

Socialogue

GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

		Gender			Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18007	8977	9030	6857	6233	4917	5777	7234	4854	8923	9084	5233	5988	6786	9862	8145	1976	16031	3250	14757	12131	5876
Base: All Respondents (wtd)	12000	5978	6022	5289	3848	2863	4215	4630	3004	5568	6432	4460	4294	3246	6171	5829	1277	10723	1972	10028	7691	4309
Everything	715	380	335	442	182	91	296	266	138	328	387	299	212	204	335	380	156	559	204	511	433	282
	6%	6%	6%	8%	5%	3%	7%	6%	5%	6%	6%	7%	5%	6%	5%	7%	12%	5%	10%	5%	6%	7%
				DE	E		GH					L		L		N	Q		S			
Most things	2213	1139	1074	1260	638	315	754	842	583	1013	1200	816	716	681	1090	1123	296	1917	510	1703	1455	758
	18%	19%	18%	24%	17%	11%	18%	18%	19%	18%	19%	18%	17%	21%	18%	19%	23%	18%	26%	17%	19%	18%
				DE	E									KL			Q		S			
Some things	6817	3226	3590	2919	2250	1648	2329	2668	1740	3087	3730	2389	2557	1870	3517	3300	644	6172	1016	5800	4404	2413
	57%	54%	60%	55%	58%	58%	55%	58%	58%	55%	58%	54%	60%	58%	57%	57%	50%	58%	52%	58%	57%	56%
			A		C			F			I		K	K				P		R		
Nothing	2255	1233	1022	667	778	810	837	854	543	1140	1115	956	809	491	1229	1026	181	2074	241	2014	1399	856
	19%	21%	17%	13%	20%	28%	20%	18%	18%	20%	17%	21%	19%	15%	20%	18%	14%	19%	12%	20%	18%	20%
		B			C	CD				J		LM	M		O			P		R		
Sigma	12000	5978	6022	5289	3848	2863	4215	4630	3004	5568	6432	4460	4294	3246	6171	5829	1277	10723	1972	10028	7691	4309
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18007	501	1000	500	1000	1000	1000	1000	1000	1000	500	1005	501	1000	1000	500	500	500	500	500	500	1000	500	500	1000
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Everything	715	32	7	11	58	14	19	9	7	6	7	68	75	25	1	32	35	32	140	19	33	10	15	45	15
	6%	6%	1%	2%	12%	3%	4%	2%	1%	1%	1%	14%	15%	5%	*	6%	7%	6%	28%	4%	7%	2%	3%	9%	3%
		BCEGHJINUX	N	N	ABCEFGHIJMNOPSTUVX	IN	IN	N	N	N		ABCEFGHIJMNOPSTUVWX	ABCEFGHIJMNOPSTUVWX	BCEGHJINUX		BCEGHJINUX	BCEGHJUNUVX	N*	ABCEFGHIJLMNOPQSTUVWX	BGHJUN	BCEGHJINUX	N	N	BCEFGHIJMNOSUVX	BHJUN
Most things	2213	84	80	55	111	61	147	43	40	51	38	194	173	101	20	74	114	74	167	115	166	60	37	150	58
	18%	17%	16%	11%	22%	12%	29%	9%	8%	10%	8%	39%	35%	20%	4%	15%	23%	15%	33%	23%	33%	12%	7%	30%	12%
		CEGHJUNUVX	CEGHJUNUVX	N	ABCEFGHIJNOUVX	GHJUNV	ABCEFGHIJMNQOQVX	N	N	N	N	ABCEFGHIJMNOPQSTUVWX	ABCEFGHIJMNOPQSUVX	BCEGHJUNOUVX		GHJUNV	ABCEFGHIJNOUVX	N*	ABCEFGHIJMNOPQSUVX	ABCEFGHIJNOUVX	ABCEFGHIJMNOPQSUVX	GHJUN		ABCEFGHIJMNOPQSUVX	GHJUN
Some things	6817	305	281	296	294	300	282	307	275	315	350	212	226	293	240	325	272	275	154	317	262	352	308	287	290
	57%	61%	56%	59%	59%	60%	56%	61%	55%	63%	70%	42%	45%	59%	48%	65%	54%	55%	31%	63%	52%	70%	62%	57%	58%
		HKLNRT	KLNR	KLNRT	KLNRT	HKLNRT	KLNR	BHKLNPRRT	KLNR	BHKLNPRTX	ABCEFGHIJLMNPQRSTVWX	R	R	KLNRT	KR	BHKLNPRTWX	KLNR	R*		BHKLNPRRT	KLR	ABCEFGHIJLMNPQRSTVWX	KLNRT	KLNR	KLNRT
Nothing	2255	79	131	137	36	125	53	142	177	128	105	26	26	81	239	70	79	119	40	49	40	78	140	18	137
	19%	16%	26%	27%	7%	25%	11%	28%	35%	26%	21%	5%	5%	16%	48%	14%	16%	24%	8%	10%	8%	16%	28%	4%	27%
		DKLRSTW	ADFKJLMOPRSTUW	ADFKJLMOPRSTUW	W	ADFKLMOPRSTUW	KLW	ADFKJLMOPRSTUW	ABCEFGHIJLMOPRSTUVWX	ADFKLMOPRSTUW	ADFKLMOPRSTUW			DFKLRTW	ABCEFGHIJLMOPRQSTUVWX	DKLRTW	DKLRSTW	DFKLRTW*	W	KLW	W	DKLRSTW	ADFKLMOPRSTUW		ADFKJLMOPRSTUW
Sigma	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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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 (*)

	Total	North	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18007	2000	2001	7000	5506	7500	3505	1500
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Everything	715	30	121	125	235	110	177	204
	6%	3%	8%	3%	7%	3%	9%	14%
			ACE		ACE		ACE	ABCDEF
Most things	2213	118	270	539	853	447	526	433
	18%	12%	18%	12%	24%	11%	26%	29%
			ACE		ABCE		ABCE	ABCDE
Some things	6817	590	924	2768	1777	2294	1063	758
	57%	59%	62%	62%	51%	57%	53%	51%
		DFG	DEFG	DEFG		DG		
Nothing	2255	262	185	1068	634	1148	234	106
	19%	26%	12%	24%	18%	29%	12%	7%
		BCDFG	G	BDFG	BFG	BCDFG	G	
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

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

- Column Means:

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

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

	Argentina Total	Argentina																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	213	288	217	172	112	226	207	68	175	326	214	157	130	243	258	73	428	85	416	310	191
Base: All Respondents (wtd)	500	245	255	248	146	106	258	198	44	161	339	327	118	55	215	285	64	436	75	425	270	230
Everything	32	19	13	21	9	2	16	13	3	12	20	24	5	3	15	17	8	24	5	27	13	19
	6%	8%	5%	8%	6%	2%	6%	7%	6%	7%	6%	7%	4%	5%	7%	6%	12%	5%	6%	6%	5%	8%
				E		*			*								*		*			
Most things	84	40	45	51	22	12	46	34	5	21	63	65	12	8	32	52	11	73	15	69	38	46
	17%	16%	18%	21%	15%	11%	18%	17%	11%	13%	19%	20%	10%	14%	15%	18%	18%	17%	20%	16%	14%	20%
						*			*			L					*		*			
Some things	305	144	160	142	87	75	149	126	30	88	217	183	88	34	136	169	36	269	44	261	179	126
	61%	59%	63%	57%	60%	71%	58%	64%	67%	55%	64%	56%	74%	62%	63%	59%	56%	62%	59%	61%	66%	55%
						C*			*				KM				*		*		U	
Nothing	79	42	37	34	28	16	47	25	7	40	39	54	15	10	31	48	9	70	11	68	39	40
	16%	17%	14%	14%	19%	16%	18%	12%	16%	25%	11%	17%	12%	19%	15%	17%	14%	16%	15%	16%	14%	17%
						*			*	J							*		*			
Sigma	500	245	255	248	146	106	258	198	44	161	339	327	118	55	215	285	64	436	75	425	270	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Minimum Base: 30 (**), Small Base: 100 (*)
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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/a/b
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO		NON-METRO		VIC/TAS		Region		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	T	U	V	W	X	Y	Z	SA/NT	WA
		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		
Base: All Respondents (unwtd)	1000	428	572	340	310	350	225	510	265	483	517	325	296	379	540	460	114	886	151	849	634	366	653	347	292	344	188	106	70		
Base: All Respondents (wtd)	500	248	252	197	154	150	114	270	115	232	268	131	295	74	275	225	54	446	72	428	317	183	300	200	149	172	97	51	31		
Everything	7	4	3	5	*	2	*	5	2	4	3	1	5	1	6	1	1	6	1	7	5	2	2	5	1	6	-	*	-		
	1%	2%	1%	3%	*	1%	*	2%	2%	2%	1%	1%	2%	1%	2%	*	2%	1%	1%	2%	2%	1%	1%	3%	1%	3%	-	1%	-		
				D											O		*		*					V		Z		*	*		
Most things	80	40	40	54	18	8	22	41	17	28	52	17	50	13	38	42	14	66	15	65	48	32	46	35	25	30	14	6	6		
	16%	16%	16%	28%	11%	6%	19%	15%	15%	12%	19%	13%	17%	18%	14%	19%	26%	15%	21%	15%	18%	15%	17%	17%	17%	14%	12%	20%			
				DE	E						I						Q*		*									*	*		
Some things	281	122	159	111	88	83	61	150	70	135	147	79	159	43	145	136	29	252	42	240	178	103	174	108	83	97	57	31	14		
	56%	49%	63%	57%	57%	55%	54%	56%	60%	58%	55%	60%	54%	59%	53%	60%	54%	57%	58%	56%	56%	57%	58%	54%	56%	56%	59%	60%	46%		
			A														*		*									*	*		
Nothing	131	81	50	26	48	57	31	74	27	65	67	34	80	17	85	47	10	121	15	117	86	45	78	53	40	40	26	14	11		
	26%	33%	20%	13%	31%	38%	27%	27%	23%	28%	25%	26%	27%	22%	31%	21%	18%	27%	20%	27%	27%	25%	26%	26%	27%	23%	27%	27%	34%		
		B			C	C									O		*		*									*	*		
Sigma	500	248	252	197	154	150	114	270	115	232	268	131	295	74	275	225	54	446	72	428	317	183	300	200	149	172	97	51	31		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

[Table of Contents](#)

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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 (*)
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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 (*)

	Belgium Total	Belgium																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	North	Center	South	French	Flemish
		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
Base: All Respondents (unwtd)	500	255	245	177	159	164	185	208	107	198	302	150	212	138	315	185	29	471	40	460	277	223	242	126	132	250	250
Base: All Respondents (wtd)	500	251	249	184	162	154	191	206	104	195	305	172	186	142	310	190	29	471	42	458	274	226	243	123	134	251	249
Everything	11	4	7	5	5	1	7	4	1	4	8	6	1	4	8	4	2	10	4	7	6	6	4	4	4	7	5
	2%	2%	3%	3%	3%	1%	4%	2%	1%	2%	3%	4%	*	3%	3%	2%	7%	2%	11%	2%	2%	3%	1%	4%	3%	3%	2%
Most things	55	25	30	25	15	15	27	21	6	23	32	26	17	13	27	28	8	47	6	49	20	35	31	13	11	27	28
	11%	10%	12%	13%	9%	10%	14%	10%	6%	12%	10%	15%	9%	9%	9%	15%	26%	10%	14%	11%	7%	15%	13%	10%	8%	11%	11%
Some things	296	161	136	111	97	89	107	118	72	99	197	86	126	84	197	100	11	285	21	275	170	127	140	72	84	150	146
	59%	64%	55%	60%	60%	58%	56%	57%	69%	51%	65%	50%	68%	59%	63%	53%	40%	60%	51%	60%	62%	56%	58%	58%	63%	60%	59%
Nothing		B							FG		I		K		O		**		*								
	137	61	76	43	45	49	50	63	25	69	68	54	42	41	79	58	8	129	10	127	79	59	68	34	35	67	70
Sigma	27%	24%	31%	24%	28%	32%	26%	31%	24%	36%	22%	31%	23%	29%	26%	31%	27%	27%	25%	28%	29%	26%	28%	28%	26%	27%	28%
										J							**		*								
	500	251	249	184	162	154	191	206	104	195	305	172	186	142	310	190	29	471	42	458	274	226	243	123	134	251	249
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

[Table of Contents](#)

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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 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	454	546	474	321	205	288	682	30	426	574	167	574	259	445	555	117	883	169	831	656	344
Base: All Respondents (wtd)	500	232	268	285	128	87	173	318	9	199	301	157	262	81	208	292	52	448	75	425	313	187
Everything	58	27	31	41	11	6	25	32	1	21	37	20	29	9	20	38	9	49	14	44	34	24
	12%	11%	12%	14%	8%	7%	15%	10%	10%	11%	12%	13%	11%	11%	10%	13%	16%	11%	18%	10%	11%	13%
				DE					**								*		S			
Most things	111	56	55	63	28	20	36	75	1	46	65	34	67	11	49	63	12	99	20	91	71	40
	22%	24%	21%	22%	22%	23%	21%	24%	9%	23%	22%	21%	25%	14%	23%	22%	23%	22%	27%	21%	23%	22%
									**			M	M				*					
Some things	294	128	166	161	79	54	99	188	7	117	177	89	150	55	122	172	29	265	38	256	187	107
	59%	55%	62%	56%	62%	63%	57%	59%	75%	59%	59%	57%	57%	68%	59%	59%	56%	59%	51%	60%	60%	57%
									**					KL			*		R			
Nothing	36	21	15	20	10	6	13	22	1	14	22	14	16	6	17	19	2	34	3	33	21	15
	7%	9%	6%	7%	8%	7%	8%	7%	6%	7%	7%	9%	6%	7%	8%	6%	4%	8%	4%	8%	7%	8%
									**								*					
Sigma	500	232	268	285	128	87	173	318	9	199	301	157	262	81	208	292	52	448	75	425	313	187
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	Prairies	Atlantic	Alberta	BC	Northwest	Ontario	Quebec
		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
Base: All Respondents (unwtd)	1000	493	507	303	327	370	163	342	495	529	471	176	414	410	547	453	132	868	187	813	712	288	53	63	105	126	-	402	251
Base: All Respondents (wtd)	500	247	253	178	168	154	110	196	193	235	265	186	223	91	257	243	61	439	84	416	335	165	26	30	55	60	-	194	134
Everything	14	5	9	9	3	2	8	4	2	4	10	8	5	1	5	9	1	13	2	12	4	10	-	1	1	-	-	6	6
	3%	2%	4%	5%	2%	1%	7%	2%	1%	2%	4%	4%	2%	1%	2%	4%	2%	3%	2%	3%	1%	6%	-	4%	1%	-	-	3%	5%
				DE			GH					M									T	*	*	*	*			Y	
Most things	61	29	31	36	16	9	15	25	20	24	37	26	27	8	34	27	5	55	10	51	38	22	2	4	9	2	-	24	20
	12%	12%	12%	20%	9%	6%	14%	13%	10%	10%	14%	14%	12%	8%	13%	11%	8%	13%	11%	12%	11%	13%	7%	14%	16%	4%	-	12%	15%
				DE																		*	Y*	Y*	*		Y	Y	
Some things	300	136	164	106	105	89	67	122	111	136	164	109	135	57	146	154	37	263	50	250	199	102	13	19	32	45	-	116	75
	60%	55%	65%	60%	62%	58%	61%	62%	57%	58%	62%	58%	60%	63%	57%	64%	60%	60%	60%	60%	59%	62%	51%	62%	58%	75%	-	60%	56%
			A																			*	*	*	VXab*				
Nothing	125	76	49	26	44	55	19	45	61	72	53	43	56	25	72	53	18	107	22	103	94	31	11	6	14	13	-	48	33
	25%	31%	19%	14%	26%	36%	17%	23%	32%	31%	20%	23%	25%	28%	28%	22%	30%	24%	26%	25%	28%	19%	42%	20%	25%	21%	-	25%	25%
		B		C		CD			FG	J					O						U		WYab*	*	*	*			
Sigma	500	247	253	178	168	154	110	196	193	235	265	186	223	91	257	243	61	439	84	416	335	165	26	30	55	60	-	194	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%

[Table of Contents](#)

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	527	473	442	428	130	64	260	676	699	301	78	282	640	677	323	84	916	327	673	890	110
Base: All Respondents (wtd)	500	249	251	200	198	101	89	170	240	337	163	295	155	50	295	205	43	457	101	399	400	100
Everything	19	16	3	8	10	1	3	1	16	15	4	10	7	3	18	1	8	12	10	9	19	1
	4%	6%	1%	4%	5%	1%	3%	*	6%	4%	3%	3%	4%	5%	6%	*	18%	3%	10%	2%	5%	1%
			*	*	*	*	**	*		*	*	*			*	*	**		S*			*
Most things	147	81	65	70	45	32	38	44	65	96	51	82	51	14	83	64	14	133	39	107	110	36
	29%	33%	26%	35%	23%	32%	42%	26%	27%	28%	31%	28%	33%	27%	28%	31%	32%	29%	38%	27%	28%	36%
			*	*	*	*	**	*		*	*	*			*	*	**		*			*
Some things	282	124	158	106	122	54	34	109	139	190	91	167	83	31	168	114	17	265	47	235	225	56
	56%	50%	63%	53%	62%	53%	38%	64%	58%	57%	56%	57%	54%	63%	57%	56%	40%	58%	46%	59%	56%	56%
			*	*	*	*	**	*		*	*	*		L	*	*	**		*			*
Nothing	53	28	25	17	21	14	15	17	20	36	17	36	14	3	26	27	4	48	5	47	45	7
	11%	11%	10%	8%	11%	14%	17%	10%	8%	11%	10%	12%	9%	5%	9%	13%	9%	11%	5%	12%	11%	7%
			*	*	*	*	**	*		*	*	*			*	*	**		*			*
Sigma	500	249	251	200	198	101	89	170	240	337	163	295	155	50	295	205	43	457	101	399	400	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	France Total	France																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	485	515	357	309	334	255	481	264	395	605	418	297	285	532	468	44	956	79	921	648	352
Base: All Respondents (wtd)	500	247	253	191	159	151	125	240	134	191	309	168	209	124	268	232	22	478	39	461	330	170
Everything	9	5	4	5	2	2	3	4	2	3	6	4	4	1	3	6	-	9	-	9	5	4
	2%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	3%	-	2%	-	2%	1%	3%
																	*		*			
Most things	43	21	22	20	15	8	16	18	9	16	26	18	16	9	22	21	5	38	5	38	28	15
	9%	8%	9%	11%	9%	5%	13%	8%	7%	8%	9%	11%	7%	7%	8%	9%	21%	8%	12%	8%	8%	9%
				E	E		GH										Q*		*			
Some things	307	149	158	120	89	97	72	153	82	117	189	95	136	76	161	146	11	295	21	286	202	105
	61%	60%	62%	63%	56%	64%	58%	64%	61%	61%	61%	57%	65%	61%	60%	63%	50%	62%	54%	62%	61%	61%
				D									K				*		*			
Nothing	142	72	70	45	53	44	35	65	42	55	87	50	54	38	83	59	6	135	13	129	96	46
	28%	29%	28%	24%	33%	29%	28%	27%	31%	29%	28%	30%	26%	31%	31%	25%	29%	28%	34%	28%	29%	27%
					C												*		*			
Sigma	500	247	253	191	159	151	125	240	134	191	309	168	209	124	268	232	22	478	39	461	330	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Germany Total	Germany																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	498	502	292	372	336	346	341	313	329	671	176	633	191	701	299	93	907	181	819	723	277
Base: All Respondents (wtd)	500	253	247	172	189	139	183	165	152	156	344	113	285	101	347	153	43	457	86	414	354	146
Everything	7	5	3	4	2	2	3	1	3	4	4	-	6	1	5	2	2	6	3	5	6	1
	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	-	2%	1%	2%	1%	4%	1%	3%	1%	2%	1%
Most things													K				Q*		S			
	40	27	13	25	12	3	15	13	12	10	31	11	21	8	31	9	3	37	8	32	30	11
	8%	11%	5%	15%	6%	2%	8%	8%	8%	6%	9%	10%	7%	8%	9%	6%	7%	8%	9%	8%	8%	7%
Some things		B		DE	E												*					
	275	134	142	106	101	69	100	95	79	73	202	49	165	62	192	83	22	253	45	230	192	83
	55%	53%	57%	61%	53%	50%	55%	58%	52%	47%	59%	43%	58%	61%	55%	54%	52%	55%	52%	56%	54%	57%
Nothing				DE						I			K	K			*					
	177	87	90	38	75	65	65	55	57	70	107	53	94	30	118	59	16	161	30	147	126	51
	35%	34%	36%	22%	39%	47%	36%	33%	38%	45%	31%	47%	33%	30%	34%	38%	37%	35%	35%	35%	36%	35%
Sigma					C	C				J		LM					*					
	500	253	247	172	189	139	183	165	152	156	344	113	285	101	347	153	43	457	86	414	354	146
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Hungary Total	Hungary																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	246	254	172	159	169	179	241	8	189	311	173	242	85	290	210	20	480	21	479	268	232
Base: All Respondents (wtd)	500	244	256	202	139	159	176	241	8	179	321	129	294	77	283	217	21	479	23	477	265	235
Everything	7	5	2	5	2	-	3	3	-	1	5	4	3	-	2	5	-	7	-	7	3	3
	1%	2%	1%	2%	1%	-	2%	1%	-	1%	2%	3%	1%	-	1%	2%	-	1%	-	1%	1%	1%
									**					*			**		**			
Most things	38	25	14	21	10	7	9	23	1	12	27	15	17	6	24	14	2	36	3	35	21	17
	8%	10%	5%	11%	7%	4%	5%	9%	10%	7%	8%	12%	6%	7%	9%	6%	10%	8%	12%	7%	8%	7%
				E					**			L		*			**		**			
Some things	350	153	197	149	86	114	130	160	5	118	232	83	210	57	186	164	14	335	13	337	173	176
	70%	63%	77%	74%	62%	72%	74%	66%	64%	66%	72%	64%	71%	75%	66%	76%	68%	70%	58%	70%	65%	75%
			A	D					**					*		N	**		**		T	
Nothing	105	62	43	27	40	38	34	56	2	48	57	27	64	14	71	35	5	101	7	99	67	38
	21%	26%	17%	13%	29%	24%	19%	23%	25%	27%	18%	21%	22%	18%	25%	16%	22%	21%	30%	21%	25%	16%
		B			C	C			**	J				*	O		**		**		U	
Sigma	500	244	256	202	139	159	176	241	8	179	321	129	294	77	283	217	21	479	23	477	265	235
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	India Total	India																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	1005	540	465	541	303	161	386	354	265	616	389	3	130	872	524	481	270	735	513	492	784	221	
Base: All Respondents (wtd)	500	258	242	276	150	74	197	173	130	295	205	2	67	431	251	249	132	368	250	250	383	117	
Everything	68	37	31	49	16	3	26	27	14	36	32	1	9	58	45	23	31	37	45	23	59	9	
	14%	14%	13%	18%	10%	4%	13%	16%	11%	12%	16%	69%	13%	14%	18%	9%	24%	10%	18%	9%	15%	8%	
				DE	E							**			O		Q		S		U		
Most things	194	102	92	122	52	21	75	69	50	109	85	*	25	169	101	92	55	139	110	84	150	44	
	39%	40%	38%	44%	34%	28%	38%	40%	38%	37%	41%	31%	37%	39%	40%	37%	41%	38%	44%	34%	39%	37%	
				DE								**							S				
Some things	212	104	108	98	72	42	80	70	61	134	78	-	27	185	92	120	42	170	90	122	155	56	
	42%	40%	44%	36%	48%	57%	41%	40%	47%	45%	38%	-	40%	43%	36%	48%	32%	46%	36%	49%	40%	48%	
				C	C					J		**			N		P		R		T		
Nothing	26	15	12	7	11	8	15	7	5	16	11	-	7	20	13	13	5	22	6	21	19	8	
	5%	6%	5%	3%	7%	11%	8%	4%	4%	5%	5%	-	10%	5%	5%	4%	6%	2%	8%	5%	6%		
				C	C		GH					**	M						R				
Sigma	500	258	242	276	150	74	197	173	130	295	205	2	67	431	251	249	132	368	250	250	383	117	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Indonesia Total	Indonesia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	501	268	233	265	171	65	154	265	82	284	217	198	52	251	234	267	69	432	135	366	412	89
Base: All Respondents (wtd)	500	250	250	282	159	60	146	260	93	265	235	204	50	246	221	279	65	435	128	372	400	100
Everything	75	33	42	56	15	4	18	41	16	33	42	35	4	36	25	50	18	57	27	47	59	16
	15%	13%	17%	20%	9%	6%	12%	16%	18%	12%	18%	17%	7%	15%	11%	18%	27%	13%	21%	13%	15%	16%
				DE		*			*				*			N	Q*		S			*
Most things	173	88	86	106	54	13	49	96	28	92	81	70	26	77	78	95	24	149	47	126	144	29
	35%	35%	34%	38%	34%	22%	33%	37%	31%	35%	35%	34%	51%	32%	36%	34%	37%	34%	37%	34%	36%	29%
				E		*			*				KM*				*					*
Some things	226	120	106	109	84	32	72	114	40	126	100	90	17	119	103	123	23	203	50	176	178	48
	45%	48%	42%	39%	53%	55%	49%	44%	42%	48%	42%	44%	34%	48%	47%	44%	35%	47%	39%	47%	44%	48%
				C		C*			*				*				*					*
Nothing	26	10	16	10	6	10	8	10	9	14	12	9	4	13	14	12	1	25	3	23	19	7
	5%	4%	6%	3%	4%	17%	5%	4%	9%	5%	5%	5%	7%	5%	6%	4%	1%	6%	2%	6%	5%	7%
						CD*			G*				*				*					*
Sigma	500	250	250	282	159	60	146	260	93	265	235	204	50	246	221	279	65	435	128	372	400	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Italy Total	Italy																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	480	520	323	389	288	276	455	269	461	539	321	535	144	498	502	97	903	140	860	571	429
Base: All Respondents (wtd)	500	250	250	181	190	129	148	229	122	231	269	243	198	58	237	263	47	453	65	435	273	227
Everything	25	11	13	14	7	4	13	9	3	10	15	13	10	2	10	15	4	20	5	19	12	13
	5%	5%	5%	8%	4%	3%	8%	4%	2%	4%	6%	6%	5%	3%	4%	6%	9%	4%	8%	4%	4%	6%
Most things				DE			GH										*					
	101	53	48	43	37	21	31	49	22	42	59	52	40	9	43	58	12	89	16	85	56	45
	20%	21%	19%	24%	20%	16%	21%	21%	18%	18%	22%	21%	20%	15%	18%	22%	25%	20%	24%	20%	21%	20%
Some things				E													*					
	293	145	148	97	115	81	79	133	82	138	156	138	117	38	143	150	24	269	37	256	163	130
	59%	58%	59%	54%	60%	63%	53%	58%	67%	60%	58%	57%	59%	66%	60%	57%	52%	59%	57%	59%	60%	57%
Nothing				C			FG										*					
	81	40	41	27	32	23	27	38	16	41	40	40	32	9	41	40	6	75	7	74	42	40
	16%	16%	16%	15%	17%	18%	18%	17%	13%	18%	15%	17%	16%	16%	17%	15%	14%	17%	11%	17%	15%	17%
Sigma																	*					
	500	250	250	181	190	129	148	229	122	231	269	243	198	58	237	263	47	453	65	435	273	227
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Japan Total	Japan																					
		Gender		Age			Household Income			Marital Status		Education		Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	1000	480	520	274	353	373	579	362	59	611	389	325	230	445	501	499	43	957	77	923	636	364	
Base: All Respondents (wtd)	500	251	249	185	156	158	316	162	22	277	223	295	90	115	237	263	18	482	32	468	300	200	
Everything	1	*	1	1	*	-	*	1	-	*	1	1	-	*	*	1	-	1	-	1	*	1	
	*	*	1%	1%	*	-	*	1%	-	*	1%	*	-	*	*	*	-	*	-	*	*	1%	
Most things									*								*		*				
	20	12	8	9	6	5	16	4	-	10	10	11	3	6	12	8	2	18	5	15	14	6	
Some things	4%	5%	3%	5%	4%	3%	5%	2%	-	4%	4%	4%	4%	5%	5%	3%	10%	4%	15%	3%	5%	3%	
									*								*		S*				
	240	116	123	106	65	68	155	71	14	124	116	138	46	56	116	123	9	231	17	223	145	95	
	48%	46%	50%	57%	42%	43%	49%	44%	64%	45%	52%	47%	51%	49%	49%	47%	48%	48%	52%	48%	48%	48%	
Nothing				DE					G*								*		*				
	239	122	117	69	85	85	145	86	8	143	96	145	41	53	109	130	8	231	11	228	141	98	
	48%	49%	47%	37%	54%	54%	46%	53%	36%	52%	43%	49%	46%	46%	46%	50%	41%	48%	34%	49%	47%	49%	
					C	C			*	J							*		R				
Sigma	500	251	249	185	156	158	316	162	22	277	223	295	90	115	237	263	18	482	32	468	300	200	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Mexico Total	Mexico																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	254	246	240	195	65	368	115	17	232	268	143	164	193	274	226	101	399	124	376	341	159
Base: All Respondents (wtd)	500	239	261	270	150	80	407	79	15	199	301	321	103	76	237	263	94	406	99	401	316	184
Everything	32	18	14	15	9	8	29	2	*	9	23	22	6	4	17	15	11	21	7	25	19	12
	6%	7%	5%	5%	6%	10%	7%	3%	2%	4%	7%	7%	6%	5%	7%	6%	11%	5%	7%	6%	6%	7%
						*		*	**								*		*			*
Most things	74	40	34	51	21	2	58	9	7	22	53	46	18	10	30	45	11	63	17	57	47	27
	15%	17%	13%	19%	14%	3%	14%	12%	45%	11%	17%	14%	18%	13%	12%	17%	12%	16%	17%	14%	15%	15%
				E	E	*		*	**								*		*			*
Some things	325	144	181	169	99	57	260	58	7	131	193	209	65	51	161	163	57	268	63	262	210	115
	65%	60%	69%	63%	66%	71%	64%	74%	47%	66%	64%	65%	63%	67%	68%	62%	60%	66%	64%	65%	66%	62%
						*		*	**								*		*			*
Nothing	70	38	32	36	21	13	60	9	1	37	32	45	14	11	30	40	16	54	12	58	39	31
	14%	16%	12%	13%	14%	17%	15%	12%	6%	19%	11%	14%	14%	15%	13%	15%	17%	13%	12%	14%	12%	17%
						*		*	**	J							*		*			*
Sigma	500	239	261	270	150	80	407	79	15	199	301	321	103	76	237	263	94	406	99	401	316	184
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Poland Total	Poland																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	252	248	194	153	153	404	90	6	255	245	74	335	91	221	279	32	468	45	455	272	228
Base: All Respondents (wtd)	500	248	252	215	148	137	413	82	5	241	259	104	327	69	204	296	29	471	41	459	256	244
Everything	35	15	20	14	7	13	29	6	-	16	18	7	22	5	10	25	4	31	5	29	15	19
	7%	6%	8%	7%	5%	10%	7%	7%	-	7%	7%	7%	7%	7%	5%	8%	12%	7%	13%	6%	6%	8%
								*	**			*		*			*		*			
Most things	114	63	52	56	30	28	91	20	3	55	59	26	73	15	49	65	8	106	12	102	65	49
	23%	25%	20%	26%	21%	20%	22%	25%	51%	23%	23%	25%	22%	21%	24%	22%	27%	23%	30%	22%	25%	20%
								*	**			*		*			*		*			
Some things	272	130	142	118	82	72	226	46	1	136	136	47	187	39	114	159	12	260	18	254	140	132
	54%	52%	56%	55%	55%	53%	55%	56%	16%	56%	53%	45%	57%	56%	56%	54%	41%	55%	45%	55%	55%	54%
								*	**			*		*			*		*			
Nothing	79	41	38	26	29	24	67	10	2	34	45	24	44	11	32	47	6	73	5	74	35	44
	16%	16%	15%	12%	20%	17%	16%	13%	33%	14%	18%	23%	13%	16%	16%	16%	20%	16%	12%	16%	14%	18%
								*	**			L*		*			*		*			
Sigma	500	248	252	215	148	137	413	82	5	241	259	104	327	69	204	296	29	471	41	459	256	244
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

		Russia																					
	Russia Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	500	265	235	165	177	158	43	213	244	296	204	11	110	379	297	203	56	444	101	399	381	119	
Base: All Respondents (wtd)	500	240	260	211	160	129	53	236	212	276	224	146	266	88	216	284	45	455	65	435	295	205	
Everything	32	22	10	11	10	11	1	25	6	22	10	9	18	5	16	16	5	27	5	27	12	19	
	6%	9%	4%	5%	6%	9%	1%	11%	3%	8%	4%	6%	7%	6%	8%	5%	11%	6%	8%	6%	4%	9%	
	**			**		**	**		**	**		**	*			**	**		**			**	
Most things	74	25	49	41	24	9	*	42	32	30	44	27	32	14	28	46	2	72	4	70	48	25	
	15%	10%	19%	19%	15%	7%	*	18%	15%	11%	19%	19%	12%	16%	13%	16%	4%	16%	6%	16%	16%	12%	
	**			**		**	**		**	**		**	*			**	**		**			**	
Some things	275	106	169	132	103	39	29	152	95	135	140	45	178	51	134	141	35	239	52	223	200	75	
	55%	44%	65%	63%	65%	30%	54%	64%	45%	49%	62%	31%	67%	58%	62%	50%	79%	53%	80%	51%	68%	36%	
	**			**		**	**		**	**		**	*			**	**		**			**	
Nothing	119	87	32	27	22	70	23	17	79	89	31	64	38	18	38	82	3	117	4	115	34	86	
	24%	36%	12%	13%	14%	54%	44%	7%	37%	32%	14%	44%	14%	20%	17%	29%	6%	26%	7%	26%	11%	42%	
	**			**		**	**		**	**		**	*			**	**		**			**	
Sigma	500	240	260	211	160	129	53	236	212	276	224	146	266	88	216	284	45	455	65	435	295	205	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	286	214	305	172	23	258	126	46	306	194	137	169	194	201	299	64	436	81	419	294	206
Base: All Respondents (wtd)	500	283	217	295	168	37	284	106	34	293	207	290	145	65	192	308	57	443	75	425	270	230
Everything	140	76	64	85	42	13	86	32	7	72	68	84	37	18	54	85	25	115	27	112	68	71
	28%	27%	29%	29%	25%	35%	30%	30%	22%	24%	33%	29%	26%	27%	28%	28%	43%	26%	36%	26%	25%	31%
					*	**		*	*								Q*		*			
Most things	167	91	76	103	56	8	91	35	12	100	67	91	54	22	61	106	19	148	22	145	95	72
	33%	32%	35%	35%	34%	22%	32%	33%	35%	34%	32%	31%	37%	34%	32%	34%	32%	34%	29%	34%	35%	31%
					*	**		*	*								*		*			
Some things	154	93	61	80	58	15	86	29	15	104	50	87	45	22	63	91	11	143	24	130	83	71
	31%	33%	28%	27%	35%	41%	30%	27%	43%	35%	24%	30%	31%	33%	33%	29%	19%	32%	32%	31%	31%	31%
					*	**		*	*	J							*		*			
Nothing	40	24	16	28	11	1	22	11	-	18	21	27	9	4	14	26	3	37	3	37	24	16
	8%	8%	7%	9%	7%	2%	8%	10%	-	6%	10%	9%	6%	6%	7%	8%	5%	8%	4%	9%	9%	7%
					*	**		*	*								*		*			
Sigma	500	283	217	295	168	37	284	106	34	293	207	290	145	65	192	308	57	443	75	425	270	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	195	305	231	178	91	12	48	440	253	247	237	134	129	263	237	93	407	157	343	428	72
Base: All Respondents (wtd)	500	240	260	287	137	76	26	49	424	210	290	257	121	122	257	243	87	413	141	359	391	109
Everything	19	15	4	14	2	3	6	2	11	4	15	14	3	3	7	12	3	17	4	15	10	9
	4%	6%	2%	5%	1%	4%	24%	5%	3%	2%	5%	5%	2%	2%	3%	5%	3%	4%	3%	4%	3%	9%
		B				*	**	*									*				T*	
Most things	115	57	59	84	19	12	10	17	88	36	79	62	26	27	64	52	22	93	35	80	91	24
	23%	24%	23%	29%	14%	16%	39%	34%	21%	17%	27%	24%	21%	22%	25%	21%	26%	22%	25%	22%	23%	22%
				DE		*	**	*			I						*					*
Some things	317	146	171	172	96	49	6	28	283	146	171	156	81	80	160	157	53	264	90	227	254	63
	63%	61%	66%	60%	70%	64%	22%	57%	67%	69%	59%	61%	67%	65%	62%	65%	61%	64%	64%	63%	65%	58%
					*	**	*			J							*					*
Nothing	49	23	26	16	20	12	4	2	42	23	25	25	12	12	27	21	9	40	12	37	37	12
	10%	9%	10%	6%	15%	16%	16%	4%	10%	11%	9%	10%	10%	10%	11%	9%	10%	10%	8%	10%	9%	11%
					C	C*	**	*									*					*
Sigma	500	240	260	287	137	76	26	49	424	210	290	257	121	122	257	243	87	413	141	359	391	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	South Korea Total	South Korea																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	500	267	233	161	204	135	72	200	228	314	186	19	141	340	272	228	68	432	103	397	369	131	
Base: All Respondents (wtd)	500	252	248	211	188	101	81	203	216	281	219	22	145	332	254	246	60	440	92	408	355	145	
Everything	33	17	15	20	8	5	1	12	19	17	16	-	11	22	17	16	6	27	9	24	25	7	
	7%	7%	6%	9%	4%	5%	2%	6%	9%	6%	7%	-	7%	7%	7%	6%	10%	6%	9%	6%	7%	5%	
							*		F			**				*		*					
Most things	166	82	84	75	58	33	23	71	71	86	80	10	51	105	87	79	22	144	38	127	114	52	
	33%	32%	34%	36%	31%	32%	28%	35%	33%	31%	36%	44%	35%	32%	34%	32%	36%	33%	42%	31%	32%	36%	
							*					**				*		S*					
Some things	262	137	125	101	108	53	45	104	112	152	109	11	69	181	132	130	28	233	41	221	187	75	
	52%	54%	51%	48%	57%	52%	56%	51%	52%	54%	50%	51%	47%	55%	52%	53%	47%	53%	45%	54%	53%	52%	
							*					**				*		*					
Nothing	40	17	23	14	15	11	12	15	13	25	15	1	15	24	18	21	4	36	4	36	29	11	
	8%	7%	9%	7%	8%	11%	14%	7%	6%	9%	7%	5%	10%	7%	7%	9%	7%	8%	4%	9%	8%	8%	
							H*					**				*		*					
Sigma	500	252	248	211	188	101	81	203	216	281	219	22	145	332	254	246	60	440	92	408	355	145	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Spain Total	Spain																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1000	507	493	321	430	249	727	232	41	421	579	657	79	264	556	444	81	919	86	914	538	462	
Base: All Respondents (wtd)	500	252	248	205	187	109	351	130	19	187	313	249	115	136	270	230	44	456	45	455	272	228	
Everything	10	2	7	8	1	1	5	4	1	2	8	6	2	2	4	6	2	8	2	8	4	6	
	2%	1%	3%	4%	1%	1%	1%	3%	3%	1%	3%	2%	2%	2%	1%	3%	3%	2%	4%	2%	1%	3%	
Most things			A	DE					*				*				*		*				
	60	29	31	33	19	7	46	13	*	15	45	33	15	13	34	26	9	51	10	49	33	27	
	12%	12%	12%	16%	10%	6%	13%	10%	2%	8%	14%	13%	13%	9%	13%	11%	20%	11%	23%	11%	12%	12%	
Some things				DE			H		*		I		*				Q*		S*				
	352	178	175	141	131	80	248	91	13	135	217	166	87	99	192	160	30	322	29	323	192	160	
	70%	70%	70%	69%	70%	73%	71%	70%	70%	72%	69%	67%	76%	73%	71%	70%	68%	71%	65%	71%	71%	70%	
Nothing									*				*				*		*				
	78	43	35	22	34	21	52	22	5	35	43	44	11	22	41	38	4	75	3	75	43	35	
	16%	17%	14%	11%	18%	20%	15%	17%	25%	19%	14%	18%	10%	16%	15%	16%	8%	16%	7%	16%	16%	16%	
Sigma					C	C			*				*				*		*				
	500	252	248	205	187	109	351	130	19	187	313	249	115	136	270	230	44	456	45	455	272	228	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Sweden Total	Sweden																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	268	232	156	142	202	176	243	81	136	364	340	72	88	325	175	50	450	64	436	314	186
Base: All Respondents (wtd)	500	254	246	185	137	178	160	233	108	145	355	105	262	132	319	181	60	440	81	419	343	157
Everything	15	10	5	9	4	2	9	6	-	4	11	2	11	2	11	4	8	7	8	7	6	9
	3%	4%	2%	5%	3%	1%	5%	3%	-	2%	3%	2%	4%	1%	3%	2%	13%	2%	10%	2%	2%	6%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	**	*	*
Most things	37	23	14	17	7	13	10	16	11	12	25	10	17	10	28	9	7	29	9	28	25	12
	7%	9%	6%	9%	5%	7%	6%	7%	10%	8%	7%	9%	6%	8%	9%	5%	12%	7%	10%	7%	7%	7%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	**	*	*
Some things	308	135	173	121	86	101	109	132	68	85	224	64	161	83	181	127	28	280	41	267	211	98
	62%	53%	70%	65%	63%	57%	68%	57%	63%	58%	63%	61%	62%	63%	57%	70%	46%	64%	51%	64%	61%	62%
	*	A*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	**	*	*
Nothing	140	86	55	39	39	62	33	78	29	45	96	29	73	38	100	41	17	123	24	117	101	39
	28%	34%	22%	21%	29%	35%	20%	34%	27%	31%	27%	28%	28%	28%	31%	22%	28%	28%	29%	28%	30%	25%
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	**	*	*
Sigma	500	254	246	185	137	178	160	233	108	145	355	105	262	132	319	181	60	440	81	419	343	157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Turkey Total	Turkey																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	500	289	211	289	180	31	22	166	312	278	222	140	82	278	275	225	61	439	156	344	338	162	
Base: All Respondents (wtd)	500	252	248	262	173	64	22	169	310	283	217	140	86	274	275	225	60	440	150	350	315	185	
Everything	45	21	24	29	12	4	1	23	21	26	19	19	10	16	23	22	4	41	15	30	33	12	
	9%	8%	10%	11%	7%	6%	6%	13%	7%	9%	9%	14%	12%	6%	8%	10%	7%	9%	10%	9%	10%	7%	
						*	**	H				M	*				*						
Most things	150	81	70	90	46	14	9	48	93	77	73	43	23	85	82	68	22	129	53	97	97	53	
	30%	32%	28%	34%	26%	23%	42%	28%	30%	27%	34%	31%	26%	31%	30%	30%	36%	29%	36%	28%	31%	29%	
						*	**						*				*						
Some things	287	139	148	133	108	46	9	96	182	168	119	75	48	164	159	128	31	255	77	210	173	114	
	57%	55%	60%	51%	62%	72%	42%	57%	59%	59%	55%	53%	57%	60%	58%	57%	53%	58%	52%	60%	55%	62%	
				C	C*	**							*				*						
Nothing	18	11	6	10	8	-	2	2	13	12	6	4	4	10	11	7	2	15	4	13	13	5	
	4%	4%	3%	4%	4%	-	10%	1%	4%	4%	3%	3%	5%	3%	4%	3%	4%	4%	3%	4%	4%	3%	
						*	**						*				*						
Sigma	500	252	248	262	173	64	22	169	310	283	217	140	86	274	275	225	60	440	150	350	315	185	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	Great Britain Total	Great Britain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	507	493	343	308	349	216	615	169	426	574	344	324	332	594	406	104	896	127	873	665	335
Base: All Respondents (wtd)	500	246	254	185	156	159	109	306	85	206	294	171	164	165	289	211	51	449	62	438	331	169
Everything	6	5	2	4	1	1	3	3	1	2	4	2	3	1	3	3	*	6	1	5	3	3
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2%
Most things	51	23	28	31	11	9	10	33	9	19	32	21	18	12	23	29	5	47	5	47	32	20
	10%	10%	11%	17%	7%	5%	9%	11%	11%	9%	11%	13%	11%	7%	8%	14%	9%	10%	7%	11%	10%	12%
				DE								M				N						
Some things	315	153	162	122	103	90	62	196	57	131	184	98	103	113	178	136	34	281	42	273	217	98
	63%	62%	64%	66%	66%	56%	57%	64%	67%	64%	62%	57%	63%	69%	62%	65%	67%	63%	68%	62%	66%	58%
Nothing	128	66	62	28	41	60	35	75	18	54	74	49	40	39	85	43	12	116	14	114	79	49
	26%	27%	25%	15%	26%	38%	32%	25%	21%	26%	25%	29%	24%	24%	29%	20%	23%	26%	23%	26%	24%	29%
					C	CD	GH								O							
Sigma	500	246	254	185	156	159	109	306	85	206	294	171	164	165	289	211	51	449	62	438	331	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL1. Which of the following best describes how much you share online? This includes sharing status updates, feelings, photos, videos, links, etc.

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 (*)

	United States Total	the US																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	520	480	275	321	404	153	478	369	611	389	407	324	269	537	463	81	919	101	899	670	330
Base: All Respondents (wtd)	500	247	253	182	145	173	81	210	210	295	205	232	127	141	252	248	39	461	49	451	334	166
Everything	15	8	7	10	5	*	1	6	8	9	6	5	4	7	11	5	6	9	6	10	12	3
	3%	3%	3%	6%	3%	*	2%	3%	4%	3%	3%	2%	3%	5%	4%	2%	16%	2%	12%	2%	4%	2%
				E	E										O		Q*		S*			
Most things	58	26	31	34	17	7	11	25	23	32	26	19	18	20	31	27	4	54	7	51	38	20
	12%	11%	12%	19%	12%	4%	13%	12%	11%	11%	13%	8%	14%	14%	12%	11%	11%	12%	14%	11%	11%	12%
				DE	E								K	K			*		*			
Some things	290	131	159	106	83	100	43	129	117	170	120	126	74	90	136	154	20	270	24	266	192	98
	58%	53%	63%	58%	58%	58%	54%	62%	56%	57%	59%	54%	58%	64%	54%	62%	51%	59%	49%	59%	57%	59%
			A											K		N	*		*			
Nothing	137	82	55	32	40	65	26	50	62	85	52	82	31	24	75	62	9	128	12	125	92	45
	27%	33%	22%	18%	28%	38%	32%	24%	29%	29%	26%	35%	25%	17%	30%	25%	22%	28%	24%	28%	28%	27%
		B			C	CD						LM	M				*		*			
Sigma	500	247	253	182	145	173	81	210	210	295	205	232	127	141	252	248	39	461	49	451	334	166
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%