52%	38%	46%	40%	48%	42%
		N					
26	14	12	6	20	12	15	23
6%	5%	6%	4%	6%	4%	7%	5%
21	12	9	3	18	8	13	17
5%	4%	4%	2%	5%	3%	7%	4%
						R	
456	283	217	145	355	301	199	424
100%	100%	100%	100%	100%	100%	100%	100%
409	257	196	136	316	281	171	384
90%	91%	90%	94%	89%	93%	86%	91%
					S		
46	26	21	9	38	20	28	40
10%	9%	10%	6%	11%	7%	14%	9%
						R	

ent Status
Non
Employed
U
128
76
29
38%
*
39
51%
*
3
4%
*
5
6%
*
76
100%
68
90%
*
8
10%
*

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	186	90	97	120	45
	37%	36%	39%	42%	30%
				D	
Agree somewhat	245	124	120	137	80
	49%	50%	48%	49%	53%
Disagree somewhat	51	24	26	19	21
	10%	10%	10%	7%	14%
					C
Disagree very much	18	12	7	6	5
	4%	5%	3%	2%	3%
Sigma	500	250	250	282	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	431	214	217	257	125
	86%	86%	87%	91%	83%
				DE	
Low2Box (Disagree)	69	36	33	25	26
	14%	14%	13%	9%	17%
					C

h 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
22	47	97	42	94	92	80	14
33%	28%	40%	47%	33%	43%	38%	35%
*		F	F*		I		*
28	85	118	41	142	103	105	21
41%	51%	49%	46%	50%	48%	50%	53%
*			*				*
10	32	16	2	39	12	18	5
16%	19%	7%	3%	13%	6%	9%	12%
C*	GH		*	J			*
7	4	11	4	12	6	6	-
11%	2%	4%	4%	4%	3%	3%	-
CD*			*				*
68	169	241	90	286	214	209	40
100%	100%	100%	100%	100%	100%	100%	100%
50	133	215	84	236	195	185	35
73%	79%	89%	93%	82%	91%	89%	88%
*		F	F*		I		*
18	36	27	6	50	19	24	5
27%	21%	11%	7%	18%	9%	11%	12%
C*	GH		*	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
261	245	255	69	431	136	364	429
252	240	260	69	431	131	369	417
93	96	91	32	154	56	131	152
37%	40%	35%	46%	36%	43%	35%	37%
			*				
119	110	135	31	214	62	183	209
47%	46%	52%	45%	50%	47%	49%	50%
			*				
27	21	29	5	45	12	38	42
11%	9%	11%	8%	10%	9%	10%	10%
			*				
13	13	6	1	17	1	17	14
5%	5%	2%	1%	4%	1%	5%	3%
			*			R	
252	240	260	69	431	131	369	417
100%	100%	100%	100%	100%	100%	100%	100%
212	206	225	63	369	118	314	361
84%	86%	87%	91%	85%	90%	85%	87%
			*				
40	34	35	6	63	13	56	56
16%	14%	13%	9%	15%	10%	15%	13%
			*				

ent Status
Non
Employed
U
71
83
34
41%
*
36
43%
*
9
10%
*
4
5%
*
83
100%
70
84%
*
13
16%
*

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	67	23	44	34	21
	13%	9%	18%	19%	12%
			A	DE	
Agree somewhat	180	86	94	71	61
	36%	34%	38%	39%	33%
Disagree somewhat	122	63	59	38	50
	24%	25%	24%	21%	27%
Disagree very much	131	79	52	38	51
	26%	31%	21%	21%	28%
		B			C
Sigma	500	250	250	181	182
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	247	108	139	105	82
	49%	43%	55%	58%	45%
			A	DE	
Low2Box (Disagree)	253	142	111	76	101
	51%	57%	45%	42%	55%
		B			C

h 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
12	24	32	11	29	38	30	29
9%	15%	14%	10%	14%	13%	12%	15%
48	56	85	39	73	107	90	67
35%	35%	37%	36%	34%	37%	37%	34%
34	32	58	32	52	70	58	51
25%	20%	25%	30%	25%	24%	24%	26%
			F				
43	48	56	27	59	72	65	51
31%	30%	24%	24%	28%	25%	27%	26%
C							
137	160	231	109	213	287	243	198
100%	100%	100%	100%	100%	100%	100%	100%
60	80	117	50	102	145	120	96
44%	50%	51%	46%	48%	51%	49%	49%
77	80	114	59	111	142	123	102
56%	50%	49%	54%	52%	49%	51%	51%
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
131	509	491	91	909	131	869	572
58	239	261	44	456	61	439	268
8	28	39	4	63	8	59	30
14%	12%	15%	8%	14%	13%	13%	11%
			*				
22	79	101	15	165	20	160	97
39%	33%	39%	34%	36%	33%	36%	36%
			*				
13	60	62	13	109	19	103	67
22%	25%	24%	30%	24%	31%	23%	25%
			*				
15	72	59	13	119	14	117	74
26%	30%	23%	29%	26%	23%	27%	28%
	O		*				
58	239	261	44	456	61	439	268
100%	100%	100%	100%	100%	100%	100%	100%
30	107	140	18	229	28	219	127
53%	45%	54%	42%	50%	46%	50%	47%
		N	*				
28	132	121	26	227	33	220	141
47%	55%	46%	58%	50%	54%	50%	53%
	O		*				

ent Status
Non
Employed
U
428
232
37
16%
T
83
36%
55
24%
57
25%
232
100%
120
52%
112
48%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	15	4	11	8	5
	3%	2%	4%	4%	3%
			A	E	
Agree somewhat	148	66	82	64	48
	30%	26%	33%	34%	27%
			A		
Disagree somewhat	198	100	99	77	73
	40%	40%	40%	41%	41%
Disagree very much	139	82	57	37	51
	28%	33%	23%	20%	29%
		B			C
Sigma	500	251	249	186	176
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	163	70	93	72	53
	33%	28%	37%	39%	30%
			A	DE	
Low2Box (Disagree)	337	181	156	114	124
	67%	72%	63%	61%	70%
		B			C

h 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
2	10	4	1	6	9	6	3
1%	3%	3%	4%	2%	4%	4%	3%
			*				
37	92	50	6	74	74	52	33
27%	29%	31%	27%	28%	32%	32%	30%
			*				
49	129	61	8	105	93	61	47
35%	41%	38%	34%	40%	40%	37%	43%
			*				
51	87	44	8	81	57	45	27
37%	27%	27%	35%	31%	25%	28%	24%
CD			*	J			
138	317	160	23	267	233	164	111
100%	100%	100%	100%	100%	100%	100%	100%
39	101	55	7	80	83	58	37
28%	32%	34%	30%	30%	36%	35%	33%
			*				
100	216	105	16	187	150	106	74
72%	68%	66%	70%	70%	64%	65%	67%
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
5	5	10	1	14	2	13	8
2%	2%	4%	3%	3%	5%	3%	3%
			*		*		
63	54	94	5	143	12	136	89
28%	23%	36%	25%	30%	28%	30%	27%
		N	*		*		
90	104	94	9	189	17	182	139
40%	45%	35%	46%	39%	39%	40%	42%
	O		*		*		U
67	71	68	5	134	12	127	91
30%	30%	25%	26%	28%	28%	28%	28%
			*		*		
225	234	266	20	480	42	458	327
100%	100%	100%	100%	100%	100%	100%	100%
68	59	104	6	157	14	149	97
30%	25%	39%	28%	33%	33%	33%	30%
		N	*		*		
157	175	162	14	323	28	309	230
70%	75%	61%	72%	67%	67%	67%	70%
	O		*		*		U

ent Status
Non
Employed
U
297
173
7
4%
59
34%
T
59
34%
48
28%
173
100%
66
38%
T
107
62%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] 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]	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	131	67	64	82	40
	26%	28%	25%	30%	28%
				E	E*
Agree somewhat	228	102	125	132	60
	46%	43%	48%	49%	41%
					*
Disagree somewhat	89	41	48	42	27
	18%	17%	18%	15%	19%
					*
Disagree very much	52	28	24	14	19
	10%	12%	9%	5%	13%
					*
Sigma	500	238	262	270	147
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	359	169	190	214	101
	72%	71%	72%	79%	69%
				E	*
Low2Box (Disagree)	141	69	72	56	46
	28%	29%	28%	21%	31%
					*

h 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
9	106	24	1	55	77	80	32
11%	26%	25%	29%	27%	26%	25%	31%
*		*	**				
35	186	40	2	88	140	153	40
42%	47%	41%	46%	44%	47%	48%	39%
*		*	**				
20	69	20	*	39	50	51	23
24%	17%	21%	8%	19%	17%	16%	22%
*		*	**				
19	39	12	1	19	33	37	8
23%	10%	12%	17%	9%	11%	11%	7%
C*		*	**				
83	400	96	4	200	300	321	103
100%	100%	100%	100%	100%	100%	100%	100%
44	292	64	3	142	217	233	73
53%	73%	67%	75%	71%	72%	73%	70%
*		*	**				
39	108	32	1	58	83	88	30
47%	27%	33%	25%	29%	28%	27%	30%
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
210	270	229	153	346	173	326	354
76	241	259	127	373	140	360	331
19	58	73	39	92	43	88	90
25%	24%	28%	31%	25%	31%	25%	27%
			*		*		
34	108	120	60	167	64	164	143
45%	45%	46%	47%	45%	45%	46%	43%
			*		*		
15	42	48	20	69	23	66	60
20%	17%	18%	16%	19%	16%	18%	18%
			*		*		
7	33	19	8	44	10	41	38
10%	14%	7%	6%	12%	7%	11%	12%
			*		*		
76	241	259	127	373	140	360	331
100%	100%	100%	100%	100%	100%	100%	100%
54	166	193	99	260	107	252	233
70%	69%	74%	78%	70%	76%	70%	70%
			*		*		
22	75	66	28	113	34	107	98
30%	31%	26%	22%	30%	24%	30%	30%
			*		*		

ent Status
Non
Employed
U
145
169
42
25%
*
84
50%
*
29
17%
*
14
8%
*
169
100%
126
75%
*
43
25%
*

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	259	241	173	178
Base: All Respondents (wtd)	500	248	252	215	157
Agree very much	82	35	48	43	23
	16%	14%	19%	20%	15%
Agree somewhat	191	96	96	85	53
	38%	39%	38%	39%	34%
Disagree somewhat	105	58	47	50	30
	21%	23%	19%	23%	19%
Disagree very much	121	60	61	37	51
	24%	24%	24%	17%	32%
					C
Sigma	500	248	252	215	157
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	274	130	144	128	76
	55%	52%	57%	60%	48%
Low2Box (Disagree)	226	118	108	87	81
	45%	48%	43%	40%	52%

h 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
16	69	13	1	37	46	28	50
13%	17%	15%	27%	16%	17%	27%	15%
		*	**			M*	M
53	157	33	2	79	112	39	122
42%	39%	37%	46%	34%	42%	37%	37%
		*	**			*	
25	85	20	-	60	45	21	69
20%	21%	23%	-	25%	17%	20%	21%
		*	**	J		*	
33	98	23	1	60	61	17	86
26%	24%	26%	27%	25%	23%	16%	26%
		*	**			*	
128	408	88	3	236	264	104	327
100%	100%	100%	100%	100%	100%	100%	100%
70	226	45	2	116	158	67	171
54%	55%	52%	73%	49%	60%	64%	52%
		*	**		I	*	
59	183	43	1	120	106	37	155
46%	45%	48%	27%	51%	40%	36%	48%
		*	**	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
5	33	49	11	71	13	69	42
7%	15%	18%	27%	16%	22%	16%	15%
			*		*		
31	90	101	13	178	22	169	99
45%	40%	37%	32%	39%	38%	38%	36%
			*		*		
15	45	60	6	99	8	97	67
21%	20%	22%	15%	22%	14%	22%	24%
			*		*		
19	58	64	11	110	15	106	71
27%	25%	23%	27%	24%	26%	24%	25%
			*		*		
69	226	274	41	459	59	441	279
100%	100%	100%	100%	100%	100%	100%	100%
36	124	150	24	250	35	239	141
52%	55%	55%	58%	54%	60%	54%	51%
			*		*		
34	103	124	17	209	23	203	138
48%	45%	45%	42%	46%	40%	46%	49%
			*		*		

ent Status
Non
Employed
U
191
221
41
18%
92
42%
38
17%
51
23%
221
100%
133
60%
88
40%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] 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]	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	87	33	54	47	28
	17%	14%	21%	22%	16%
				E	
Agree somewhat	193	79	114	81	66
	39%	33%	44%	38%	37%
			A		
Disagree somewhat	100	52	48	44	33
	20%	22%	19%	21%	18%
Disagree very much	120	76	44	40	52
	24%	32%	17%	19%	29%
		B			C
Sigma	500	240	260	211	178
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	280	113	168	127	94
	56%	47%	65%	60%	53%
			A		
Low2Box (Disagree)	220	128	92	84	85
	44%	53%	35%	40%	47%
		B			

h 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
13	10	51	26	33	54	25	52
11%	16%	19%	16%	14%	20%	17%	20%
	*					*	
47	25	115	53	97	96	49	115
42%	40%	43%	32%	41%	37%	33%	43%
	*					*	
23	13	50	36	53	47	32	48
21%	21%	19%	22%	22%	18%	22%	18%
	*					*	
28	14	54	51	54	66	41	51
25%	23%	20%	31%	23%	25%	28%	19%
	*		G			*	
111	62	271	167	237	263	146	266
100%	100%	100%	100%	100%	100%	100%	100%
59	34	166	80	130	150	73	167
53%	56%	61%	48%	55%	57%	50%	63%
	*	H				*	M
51	27	105	87	107	113	73	99
47%	44%	39%	52%	45%	43%	50%	37%
	*		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
148	267	233	48	452	72	428	362
88	250	250	46	454	68	432	339
11	37	51	10	77	14	73	53
12%	15%	20%	22%	17%	21%	17%	16%
			*		*		
29	89	104	13	180	23	170	129
33%	35%	42%	29%	40%	34%	39%	38%
			*		*		
20	61	39	10	90	16	84	73
23%	24%	16%	21%	20%	23%	20%	21%
	O		*		*		
28	64	56	13	107	15	105	84
32%	25%	22%	28%	24%	22%	24%	25%
L			*		*		
88	250	250	46	454	68	432	339
100%	100%	100%	100%	100%	100%	100%	100%
40	125	155	23	257	37	243	182
45%	50%	62%	51%	57%	55%	56%	54%
		N	*		*		
48	125	95	22	197	31	189	157
55%	50%	38%	49%	43%	45%	44%	46%
L	O		*		*		

ent Status
Non
Employed
U
138
161
34
21%
*
64
40%
*
27
17%
*
35
22%
*
161
100%
98
61%
*
63
39%
*

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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)	501	333	168	287	171
Base: All Respondents (wtd)	500	283	217	295	161
Agree very much	179	88	90	123	41
	36%	31%	42%	42%	25%
			A	D	
Agree somewhat	206	124	83	112	79
	41%	44%	38%	38%	49%
					C
Disagree somewhat	82	48	34	46	25
	16%	17%	16%	15%	16%
Disagree very much	33	23	10	15	16
	7%	8%	5%	5%	10%
Sigma	500	283	217	295	161
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	385	212	173	235	120
	77%	75%	80%	80%	75%
Low2Box (Disagree)	115	71	44	60	41
	23%	25%	20%	20%	25%

h 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
15	98	34	16	95	84	46	55
34%	37%	31%	38%	31%	44%	39%	35%
*			*		I		
15	108	48	19	138	69	46	66
35%	41%	44%	45%	44%	36%	39%	42%
*			*				
11	45	18	5	55	27	18	27
25%	17%	17%	12%	18%	14%	15%	17%
*			*				
3	15	9	2	22	11	7	9
7%	5%	8%	4%	7%	6%	6%	6%
*			*				
44	265	109	41	309	191	117	156
100%	100%	100%	100%	100%	100%	100%	100%
30	205	81	34	232	153	92	121
69%	78%	75%	83%	75%	80%	79%	77%
*			*				
14	60	28	7	77	38	25	35
31%	22%	25%	17%	25%	20%	21%	23%
*			*				

	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
78	71	107	31	148	34	145	102
34%	30%	41%	45%	34%	44%	34%	34%
		N	*		*		
94	108	98	27	180	35	172	128
42%	45%	37%	39%	42%	46%	41%	43%
			*		*		
37	41	40	7	75	6	75	46
16%	17%	15%	10%	17%	8%	18%	16%
			*		*	R	
18	17	16	4	29	2	32	22
8%	7%	6%	6%	7%	2%	8%	7%
			*		*		
227	238	262	68	432	76	424	299
100%	100%	100%	100%	100%	100%	100%	100%
172	180	205	58	327	68	317	231
76%	75%	78%	84%	76%	90%	75%	77%
			*		S*		
55	58	57	11	104	8	107	69
24%	25%	22%	16%	24%	10%	25%	23%
			*		*	R	

ent Status
Non
Employed
U
167
201
76
38%
78
39%
35
18%
11
6%
201
100%
154
77%
46
23%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] 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]	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	114	46	67	83	25
	23%	19%	26%	29%	20%
				E	E
Agree somewhat	210	94	116	117	55
	42%	39%	45%	41%	45%
Disagree somewhat	101	53	49	59	22
	20%	22%	19%	21%	18%
Disagree very much	75	47	28	27	21
	15%	20%	11%	9%	17%
		B			C
Sigma	500	240	260	287	124
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	324	140	184	201	80
	65%	58%	71%	70%	65%
			A	E	E
Low2Box (Disagree)	176	100	76	86	43
	35%	42%	29%	30%	35%
		B			

h 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
5	9	13	92	32	82	56	30
6%	33%	19%	23%	17%	27%	21%	26%
*	**	*			I		
38	16	25	168	82	128	118	43
42%	60%	38%	41%	43%	41%	44%	37%
*	**	*					
20	1	16	85	37	64	59	19
22%	3%	24%	21%	19%	21%	22%	16%
*	**	*					
27	1	12	61	40	35	36	25
30%	5%	18%	15%	21%	11%	13%	21%
CD*	**	*		J			
90	27	66	407	191	309	269	117
100%	100%	100%	100%	100%	100%	100%	100%
43	25	38	261	114	210	175	74
48%	93%	57%	64%	60%	68%	65%	63%
*	**	*					
47	2	28	146	77	99	95	44
52%	7%	43%	36%	40%	32%	35%	37%
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
104	223	277	72	428	91	409	359
113	227	273	74	426	92	408	336
27	45	69	17	97	24	90	78
24%	20%	25%	23%	23%	26%	22%	23%
*			*		*		
49	85	125	33	177	41	169	138
43%	37%	46%	45%	41%	45%	41%	41%
*			*		*		
24	52	50	14	87	13	88	69
21%	23%	18%	19%	20%	14%	22%	20%
*			*		*		
14	46	29	10	65	14	61	51
12%	20%	11%	13%	15%	15%	15%	15%
*	O		*		*		
113	227	273	74	426	92	408	336
100%	100%	100%	100%	100%	100%	100%	100%
76	130	194	50	274	65	259	216
67%	57%	71%	68%	64%	71%	63%	64%
*		N	*		*		
38	97	79	23	152	27	149	120
33%	43%	29%	32%	36%	29%	37%	36%
*	O		*		*		

ent Status
Non
Employed
U
141
164
36
22%
72
44%
32
20%
23
14%
164
100%
108
66%
56
34%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with each statement?

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	49	28	22	26	13
	10%	11%	9%	12%	7%
Agree somewhat	221	111	110	97	78
	44%	44%	45%	46%	42%
Disagree somewhat	183	90	93	69	72
	37%	36%	38%	33%	39%
Disagree very much	46	24	22	18	22
	9%	9%	9%	8%	12%
Sigma	500	253	247	211	185
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	271	139	132	124	91
	54%	55%	53%	59%	49%
Low2Box (Disagree)	229	114	116	87	94
	46%	45%	47%	41%	51%

h 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
10	11	20	19	30	19	2	16
10%	12%	10%	9%	11%	9%	11%	11%
	*					**	
47	32	74	115	131	91	5	73
44%	37%	39%	52%	46%	42%	33%	51%
	*		FG			**	
42	36	76	71	97	86	6	44
40%	41%	40%	32%	34%	40%	39%	31%
	*					**	
7	8	21	17	27	20	2	12
6%	10%	11%	8%	9%	9%	17%	8%
	*					**	
105	88	191	221	285	215	15	144
100%	100%	100%	100%	100%	100%	100%	100%
57	43	94	134	161	110	7	88
54%	49%	49%	60%	57%	51%	44%	61%
	*		G			**	M
48	45	97	88	124	106	8	56
46%	51%	51%	40%	43%	49%	56%	39%
	*	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
329	248	252	69	431	103	397	351
341	248	252	65	435	97	403	362
32	32	17	5	44	10	39	36
9%	13%	7%	8%	10%	11%	10%	10%
	O		*		*		
144	117	104	32	190	52	169	163
42%	47%	41%	49%	44%	54%	42%	45%
			*		S*		
133	78	105	22	161	25	158	129
39%	32%	42%	33%	37%	26%	39%	36%
		N	*		*	R	
32	20	26	6	40	9	37	35
9%	8%	10%	10%	9%	9%	9%	10%
			*		*		
341	248	252	65	435	97	403	362
100%	100%	100%	100%	100%	100%	100%	100%
176	149	122	37	234	63	208	198
52%	60%	48%	57%	54%	65%	52%	55%
	O		*		S*		
165	99	131	28	201	34	195	164
48%	40%	52%	43%	46%	35%	48%	45%
L		N	*		*	R	

ent Status
Non
Employed
U
149
138
14
10%
59
43%
54
39%
11
8%
138
100%
72
52%
66
48%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] 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]	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	84	34	49	52	22
	17%	14%	20%	26%	12%
			A	DE	
Agree somewhat	222	114	108	91	84
	44%	45%	43%	44%	46%
Disagree somewhat	104	54	51	38	41
	21%	21%	20%	19%	23%
Disagree very much	90	50	40	23	35
	18%	20%	16%	11%	19%
					C
Sigma	500	252	248	205	183
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	306	148	157	143	106
	61%	59%	63%	70%	58%
				DE	
Low2Box (Disagree)	194	104	91	61	77
	39%	41%	37%	30%	42%
					C

h 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
9	64	17	2	24	59	42	17
8%	19%	12%	11%	15%	18%	17%	15%
	G		*				*
46	142	70	11	75	147	112	55
41%	42%	49%	48%	44%	44%	45%	48%
			*				*
25	72	28	5	31	74	49	25
22%	21%	20%	20%	18%	22%	20%	21%
			*				*
31	58	27	5	38	52	45	18
28%	17%	19%	21%	23%	16%	18%	16%
CD			*	J			*
112	336	142	23	169	331	249	115
100%	100%	100%	100%	100%	100%	100%	100%
56	206	86	13	99	206	155	72
50%	61%	61%	59%	59%	62%	62%	63%
			*				*
56	130	56	9	69	125	94	43
50%	39%	39%	41%	41%	38%	38%	37%
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
260	541	459	81	919	89	911	564
136	264	236	41	459	45	455	283
24	37	46	4	79	5	78	40
17%	14%	20%	10%	17%	11%	17%	14%
		N	*		*		
55	122	100	23	199	26	196	137
40%	46%	42%	56%	43%	58%	43%	49%
			*		S*		U
30	58	47	4	100	6	98	55
22%	22%	20%	10%	22%	14%	22%	19%
			*	P	*		
27	47	43	10	80	8	83	51
20%	18%	18%	25%	17%	17%	18%	18%
			*		*		
136	264	236	41	459	45	455	283
100%	100%	100%	100%	100%	100%	100%	100%
79	159	147	27	278	31	274	177
58%	60%	62%	66%	61%	70%	60%	63%
			*		*		
58	105	90	14	180	14	181	106
42%	40%	38%	34%	39%	30%	40%	37%
			*		*		

ent Status
Non
Employed
U
436
217
44
20%
T
85
39%
50
23%
39
18%
217
100%
129
59%
89
41%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	42	11	30	27	12
	8%	4%	12%	14%	7%
			A	E*	
Agree somewhat	173	90	84	82	58
	35%	35%	34%	44%	36%
				E*	E
Disagree somewhat	139	71	67	52	44
	28%	28%	27%	28%	27%
				*	
Disagree very much	146	81	65	25	49
	29%	32%	26%	14%	30%
				*	C
Sigma	500	253	247	185	164
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	215	101	114	109	70
	43%	40%	46%	59%	43%
				DE*	E
Low2Box (Disagree)	285	153	132	77	93
	57%	60%	54%	41%	57%
				*	C

h 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
3	12	25	5	7	35	8	25
2%	7%	10%	7%	5%	10%	8%	10%
*	*		*	*			*
33	76	79	19	53	120	42	83
22%	43%	32%	25%	34%	35%	40%	32%
*	*		*	*			*
43	46	69	24	42	97	20	79
28%	26%	27%	33%	27%	28%	19%	30%
*	*		*	*			*
72	44	77	26	52	94	35	75
48%	25%	31%	35%	34%	27%	33%	29%
CD*	*		*	*			*
151	177	250	73	154	346	105	262
100%	100%	100%	100%	100%	100%	100%	100%
36	87	104	24	60	155	50	109
24%	49%	42%	32%	39%	45%	48%	41%
*	*		*	*			*
115	90	145	50	94	191	55	154
76%	51%	58%	68%	61%	55%	52%	59%
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
104	341	160	56	445	74	427	356
132	330	170	55	445	75	425	357
9	28	13	7	35	11	31	36
7%	9%	8%	12%	8%	14%	7%	10%
*		*	**		*		
48	103	71	24	150	30	143	122
36%	31%	42%	43%	34%	40%	34%	34%
*		*	**		*		
39	90	49	12	127	17	121	87
30%	27%	29%	22%	28%	23%	29%	24%
K*		*	**		*		
36	109	37	13	133	17	130	112
27%	33%	22%	24%	30%	22%	31%	31%
*		*	**		*		
132	330	170	55	445	75	425	357
100%	100%	100%	100%	100%	100%	100%	100%
57	131	84	30	185	41	174	158
43%	40%	49%	55%	42%	55%	41%	44%
*		*	**		*		
76	199	86	25	260	34	251	199
57%	60%	51%	45%	58%	45%	59%	56%
*		*	**		*		

ent Status
Non
Employed
U
145
143
6
4%
*
52
36%
*
52
36%
*
34
24%
*
143
100%
57
40%
*
86
60%
*

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	185	91	93	104	71
	37%	36%	38%	40%	42%
					*
Agree somewhat	248	122	126	125	76
	50%	48%	51%	48%	45%
					*
Disagree somewhat	45	27	18	27	15
	9%	11%	7%	10%	9%
					*
Disagree very much	22	11	11	7	8
	4%	4%	4%	3%	5%
					*
Sigma	500	252	248	262	169
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	433	213	219	229	146
	87%	85%	88%	87%	86%
					*
Low2Box (Disagree)	67	39	29	34	23
	13%	15%	12%	13%	14%
					*

h 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
10	9	55	120	93	91	67	36
15%	41%	34%	38%	35%	39%	44%	42%
**	**					M*	*
48	8	93	147	133	116	63	40
70%	37%	57%	47%	50%	49%	41%	47%
**	**					*	*
3	5	11	29	25	20	13	7
5%	22%	7%	9%	10%	8%	9%	8%
**	**					*	*
7	-	3	20	13	10	10	2
10%	-	2%	6%	5%	4%	7%	3%
**	**					*	*
68	22	162	316	263	237	154	86
100%	100%	100%	100%	100%	100%	100%	100%
58	17	148	267	226	207	130	76
85%	78%	92%	85%	86%	87%	85%	89%
**	**					*	*
10	5	14	49	38	30	23	10
15%	22%	8%	15%	14%	13%	15%	11%
**	**					*	*

	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
82	97	88	17	168	62	122	106
31%	38%	36%	32%	38%	41%	35%	35%
			*				
144	122	126	23	225	72	176	153
55%	48%	52%	44%	50%	47%	51%	50%
K			*				
25	27	18	7	38	11	34	34
9%	10%	8%	13%	9%	7%	10%	11%
			*				
10	11	12	6	16	8	14	14
4%	4%	5%	11%	4%	5%	4%	4%
			Q*				
261	256	244	53	447	153	347	308
100%	100%	100%	100%	100%	100%	100%	100%
226	219	214	40	392	134	299	260
87%	85%	88%	76%	88%	88%	86%	84%
			*				
34	37	30	13	55	19	48	48
13%	15%	12%	24%	12%	12%	14%	16%
			*				

ent Status
Non
Employed
U
166
192
78
41%
95
49%
11
5%
9
4%
192
100%
173
90%
19
10%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with eac

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	35	16	19	21	10
	7%	7%	8%	11%	6%
				DE	
Agree somewhat	135	59	76	76	40
	27%	24%	30%	41%	25%
			A	DE	E
Disagree somewhat	149	70	79	59	47
	30%	29%	31%	32%	29%
Disagree very much	180	100	80	30	64
	36%	41%	31%	16%	40%
		B			C
Sigma	500	246	254	185	161
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	171	76	95	97	50
	34%	31%	37%	52%	31%
			A	DE	E
Low2Box (Disagree)	329	170	159	88	111
	66%	69%	63%	48%	69%
		B			C

h 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
5	6	22	7	12	24	8	10
3%	6%	7%	8%	6%	8%	7%	6%
20	36	74	25	45	90	32	54
13%	33%	25%	27%	24%	29%	27%	30%
	G						
44	30	96	24	49	100	39	46
28%	27%	32%	26%	26%	32%	32%	26%
					I		
86	37	107	36	83	97	40	67
56%	34%	36%	39%	44%	31%	34%	38%
CD				J			
154	110	298	92	189	311	119	176
100%	100%	100%	100%	100%	100%	100%	100%
24	42	96	33	57	114	40	64
16%	39%	32%	35%	30%	37%	34%	36%
					I		
130	67	203	60	132	197	79	112
84%	61%	68%	65%	70%	63%	66%	64%
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
17	20	16	5	31	6	30	25
8%	6%	8%	11%	7%	9%	7%	8%
			*				
49	72	63	12	124	18	117	86
24%	24%	32%	27%	27%	30%	27%	26%
		N	*				
65	89	60	13	136	15	134	100
32%	29%	31%	31%	30%	25%	31%	31%
			*				
73	123	57	13	167	22	158	115
36%	40%	29%	31%	36%	36%	36%	35%
	O		*				
205	303	197	42	458	61	439	327
100%	100%	100%	100%	100%	100%	100%	100%
67	91	79	16	154	24	147	111
33%	30%	40%	38%	34%	39%	33%	34%
		N	*				
138	212	117	26	303	37	293	216
67%	70%	60%	62%	66%	61%	67%	66%
	O		*				

ent Status
Non
Employed
U
342
173
11
6%
49
28%
49
28%
65
37%
173
100%
60
34%
114
66%

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] 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]	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	58	24	34	31	21
	12%	10%	13%	17%	14%
				E	E
Agree somewhat	163	75	88	83	41
	33%	30%	35%	46%	27%
				DE	
Disagree somewhat	145	79	66	47	45
	29%	32%	26%	26%	30%
Disagree very much	134	69	65	22	43
	27%	28%	26%	12%	29%
					C
Sigma	500	247	253	182	149
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	221	99	122	114	62
	44%	40%	48%	63%	41%
				DE	E
Low2Box (Disagree)	279	148	131	68	88
	56%	60%	52%	37%	59%
					C

h 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
7	10	10	38	39	20	27	12
4%	13%	9%	12%	13%	10%	12%	9%
	*						
38	27	42	93	89	74	71	46
23%	36%	39%	30%	30%	37%	31%	36%
	*						
53	23	25	97	86	59	67	38
32%	30%	23%	31%	29%	29%	29%	30%
	*						
70	16	33	85	85	49	67	30
41%	21%	30%	27%	29%	24%	29%	24%
CD	*						
168	76	109	315	298	202	232	127
100%	100%	100%	100%	100%	100%	100%	100%
45	37	52	132	127	94	99	58
27%	49%	48%	42%	43%	46%	42%	46%
	*						
123	39	57	183	171	108	134	69
73%	51%	52%	58%	57%	54%	58%	54%
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
19	33	26	16	42	22	37	39
13%	13%	10%	32%	9%	32%	8%	12%
			Q*		S		
45	72	90	13	150	17	146	103
32%	29%	37%	25%	33%	25%	34%	33%
			*				
40	74	71	12	133	17	128	84
28%	29%	29%	23%	30%	25%	30%	27%
			*				
37	75	59	10	124	12	123	86
26%	30%	24%	19%	28%	17%	28%	28%
			*			R	
141	254	246	51	449	67	433	312
100%	100%	100%	100%	100%	100%	100%	100%
64	105	116	29	192	39	182	142
46%	41%	47%	57%	43%	57%	42%	46%
			Q*		S		
77	149	130	22	257	29	250	169
54%	59%	53%	43%	57%	43%	58%	54%
			*	P		R	

ent Status
Non
Employed
U
330
188
19
10%
59
32%
61
32%
48
26%
188
100%
79
42%
110
58%