

Socialogue

GL2. Which of the following do you, yourself, use?

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	
Mobile phone/smart phone	9845	4924	4921	4466	3143	2236	3210	3861	2658	4581	5265	3433	3583	2830	5103	4742	1064	8781	1712	8133	6431	3414	
	82%	82%	82%	84%	82%	78%	76%	83%	88%	82%	82%	77%	83%	87%	83%	81%	83%	82%	87%	81%	84%	79%	
				DE	E			F	FG				K	KL					S		U		
Laptop computer	7949	3988	3961	3709	2483	1757	2538	3012	2293	3628	4322	2610	2839	2500	4176	3773	934	7015	1498	6451	5209	2740	
	66%	67%	66%	70%	65%	61%	60%	65%	76%	65%	67%	59%	66%	77%	68%	65%	73%	65%	76%	64%	68%	64%	
				DE	E			F	FG				K	KL	O		Q		S		U		
Desktop computer	7169	3825	3345	2727	2511	1932	2253	2932	1927	3618	3552	2507	2644	2018	3943	3226	801	6368	1299	5870	4918	2252	
	60%	64%	56%	52%	65%	67%	53%	63%	64%	65%	55%	56%	62%	62%	64%	55%	63%	59%	66%	59%	64%	52%	
		B			C	C		F	F	J			K	K	O		Q		S		U		
Tablet	2052	1114	938	937	728	387	430	776	827	1101	952	613	712	728	1143	909	322	1730	542	1510	1543	510	
	17%	19%	16%	18%	19%	14%	10%	17%	28%	20%	15%	14%	17%	22%	19%	16%	25%	16%	28%	15%	20%	12%	
		B		E	E			F	FG	J			K	KL	O		Q		S		U		
Sigma	27016	13851	13165	11838	8865	6312	8431	10580	7705	12926	14089	9163	9777	8076	14365	12651	3121	23895	5052	21964	18100	8916	
	225%	232%	219%	224%	230%	220%	200%	229%	257%	232%	219%	205%	228%	249%	233%	217%	244%	223%	256%	219%	235%	207%	

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GL2. Which of the following do you, yourself, use?
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
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 States
		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
Mobile phone/smart phone	9845	378	421	423	355	355	419	440	401	417	384	429	397	412	409	349	417	419	393	453	466	429	464	463	353
	82%	76%	84%	85%	71%	71%	84%	88%	80%	83%	77%	86%	79%	82%	82%	70%	83%	84%	79%	91%	93%	86%	93%	93%	71%
			ADEHJLORX	ADEHJLORX			ADEJOX	ABDEHJLMNOPRX	DEOX	ADEJOX	DEOX	ADEHJLMNOPRX	DEOX	ADEJOX	ADEJOX		ADEJOX	DEOX*	DEOX	ABCDEFHIJLMNOPRUX	ABCDEFHIJLMNOPRUX	ADEHJLNORX	ABCDEFHIJLMNOPRUX	ABCDEFHIJLMNOPRUX	
Laptop computer	7949	223	364	356	253	353	288	334	354	384	220	340	378	323	349	298	341	274	345	371	267	366	416	421	332
	66%	45%	73%	71%	51%	71%	58%	67%	71%	77%	44%	68%	76%	65%	70%	60%	68%	55%	69%	74%	53%	73%	83%	84%	66%
			ADFGJKMOQTX	ADFGJKMOQTX	AJ	ADFGJKMOQTX	AJ	ADFGJOT	ADFGJKMOQTX	ACDEFGHIJLMNOPQRTX		ADFGJOT	ADFGJKMNO PQRTX	ADJT	ADFGJKMOQTX	ADJ	ADFGJOT	*	ADFGJOT	ADFGJKMOQTX	AJ	ADFGJKMOQTX	ABCDEFHIJLMNOPQRST	ABCDEFHIJLMNOPQRST	ADFGJOT
Desktop computer	7169	343	284	284	304	313	400	324	307	272	365	345	261	242	245	265	298	346	140	278	394	303	278	264	316
	60%	69%	57%	57%	61%	63%	80%	65%	61%	54%	73%	69%	52%	48%	49%	53%	60%	69%	28%	56%	79%	61%	56%	53%	63%
		BCDHJLMNOPRSUVW	MNR	MNR	ILMNORW	BCILMNORSW	ABCDEGHIJLMNOPRSUVWX	BCILMNORSVW	ILMNORW	MNR	BCDEGHILMNOPRSUVWX	BCDEHJLMNOPRSUVWX	R	R	R	R	LMNRW	ILMNORW*		MNR	ABCDEGHIJLMNOPRSUVWX	ILMNORW	R	R	BCILMNORSW
Tablet	2052	42	134	94	46	114	125	88	78	122	22	93	111	69	46	54	46	64	87	113	74	88	118	106	117
	17%	8%	27%	19%	9%	23%	25%	18%	16%	24%	4%	19%	22%	14%	9%	11%	9%	13%	17%	23%	15%	18%	24%	21%	23%
		J	ACDGHJKMNOPQRTUW	ADJMNOP	J	ADGHJKMNOP TU	ADGHJMNOP TU	ADJMNOP	ADJNOP	ACDGHJKMNOPQRTU		ADJMNOP	ADGHJMNOP T	ADJNP	J	J	J	J*	ADJNOP	ADGHJMNOP TU	ADJNP	ADJMNOP	ADHJMNOP T	ADGHJKMNOPRTU	
Sigma	27016	986	1202	1158	959	1135	1232	1186	1140	1195	991	1207	1147	1047	1048	965	1102	1103	965	1215	1201	1185	1277	1253	1118
	225%	197%	240%	232%	192%	227%	246%	237%	228%	239%	198%	241%	229%	209%	210%	193%	220%	221%	193%	243%	240%	237%	255%	251%	224%

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Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	North	LATAM	Europe	APAC	G-8	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
Mobile phone/smart phone	9845	709	1082	3787	2960	3206	1622	1308
	82%	71%	72%	84%	85%	80%	81%	87%
				ABE	ABE	AB	AB	ABCEF
Laptop computer	7949	684	774	3095	2260	2703	1155	1137
	66%	68%	52%	69%	65%	68%	58%	76%
		BDF		BDF	BF	BF	B	ABCDEF
Desktop computer	7169	629	911	2673	2274	2365	1394	681
	60%	63%	61%	59%	65%	59%	70%	45%
		CEG	G	G	BCEG	G	ABCDEG	
Tablet	2052	230	142	726	647	698	329	307
	17%	23%	9%	16%	18%	17%	16%	20%
		BCDEF		B	BC	B	B	BCE
Sigma	27016	2253	2910	10280	8141	8972	4501	3432
	225%	225%	194%	228%	233%	224%	225%	229%

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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 (*)

	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
Mobile phone/smart phone	378	182	196	192	103	83	175	166	38	129	249	232	101	44	167	211	50	328	57	321	203	175
	76%	74%	77%	77%	70%	78%	68%	84%	85%	80%	73%	71%	85%	80%	78%	74%	78%	75%	76%	75%	75%	76%
Laptop computer						*		F	F*				K				*		*			
	223	112	111	115	63	45	102	90	30	71	152	122	64	36	105	117	39	183	38	185	129	93
	45%	46%	43%	46%	43%	42%	40%	46%	69%	44%	45%	37%	54%	66%	49%	41%	62%	42%	51%	44%	48%	41%
Desktop computer						*			FG*				K	KL			Q*		*			
	343	168	175	153	110	80	163	148	31	122	221	223	85	34	153	190	38	305	50	292	188	154
	69%	69%	69%	62%	75%	75%	63%	75%	71%	76%	65%	68%	72%	62%	71%	67%	59%	70%	67%	69%	70%	67%
Tablet					C	C*		F	*	J							*		*			
	42	29	13	21	10	12	15	20	7	21	21	25	11	5	24	18	7	36	7	35	23	19
	8%	12%	5%	8%	7%	11%	6%	10%	16%	13%	6%	8%	10%	10%	11%	6%	10%	8%	10%	8%	9%	8%
Sigma			B			*			F*	J							*		*			
	986	491	494	480	286	219	455	424	106	343	642	603	262	120	449	536	133	852	153	833	544	442
	197%	201%	194%	193%	196%	207%	176%	214%	241%	214%	189%	185%	221%	218%	209%	188%	210%	195%	203%	196%	202%	192%

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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 (*)

		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		NSW/ACT		QLD		SA/NT		WA	
			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	U	V	W	X	Y	Z	a	b						
			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							
Mobile phone/smart phone		421	201	220	173	132	116	89	225	108	198	223	108	248	65	228	193	43	378	61	360	275	146	251	170	123	144	82	42	29							
		84%	81%	87%	88%	86%	77%	78%	83%	93%	85%	83%	82%	84%	88%	83%	86%	80%	85%	84%	84%	87%	80%	84%	85%	83%	83%	85%	83%	93%							
Laptop computer		364	191	173	155	112	97	81	190	93	157	207	91	211	61	206	158	39	325	53	311	237	127	215	148	107	132	68	33	23							
		73%	77%	69%	79%	73%	65%	71%	70%	80%	68%	77%	70%	72%	83%	75%	70%	72%	73%	73%	73%	75%	70%	72%	74%	72%	77%	71%	65%	74%							
			B		E				G		I				KL			*		*								*	*								
Desktop computer		284	149	135	88	94	102	57	155	72	149	134	73	170	41	163	121	37	247	51	233	192	92	175	109	87	96	55	29	17							
		57%	60%	54%	45%	61%	68%	50%	57%	62%	64%	50%	55%	58%	55%	59%	54%	68%	55%	71%	54%	61%	50%	58%	54%	58%	56%	57%	58%	53%							
					C	C				F	J							Q*		S*		U						*	*								
Tablet		134	66	67	52	47	35	18	67	48	76	57	28	78	28	77	56	17	117	25	109	98	35	93	41	45	48	21	13	7							
		27%	27%	27%	26%	31%	23%	16%	25%	42%	33%	21%	21%	26%	38%	28%	25%	32%	26%	34%	25%	31%	19%	30%	28%	21%	25%	25%	23%								
									F	FG	J				KL			*		*		U		W				*	*								
Sigma		1202	608	594	468	385	349	246	636	320	580	622	300	706	196	674	528	136	1066	189	1013	802	400	734	468	362	419	226	118	77							
		240%	245%	236%	238%	251%	233%	215%	235%	277%	250%	232%	228%	240%	264%	245%	234%	252%	239%	262%	237%	253%	219%	245%	234%	244%	243%	234%	231%	244%							

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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,Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z
Minimum Base: 30 (**), Small Base: 100 (*)

	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
Mobile phone/smart phone	423	217	206	159	141	123	153	179	91	165	258	143	156	124	266	157	26	397	38	385	236	187	206	106	111	209	214
	85%	86%	83%	86%	87%	80%	80%	87%	87%	85%	85%	83%	84%	87%	86%	83%	89%	84%	92%	84%	86%	83%	85%	86%	83%	83%	86%
Laptop computer	356	177	179	140	123	92	122	150	84	140	216	108	130	118	222	134	24	333	32	325	211	145	168	90	99	185	172
	71%	70%	72%	76%	76%	60%	64%	73%	81%	72%	71%	63%	70%	83%	72%	71%	82%	71%	76%	71%	77%	64%	69%	73%	73%	73%	69%
				E	E				F					KL			**		*		U						
Desktop computer	284	166	118	86	100	98	92	125	67	120	164	95	105	85	181	103	17	267	27	257	162	122	135	78	70	144	140
	57%	66%	48%	47%	62%	64%	48%	61%	65%	62%	54%	55%	57%	59%	58%	54%	58%	57%	64%	56%	59%	54%	56%	64%	52%	57%	56%
		B			C	C		F	F								**		*								
Tablet	94	55	39	37	33	24	28	33	34	41	53	30	32	33	57	38	7	88	11	83	64	31	49	17	29	50	45
	19%	22%	16%	20%	21%	15%	15%	16%	32%	21%	17%	18%	17%	23%	18%	20%	23%	19%	27%	18%	23%	14%	20%	14%	21%	20%	18%
								FG									**		*		U						
Sigma	1158	614	543	423	397	337	394	488	275	466	691	376	422	359	726	432	72	1085	108	1050	673	484	558	291	309	587	571
	232%	244%	219%	229%	246%	219%	207%	237%	265%	239%	227%	219%	227%	253%	234%	228%	251%	230%	259%	229%	246%	214%	230%	237%	230%	234%	229%

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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
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 (*)

	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
Mobile phone/smart phone	355	175	181	201	97	58	104	243	9	141	214	93	195	68	155	201	39	317	61	295	236	120
	71%	75%	67%	71%	75%	67%	60%	76%	93%	71%	71%	60%	74%	83%	75%	69%	75%	71%	81%	69%	75%	64%
Laptop computer		B			E			F	**				K	KL			*		S		U	
	253	120	134	151	61	41	70	175	8	95	158	55	139	59	103	150	34	219	46	208	161	92
	51%	52%	50%	53%	47%	48%	41%	55%	82%	48%	53%	35%	53%	73%	50%	51%	65%	49%	61%	49%	52%	49%
Desktop computer								F	**				K	KL			Q*		S			
	304	145	159	150	88	65	89	207	8	137	167	94	157	53	130	174	35	269	51	253	199	105
	61%	62%	59%	53%	69%	75%	51%	65%	84%	69%	56%	60%	60%	65%	62%	60%	66%	60%	68%	60%	64%	56%
Tablet					C	C		F	**	J							*				U	
	46	21	25	25	10	11	9	33	4	22	24	9	26	12	19	27	11	36	12	34	32	14
	9%	9%	9%	9%	8%	12%	5%	11%	40%	11%	8%	6%	10%	15%	9%	9%	21%	8%	17%	8%	10%	8%
Sigma								F	**					KL			Q*		S			
	959	460	499	528	256	175	272	659	28	395	564	251	517	192	408	551	118	841	170	789	629	330
	192%	198%	186%	185%	200%	202%	157%	207%	300%	199%	187%	160%	197%	236%	196%	189%	227%	188%	226%	186%	201%	177%

Socialogue
GL2. Which of the following do you, yourself, use?
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 (*)

	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	
Mobile phone/smart phone	355	181	174	143	119	94	69	137	150	164	192	129	157	70	187	168	50	305	71	284	246	109	19	26	41	41	-	140	88	
	71%	73%	69%	81%	70%	61%	62%	70%	78%	70%	72%	70%	70%	77%	73%	69%	82%	70%	85%	68%	74%	66%	74%	88%	74%	-	69%	-	72%	66%
				DE	E								L			Q		S		U		+	Yab*	+		+				
Laptop computer	353	175	177	140	116	96	76	134	142	161	192	127	154	72	186	167	43	309	62	290	235	117	22	23	42	43	-	141	81	
	71%	71%	70%	79%	69%	62%	69%	68%	73%	68%	72%	68%	69%	79%	72%	69%	71%	70%	74%	70%	70%	71%	85%	75%	77%	72%	-	73%	60%	
				DE										KL							b*	+	b*	+		b				
Desktop computer	313	166	147	87	114	112	52	122	139	163	151	99	154	61	169	144	44	269	59	254	231	82	13	19	26	37	-	129	90	
	63%	67%	58%	49%	68%	73%	47%	62%	72%	69%	57%	53%	69%	67%	66%	59%	72%	61%	71%	61%	69%	50%	49%	63%	47%	62%	-	66%	67%	
		B			C	C		F	FG	J			K	K			Q		S		U		+	+	+	+		VX	VX	
Tablet	114	57	57	36	46	31	14	36	65	64	50	27	57	29	61	53	21	93	29	85	85	29	5	7	16	17	-	43	26	
	23%	23%	22%	20%	27%	20%	12%	18%	33%	27%	19%	15%	26%	32%	24%	22%	34%	21%	35%	20%	25%	17%	18%	22%	30%	28%	-	22%	20%	
									FG	J			K	KL			Q		S		U		+	+	+	+				
Sigma	1135	580	555	406	395	333	211	429	496	551	584	382	522	232	603	532	159	976	222	913	798	337	59	75	125	139	-	453	285	
	227%	235%	219%	229%	235%	216%	191%	218%	256%	234%	220%	205%	233%	256%	234%	219%	259%	223%	265%	219%	238%	204%	226%	248%	227%	231%	-	233%	212%	

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Socialogue

GL2. Which of the following do you, yourself, use?

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	
Mobile phone/smart phone	419	223	196	173	166	79	50	152	218	284	135	232	141	46	260	159	36	383	87	332	359	60	
	84%	90%	78%	86%	84%	78%	55%	89%	91%	84%	83%	79%	91%	93%	88%	78%	85%	84%	86%	83%	90%	60%	
	B	*	*	*	*	*	**	*	*	*	*	*	K	K		*	**		*		U	*	
Laptop computer	288	146	141	132	97	58	38	81	169	195	92	139	105	43	171	117	24	263	88	200	238	50	
	58%	59%	56%	66%	49%	58%	42%	48%	70%	58%	57%	47%	68%	86%	58%	57%	57%	58%	86%	50%	59%	50%	
		*		D*	*	*	**	*	G		*	*	K	KL		*	**		S*			*	
Desktop computer	400	193	207	134	177	89	55	139	206	285	115	233	127	40	249	151	34	366	85	315	332	68	
	80%	77%	83%	67%	89%	87%	61%	81%	86%	85%	70%	79%	82%	80%	85%	73%	80%	80%	84%	79%	83%	68%	
		*		*	C*	C*	**	*		J	*	*			*	**		*				*	
Tablet	125	66	59	41	57	28	3	30	93	104	21	64	41	20	91	34	12	114	44	81	114	12	
	25%	27%	24%	20%	29%	27%	3%	18%	39%	31%	13%	22%	26%	41%	31%	17%	27%	25%	43%	20%	28%	12%	
		*	*	*	*	*	**	*	G	J	*	*		KL	O	*	**		S*			*	
Sigma	1232	629	603	480	497	254	145	402	685	869	363	668	413	150	771	461	106	1126	304	928	1043	189	
	246%	252%	240%	240%	251%	251%	162%	236%	285%	258%	223%	227%	267%	300%	262%	224%	248%	246%	300%	233%	261%	189%	

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	440	221	219	175	136	129	102	215	122	167	273	142	189	108	234	206	19	421	34	406	292	147
	88%	89%	87%	92%	86%	86%	81%	90%	91%	87%	88%	85%	91%	87%	87%	89%	84%	88%	88%	88%	89%	87%
Laptop computer				DE				F	F				K				*		*			
	334	166	168	142	100	92	75	160	99	113	221	95	145	95	173	162	17	318	29	305	219	115
	67%	67%	66%	74%	63%	61%	60%	67%	74%	59%	72%	57%	69%	76%	64%	70%	75%	66%	74%	66%	66%	68%
Desktop computer				DE				F	F		I		K	K			*		*			
	324	166	158	101	111	112	66	164	94	141	183	107	136	81	182	142	16	308	30	294	230	94
	65%	67%	62%	53%	70%	74%	52%	68%	70%	74%	59%	64%	65%	65%	68%	61%	72%	64%	77%	64%	70%	55%
Tablet				C		C		F	F	J					O		*		S*		U	
	88	52	36	38	31	18	11	36	41	38	50	24	44	21	44	44	4	84	11	77	63	25
	18%	21%	14%	20%	20%	12%	9%	15%	31%	20%	16%	14%	21%	17%	17%	19%	20%	17%	28%	17%	19%	15%
Sigma				E				F	FG				K				*		S*			
	1186	605	581	456	379	351	254	575	357	459	727	368	514	304	633	553	56	1130	104	1082	805	381
	237%	245%	230%	239%	239%	233%	202%	239%	266%	240%	236%	220%	246%	246%	236%	238%	251%	237%	267%	235%	244%	224%

Socialogue

GL2. Which of the following do you, yourself, use?

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	
Mobile phone/smart phone	401	201	200	144	151	106	142	135	123	118	282	81	233	87	280	121	36	365	71	330	284	116	
	80%	80%	81%	84%	80%	77%	77%	82%	81%	76%	82%	71%	82%	86%	81%	79%	84%	80%	82%	80%	80%	80%	
Laptop computer				E						I			K	K			*						
	354	170	184	143	130	81	125	113	115	109	246	67	209	78	241	113	34	320	65	289	248	106	
	71%	67%	74%	83%	69%	58%	68%	69%	76%	69%	71%	59%	73%	77%	70%	74%	79%	70%	76%	70%	70%	73%	
Desktop computer			A	DE	E				F				K	K			*						
	307	177	130	80	129	98	106	101	100	104	203	69	172	66	217	90	31	276	62	245	225	82	
	61%	70%	53%	46%	68%	71%	58%	62%	66%	67%	59%	61%	60%	65%	63%	59%	71%	60%	72%	59%	63%	56%	
Tablet			B	C	C				F	J							Q*		S				
	78	44	34	25	38	15	17	25	36	29	49	11	45	23	54	24	6	72	17	61	63	15	
	16%	17%	14%	15%	20%	11%	9%	15%	24%	19%	14%	9%	16%	22%	16%	16%	13%	16%	19%	15%	18%	11%	
Sigma				E					F	FG			K	KL			*				U		
	1140	591	549	392	448	300	390	375	375	360	779	228	658	254	792	347	106	1033	215	925	820	320	
	228%	234%	222%	228%	237%	216%	213%	228%	247%	230%	227%	201%	231%	250%	228%	227%	248%	226%	249%	224%	232%	219%	

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	384	193	191	160	101	123	132	183	6	141	242	91	228	64	213	171	17	367	19	365	205	179
	77%	79%	75%	79%	72%	77%	75%	76%	86%	79%	76%	70%	78%	84%	75%	79%	80%	77%	84%	76%	77%	76%
Laptop computer									**					K*			**		**			
	220	116	105	110	55	55	69	94	6	69	152	43	131	47	111	110	12	208	17	203	116	105
	44%	47%	41%	55%	40%	34%	39%	39%	86%	38%	47%	33%	45%	61%	39%	51%	57%	43%	77%	43%	44%	45%
Desktop computer				DE					**				K	KL*		N	**		**			
	365	186	180	140	102	124	127	191	6	146	220	94	217	55	219	146	15	351	17	349	203	163
	73%	76%	70%	69%	73%	78%	72%	79%	85%	82%	68%	72%	74%	71%	77%	67%	70%	73%	74%	73%	77%	69%
Tablet									**	J				*	O		**		**			
	22	16	6	11	9	2	5	8	2	7	15	5	13	4	8	14	-	22	2	19	11	10
	4%	7%	2%	5%	6%	1%	3%	3%	21%	4%	5%	4%	4%	5%	3%	6%	-	5%	10%	4%	4%	4%
Sigma				E	E				**					*			**		**			
	991	510	481	421	267	303	333	476	21	363	628	232	589	170	551	440	44	947	55	936	534	457
	198%	209%	188%	209%	191%	191%	189%	198%	277%	203%	196%	179%	200%	222%	194%	203%	207%	198%	245%	196%	202%	194%

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	429	220	209	230	134	65	158	152	119	257	172	1	52	376	220	209	112	317	222	206	338	91
	86%	85%	86%	83%	89%	88%	80%	88%	91%	87%	84%	62%	77%	87%	88%	84%	85%	86%	89%	82%	88%	78%
Laptop computer					C			F	F			**		L					S		U	
	340	180	160	189	102	49	106	130	104	212	128	-	33	307	182	158	95	245	193	147	275	65
	68%	70%	66%	68%	68%	67%	54%	75%	80%	72%	62%	-	49%	71%	72%	64%	72%	67%	77%	59%	72%	56%
Desktop computer								F	F	J		**		L	O				S		U	
	345	180	165	169	116	60	133	121	90	213	132	1	49	295	182	163	96	249	178	167	272	73
	69%	70%	68%	61%	77%	81%	68%	70%	69%	72%	64%	69%	73%	68%	72%	66%	73%	68%	71%	67%	71%	63%
Tablet					C	C				J		**		O							U	
	93	53	41	51	31	11	18	38	37	58	35	-	9	84	58	36	32	61	70	23	80	13
	19%	20%	17%	19%	21%	15%	9%	22%	29%	20%	17%	-	14%	20%	23%	14%	25%	17%	28%	9%	21%	12%
Sigma								F	F			**			O			Q	S		U	
	1207	633	574	640	382	185	415	441	350	739	468	2	143	1062	641	566	336	871	663	544	965	242
	241%	245%	237%	232%	255%	251%	211%	255%	269%	251%	228%	131%	213%	246%	255%	228%	255%	237%	265%	217%	252%	208%

Socialogue

GL2. Which of the following do you, yourself, use?

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
Mobile phone/smart phone	397	197	201	245	117	36	126	202	70	201	197	160	31	207	169	229	52	345	113	284	319	78
	79%	79%	80%	87%	73%	60%	86%	78%	75%	76%	84%	78%	62%	84%	77%	82%	80%	79%	88%	76%	80%	78%
Laptop computer				DE	E	*	GH		*		I	L	*	L			*		S			*
	378	182	196	212	122	44	123	189	66	195	183	137	40	201	163	215	57	321	114	264	296	82
	76%	73%	78%	75%	77%	74%	84%	72%	71%	74%	78%	67%	80%	82%	74%	77%	88%	74%	89%	71%	74%	82%
Desktop computer						*	GH		*				*	K			Q*		S			*
	261	137	124	133	91	37	91	136	34	149	112	105	30	127	127	134	36	225	79	182	228	33
	52%	55%	49%	47%	57%	62%	62%	52%	36%	56%	48%	51%	59%	52%	58%	48%	55%	52%	62%	49%	57%	33%
Tablet				C	C*	H	H		*				*		O		*		S		U	*
	111	46	65	61	43	7	47	49	16	64	47	40	12	59	48	62	22	89	47	64	94	17
	22%	18%	26%	22%	27%	11%	32%	19%	17%	24%	20%	20%	23%	24%	22%	22%	33%	21%	37%	17%	24%	17%
			A		E	*	GH		*				*				Q*		S			*
Sigma																						
	1147	562	585	652	373	123	387	575	185	610	538	442	113	593	507	640	167	980	353	794	937	210
	229%	225%	234%	231%	234%	207%	264%	221%	199%	230%	229%	216%	224%	241%	230%	229%	256%	226%	276%	214%	234%	210%

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	412	205	207	149	158	105	112	190	111	188	225	190	171	52	194	218	38	374	56	356	230	182
	82%	82%	83%	82%	83%	82%	75%	83%	90%	81%	83%	78%	86%	90%	82%	83%	81%	83%	86%	82%	84%	80%
Laptop computer							F	FG					K	K			*					
	323	160	164	122	127	75	85	148	90	146	177	142	135	46	153	171	27	296	42	281	176	147
	65%	64%	65%	67%	67%	58%	57%	65%	74%	63%	66%	58%	68%	80%	64%	65%	57%	65%	64%	65%	64%	65%
Desktop computer				E	E				FG				K	KL			*					
	242	136	106	77	95	70	54	120	68	115	128	119	98	26	124	118	28	214	39	203	146	96
	48%	54%	43%	42%	50%	55%	37%	52%	55%	50%	47%	49%	49%	44%	52%	45%	60%	47%	59%	47%	53%	42%
Tablet		B		C	C		F	F						O			Q*		S		U	
	69	44	25	31	26	12	11	35	22	35	35	28	29	11	37	32	9	61	14	55	46	23
	14%	17%	10%	17%	14%	9%	8%	15%	18%	15%	13%	12%	15%	20%	15%	12%	18%	13%	21%	13%	17%	10%
Sigma		B		E			F	F						K			*		S		U	
	1047	544	502	378	406	262	262	493	291	482	564	479	433	135	507	539	101	946	150	896	597	449
	209%	218%	201%	209%	214%	203%	177%	215%	238%	209%	210%	197%	218%	233%	214%	205%	216%	209%	230%	206%	219%	198%

Socialogue

GL2. Which of the following do you, yourself, use?

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
Mobile phone/smart phone	409	196	213	166	130	112	252	138	19	228	181	237	76	96	189	220	14	395	28	381	246	162
	82%	78%	85%	90%	83%	71%	80%	85%	85%	82%	81%	80%	84%	83%	80%	84%	74%	82%	86%	81%	82%	81%
Laptop computer			A	E	E				*								*		*			
	349	169	180	130	107	112	215	118	16	193	156	203	60	87	163	186	11	338	26	323	201	148
	70%	67%	72%	70%	69%	71%	68%	73%	75%	70%	70%	69%	66%	75%	69%	71%	61%	70%	79%	69%	67%	74%
Desktop computer									*					L			*		*			T
	245	154	91	80	77	88	151	81	13	146	99	141	41	62	140	105	15	229	23	222	175	70
	49%	61%	37%	43%	49%	56%	48%	50%	60%	53%	44%	48%	46%	54%	59%	40%	83%	48%	70%	47%	58%	35%
Tablet			B	C	C				*	J					O		Q*		S*		U	
	46	30	16	20	16	10	23	17	6	28	17	23	10	13	25	21	2	44	3	43	32	14
	9%	12%	6%	11%	10%	6%	7%	11%	28%	10%	8%	8%	11%	11%	11%	8%	10%	9%	8%	9%	11%	7%
Sigma			B						FG*								*		*			
	1048	549	499	396	330	322	640	354	54	595	453	604	187	258	517	532	42	1007	79	969	654	395
	210%	219%	201%	214%	212%	203%	203%	218%	247%	215%	203%	205%	207%	224%	218%	202%	227%	209%	244%	207%	218%	197%

Socialogue

GL2. Which of the following do you, yourself, use?

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
Mobile phone/smart phone	349	170	178	191	106	51	276	60	12	151	198	213	77	59	167	182	68	281	75	273	225	123
	70%	71%	68%	71%	70%	64%	68%	77%	81%	76%	66%	66%	75%	77%	70%	69%	72%	69%	76%	68%	71%	67%
Laptop computer						*		*	**					K			*		*			*
	298	135	163	161	92	45	225	61	12	122	176	178	64	56	147	151	64	234	71	227	187	111
	60%	57%	62%	60%	61%	56%	55%	78%	81%	61%	59%	56%	62%	74%	62%	58%	68%	58%	72%	57%	59%	60%
Desktop computer						*		F*	**					KL			*		S*			*
	265	135	130	121	94	49	211	42	11	127	138	168	58	38	142	122	43	222	49	216	181	84
	53%	57%	50%	45%	63%	62%	52%	54%	78%	64%	46%	52%	57%	50%	60%	47%	46%	55%	49%	54%	57%	46%
Tablet						C		*	**	J					O		*		*			*
	54	22	32	24	19	11	28	20	5	24	29	35	11	8	23	31	20	33	14	39	37	16
	11%	9%	12%	9%	13%	14%	7%	25%	38%	12%	10%	11%	10%	10%	10%	12%	21%	8%	14%	10%	12%	9%
Sigma						*		F*	**								Q*		*			*
	965	463	502	498	311	156	741	184	41	424	541	594	210	161	479	486	195	770	209	756	631	334
	193%	194%	192%	184%	207%	196%	182%	234%	278%	213%	180%	185%	204%	212%	202%	185%	207%	190%	212%	188%	200%	182%

Socialogue

GL2. Which of the following do you, yourself, use?

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
Mobile phone/smart phone	417	209	208	180	118	120	336	78	4	205	212	87	272	57	167	250	25	392	37	380	214	203
	83%	84%	83%	84%	80%	87%	81%	95%	85%	85%	82%	84%	83%	83%	82%	85%	87%	83%	91%	83%	84%	83%
Laptop computer								F*	**			*		*			*		*			
	341	166	175	168	88	85	272	65	3	157	184	60	224	57	139	202	26	315	34	307	178	163
	68%	67%	69%	78%	60%	62%	66%	80%	66%	65%	71%	58%	69%	81%	68%	68%	89%	67%	83%	67%	70%	67%
Desktop computer				DE				F*	**			*		KL*			Q*		S*			
	298	159	139	115	100	83	239	56	3	153	145	63	194	41	120	178	16	282	26	272	152	146
	60%	64%	55%	53%	68%	61%	58%	69%	52%	63%	56%	61%	59%	58%	59%	60%	55%	60%	64%	59%	59%	60%
Tablet		B			C			*	**			*		*			*		*			
	46	27	19	26	13	7	33	12	2	24	22	8	27	11	14	32	7	39	9	37	26	20
	9%	11%	7%	12%	9%	5%	8%	15%	33%	10%	8%	8%	8%	15%	7%	11%	24%	8%	22%	8%	10%	8%
Sigma				E				F*	**			*		L*			Q*		S*			
	1102	562	540	488	319	295	880	211	12	539	564	219	717	165	439	663	75	1027	106	996	570	532
	220%	227%	214%	227%	216%	215%	213%	258%	236%	224%	217%	211%	220%	238%	215%	224%	256%	218%	260%	217%	223%	218%

Socialogue

GL2. Which of the following do you, yourself, use?

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 Total	Russia																				
		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
Mobile phone/smart phone	419	212	206	182	119	117	41	201	176	234	184	119	225	75	194	225	44	375	61	358	249	170
	84%	88%	79%	86%	74%	91%	78%	85%	83%	85%	82%	81%	85%	84%	90%	79%	97%	82%	94%	82%	84%	83%
		**		**		**	**		**	**		**	*		**	**	**		**			**
Laptop computer	274	171	103	89	90	95	16	112	146	152	122	73	144	57	144	131	37	237	43	232	160	115
	55%	71%	40%	42%	56%	74%	31%	48%	69%	55%	54%	50%	54%	64%	66%	46%	83%	52%	66%	53%	54%	56%
		**		**		**	**		**	**		**	*		**	**	**		**			**
Desktop computer	346	150	196	155	131	60	37	181	128	175	171	82	193	71	155	191	27	319	51	295	233	113
	69%	63%	75%	73%	82%	47%	70%	77%	61%	63%	76%	56%	73%	81%	72%	67%	60%	70%	78%	68%	79%	55%
		**		**		**	**		**	**		**	*		**	**	**		**			**
Tablet	64	39	25	25	30	9	*	36	28	36	28	18	29	17	40	24	12	52	16	48	50	14
	13%	16%	10%	12%	19%	7%	1%	15%	13%	13%	13%	12%	11%	19%	19%	8%	28%	11%	25%	11%	17%	7%
		**		**		**	**		**	**		**	*		**	**	**		**			**
Sigma	1103	572	531	451	370	282	94	530	478	597	506	292	592	220	533	570	121	982	170	933	691	412
	221%	238%	204%	214%	231%	219%	179%	225%	226%	217%	225%	200%	223%	249%	246%	201%	268%	216%	263%	214%	234%	201%

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	393	207	186	229	136	28	224	83	32	237	156	214	124	55	139	254	46	347	66	327	208	184
	79%	73%	86%	78%	81%	75%	79%	79%	94%	81%	75%	74%	86%	84%	72%	82%	80%	78%	87%	77%	77%	80%
Laptop computer			A		*	**		*	F*				K	K		N	*		*			
	345	199	145	215	113	17	185	79	25	210	135	187	108	50	136	209	45	300	58	286	193	152
	69%	70%	67%	73%	67%	46%	65%	75%	72%	72%	65%	65%	74%	76%	71%	68%	78%	68%	77%	67%	72%	66%
Desktop computer					*	**		*	*					K			*		*			
	140	102	38	61	62	17	69	40	14	93	47	74	41	25	78	62	16	124	23	117	98	42
	28%	36%	18%	21%	37%	47%	24%	38%	42%	32%	23%	26%	28%	39%	41%	20%	28%	28%	30%	28%	36%	18%
Tablet			B		C*	**		F*	F*					KL		O	*		*		U	
	87	55	32	52	29	7	42	24	9	63	25	50	24	13	45	42	15	72	18	69	54	34
	17%	20%	15%	17%	17%	19%	15%	22%	25%	21%	12%	17%	17%	21%	24%	14%	26%	16%	24%	16%	20%	15%
Sigma					*	**		*	*	J					O		*		*			
	965	563	402	557	339	69	520	225	80	602	363	525	297	143	398	566	122	842	165	800	553	411
	193%	199%	185%	189%	202%	187%	183%	213%	234%	205%	176%	181%	205%	220%	207%	184%	213%	190%	218%	188%	205%	179%

Socialogue

GL2. Which of the following do you, yourself, use?

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
Mobile phone/smart phone	453	215	237	265	124	64	25	41	387	189	263	231	109	113	238	215	78	374	132	321	355	97
	91%	90%	91%	92%	90%	84%	94%	83%	91%	90%	91%	90%	90%	93%	92%	89%	90%	91%	93%	90%	91%	89%
				E		*	**	*									*					*
Laptop computer	371	182	190	221	94	56	12	29	330	145	226	181	88	102	193	179	67	304	111	260	297	75
	74%	76%	73%	77%	69%	73%	45%	59%	78%	69%	78%	71%	73%	84%	75%	74%	78%	74%	78%	73%	76%	69%
						*	**	*	G		I			K			*					*
Desktop computer	278	138	140	153	73	52	4	26	247	130	148	130	84	63	151	127	49	229	80	197	225	53
	56%	57%	54%	53%	53%	68%	15%	53%	58%	62%	51%	51%	70%	51%	59%	52%	56%	55%	57%	55%	58%	48%
						CD*	**	*		J			KM				*					*
Tablet	113	58	55	77	27	10	-	5	108	47	66	46	29	39	60	53	20	94	44	69	100	13
	23%	24%	21%	27%	19%	13%	-	10%	26%	23%	23%	18%	24%	32%	23%	22%	22%	23%	31%	19%	26%	12%
				E		*	**	*						K			*		S		U	*
Sigma	1215	593	622	716	317	182	41	101	1073	512	703	588	311	316	642	573	214	1001	367	848	977	238
	243%	247%	239%	250%	231%	239%	154%	206%	253%	244%	242%	229%	256%	259%	249%	236%	246%	242%	259%	236%	250%	218%

Socialogue

GL2. Which of the following do you, yourself, use?

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 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
Mobile phone/smart phone	466	233	233	200	174	92	73	188	205	261	205	21	133	312	235	231	53	413	85	381	331	135
	93%	92%	94%	95%	92%	91%	90%	93%	95%	93%	94%	94%	92%	94%	93%	94%	89%	94%	93%	93%	93%	93%
Laptop computer							*					**					*		*			
	267	141	126	118	93	55	29	99	139	158	109	9	60	197	147	119	34	233	60	207	201	66
	53%	56%	51%	56%	50%	55%	35%	49%	65%	56%	50%	41%	41%	59%	58%	48%	57%	53%	65%	51%	57%	45%
Desktop computer							*		FG			**		L	O		*		S*		U	
	394	208	186	155	155	84	64	160	170	236	158	12	109	273	205	189	44	350	74	320	292	103
	79%	82%	75%	74%	82%	83%	79%	79%	79%	84%	72%	53%	75%	82%	81%	77%	73%	80%	80%	78%	82%	71%
Tablet							*			J		**					*		*		U	
	74	40	34	38	26	10	11	25	38	43	31	-	14	60	45	29	10	64	19	55	59	15
	15%	16%	14%	18%	14%	9%	13%	12%	18%	15%	14%	-	10%	18%	18%	12%	17%	15%	21%	14%	17%	11%
Sigma				E			*					**		L			*		*			
	1201	622	579	512	449	241	176	472	553	698	503	42	317	842	633	568	141	1060	237	964	883	318
	240%	246%	234%	243%	238%	238%	218%	232%	256%	249%	229%	188%	218%	253%	249%	231%	235%	241%	259%	236%	249%	220%

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	429	216	213	177	158	94	294	116	19	158	271	208	104	117	235	193	40	388	40	389	239	190
	86%	86%	86%	86%	85%	86%	84%	89%	96%	84%	86%	83%	91%	86%	87%	84%	91%	85%	88%	85%	88%	83%
Laptop computer									F*				*				*		*			
	366	178	187	164	127	75	245	105	16	130	236	164	94	108	199	167	35	330	34	332	203	162
	73%	71%	75%	80%	68%	69%	70%	81%	81%	69%	75%	66%	82%	79%	74%	72%	80%	72%	75%	73%	75%	71%
Desktop computer				DE				F	*				K*	K			*		*			
	303	172	131	108	121	74	208	82	14	132	172	150	65	88	169	134	32	271	32	272	173	130
	61%	68%	53%	53%	65%	68%	59%	63%	72%	70%	55%	60%	57%	65%	63%	58%	72%	60%	70%	60%	64%	57%
Tablet		B			C				*	J			*				*		*			
	88	45	43	35	38	15	47	35	6	41	47	36	26	27	46	42	10	78	7	81	59	29
	18%	18%	18%	17%	20%	14%	13%	27%	34%	22%	15%	14%	22%	20%	17%	18%	24%	17%	16%	18%	22%	13%
Sigma								F	F*	J			*				*		*		U	
	1185	611	575	484	444	258	794	337	55	460	726	558	288	340	650	536	117	1068	112	1073	674	512
	237%	242%	232%	236%	238%	238%	226%	260%	283%	246%	232%	224%	252%	249%	241%	233%	267%	234%	249%	236%	248%	224%

Socialogue

GL2. Which of the following do you, yourself, use?

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
Mobile phone/smart phone	464	240	224	178	127	160	140	218	106	132	332	93	246	125	300	165	54	410	75	389	320	144
	93%	95%	91%	96%	93%	90%	88%	94%	98%	91%	94%	89%	94%	94%	91%	91%	91%	93%	93%	93%	93%	92%
Laptop computer		*	*	*	*	*	*	*	*	*	*		*	*		*	**		**			*
	416	209	207	164	114	138	129	198	89	122	295	77	218	121	278	138	50	367	71	345	290	126
	83%	83%	84%	89%	84%	77%	81%	85%	83%	84%	83%	74%	83%	91%	87%	76%	83%	83%	88%	82%	85%	80%
Desktop computer		*	*	*	*	*	*	*	*	*	*		*	K*		*	**		**			*
	278	170	108	88	76	115	83	141	53	95	183	56	144	78	182	96	46	232	57	220	188	90
	56%	67%	44%	47%	55%	64%	52%	61%	50%	66%	51%	53%	55%	59%	57%	53%	77%	53%	71%	53%	55%	57%
Tablet		B*	*	*	*	C*	*	*	*	*	*		*	*		*	**		**			*
	118	82	36	50	30	39	19	54	45	41	77	18	55	45	80	38	37	81	45	73	99	19
	24%	32%	15%	27%	22%	22%	12%	23%	42%	29%	22%	17%	21%	34%	25%	21%	62%	18%	56%	17%	29%	12%
Sigma		B*	*	*	*	*	*	*	FG*	*	*		*	K*		*	**		**		U	*
	1277	702	575	480	346	451	371	612	293	390	886	244	663	369	840	436	188	1089	250	1027	898	379
	255%	277%	233%	259%	254%	253%	232%	263%	273%	270%	249%	233%	253%	279%	263%	241%	313%	247%	308%	245%	262%	241%

Socialogue

GL2. Which of the following do you, yourself, use?

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
Mobile phone/smart phone	463	234	229	243	159	60	16	157	290	256	206	132	77	253	254	209	55	408	134	328	289	173
	93%	93%	92%	93%	92%	94%	75%	93%	94%	91%	95%	94%	90%	92%	92%	93%	93%	93%	90%	94%	92%	94%
Laptop computer						*	**						*				*					
	421	205	216	226	143	51	12	124	284	233	188	96	72	253	233	187	51	369	128	292	267	153
	84%	81%	87%	86%	82%	80%	55%	74%	92%	82%	87%	69%	84%	92%	85%	83%	86%	84%	86%	83%	85%	83%
Desktop computer						*	**		G				K*	KL			*					
	264	143	121	126	108	30	11	90	163	171	93	75	46	143	167	97	31	232	86	178	188	76
	53%	57%	49%	48%	62%	46%	52%	53%	53%	60%	43%	54%	54%	52%	61%	43%	53%	53%	57%	51%	60%	41%
Tablet					C	*	**			J			*		O		*				U	
	106	50	56	62	36	8	2	23	80	59	46	21	17	68	53	53	16	89	45	60	73	32
	21%	20%	23%	24%	21%	13%	11%	14%	26%	21%	21%	15%	20%	25%	19%	23%	28%	20%	30%	17%	23%	18%
Sigma						*	**		G				*	K			*		S			
	1253	632	621	658	446	150	42	394	817	719	533	324	212	717	707	546	154	1099	394	859	817	435
	251%	251%	250%	250%	257%	234%	193%	234%	264%	254%	246%	231%	247%	262%	257%	243%	259%	249%	263%	245%	259%	236%

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	417	205	213	165	132	121	80	260	78	171	247	137	140	141	237	181	41	376	53	365	284	133
	83%	83%	84%	89%	85%	76%	73%	85%	92%	83%	84%	80%	85%	85%	82%	85%	81%	84%	85%	83%	86%	79%
				E	E			F	FG												U	
Laptop computer	384	182	202	157	116	111	76	233	75	154	229	123	123	138	217	166	40	344	48	336	262	122
	77%	74%	80%	85%	74%	70%	70%	76%	88%	75%	78%	72%	75%	84%	75%	79%	78%	77%	78%	77%	79%	72%
			A	DE					FG					KL							U	
Desktop computer	272	149	123	82	89	101	49	173	49	119	153	90	86	96	164	108	31	241	38	234	187	85
	54%	61%	48%	45%	57%	63%	45%	57%	58%	58%	52%	53%	52%	58%	57%	51%	61%	54%	61%	53%	57%	50%
			B	C	C			F	F													
Tablet	122	64	58	47	46	29	17	73	33	58	64	33	40	49	68	54	16	106	20	102	93	29
	24%	26%	23%	26%	29%	18%	16%	24%	38%	28%	22%	19%	24%	30%	24%	26%	32%	24%	32%	23%	28%	17%
				E	E			F	FG	J				K					S		U	
Sigma	1195	600	595	451	382	362	222	739	234	503	693	384	388	423	686	509	127	1068	158	1037	826	369
	239%	244%	234%	244%	245%	228%	204%	241%	277%	244%	236%	224%	237%	257%	238%	241%	251%	238%	256%	237%	250%	218%

Socialogue

GL2. Which of the following do you, yourself, use?

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 (*)

	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
Mobile phone/smart phone	353	170	183	144	108	101	44	142	167	207	146	139	98	116	177	176	29	325	37	316	245	108
	71%	69%	73%	79%	75%	58%	55%	68%	80%	70%	71%	60%	77%	83%	70%	71%	73%	70%	75%	70%	73%	65%
Laptop computer				E	E			F	FG				K	K			*		*		U	
	332	156	176	145	96	90	49	132	151	190	141	129	90	112	165	167	28	304	36	295	229	103
	66%	63%	70%	80%	67%	52%	60%	63%	72%	64%	69%	56%	71%	80%	65%	67%	72%	66%	74%	66%	68%	62%
Desktop computer			A	DE	E				FG				K	KL			*		*			
	316	177	139	85	98	133	41	131	145	199	117	155	83	78	174	142	25	291	35	281	220	96
	63%	72%	55%	47%	68%	77%	50%	62%	69%	67%	57%	67%	66%	56%	69%	57%	65%	63%	71%	62%	66%	58%
Tablet		B		C	CD			F	FG	J		M	M		O		*		*		U	
	117	54	63	51	37	28	11	43	62	74	42	35	33	49	63	53	9	108	12	105	87	30
	23%	22%	25%	28%	26%	16%	14%	20%	30%	25%	21%	15%	26%	35%	25%	21%	22%	23%	24%	23%	26%	18%
Sigma				E	E				FG				K	KL			*		*		U	
	1118	556	561	425	340	353	145	447	526	671	447	457	305	355	579	538	91	1027	120	998	781	337
	224%	225%	222%	233%	235%	204%	179%	213%	251%	227%	218%	197%	240%	253%	230%	217%	233%	223%	244%	221%	234%	203%