

Socialogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	3317	1793	1524	1348	1249	720	585	1201	1510	1909	1408	731	992	1594	1936	1381	490	2827	939	2378	2578	739
Base: Use Tablet (wtd)	2052	1114	938	937	728	387	430	776	827	1101	952	613	712	728	1143	909	322	1730	542	1510	1543	510
Yes	380	185	195	213	118	49	94	128	152	201	179	136	126	118	205	175	67	314	112	268	284	97
	19%	17%	21%	23%	16%	13%	22%	16%	18%	18%	19%	22%	18%	16%	18%	19%	21%	18%	21%	18%	18%	19%
		A	DE				G					M										
No	1672	929	743	724	610	338	336	648	674	900	772	476	586	610	938	734	255	1417	430	1242	1259	413
	81%	83%	79%	77%	84%	87%	78%	84%	82%	82%	81%	78%	82%	84%	82%	81%	79%	82%	79%	82%	82%	81%
		B		C	C		F						K									
Sigma	2052	1114	938	937	728	387	430	776	827	1101	952	613	712	728	1143	909	322	1730	542	1510	1543	510
	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/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
		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: Use Tablet (unwtd)	3317	43	286	93	103	261	346	166	151	243	21	189	111	140	93	52	47	81	95	121	70	163	105	111	226
Base: Use Tablet (wtd)	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
Yes	380	5	25	13	12	12	47	8	18	26	2	28	18	11	12	9	5	2	36	21	17	9	12	13	17
	19%	12%	18%	14%	25%	11%	38%	9%	23%	21%	10%	30%	16%	17%	27%	18%	10%	3%	41%	18%	23%	11%	10%	12%	15%
		*	EG	*	EGPUVWX*		ABCEGILMPS UVWX*		EGUVWX	EGU	**	ABCEGILMPS UVWX			CEGPUVWX*	**	*	**	ABCEGHILMP STUVWX*	*	EGU*		*	*	
No	1672	37	109	81	35	102	78	80	60	96	19	65	93	58	33	44	41	63	52	93	57	79	106	93	99
	81%	88%	82%	86%	75%	89%	62%	91%	77%	79%	90%	70%	84%	83%	73%	82%	90%	97%	59%	82%	77%	89%	90%	88%	85%
		FKR*	FKR	FKNR*	*	BDFHIKNRT	*	BDFHIKNRT	R	FKR	**		FKR	FKR	*	**	DFKNR*	**	*	FKR*	R*	DFHIKNRT	DFHKNR*	DFHKNR*	DFHKNR
Sigma	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
	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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Proportions/Means: - 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 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: Use Tablet (unwtd)	3317	487	198	1129	1176	1361	719	327
Base: Use Tablet (wtd)	2052	230	142	726	647	698	329	307
Yes	380	29	26	106	149	108	89	70
	19%	13%	18%	15%	23%	15%	27%	23%
					ACE		ACE	ACE
No	1672	201	116	620	498	590	241	237
	81%	87%	82%	85%	77%	85%	73%	77%
		DFG		DFG		DFG		
Sigma	2052	230	142	726	647	698	329	307
	100%	100%	100%	100%	100%	100%	100%	100%

Sociallogue

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Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	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: Use Tablet (unwtd)	43	27	16	18	12	13	12	19	12	22	21	16	15	12	28	15	9	34	9	34	26	17
Base: Use Tablet (wtd)	42	29	13	21	10	12	15	20	7	21	21	25	11	5	24	18	7	36	7	35	23	19
Yes	5	3	2	4	1	-	3	1	1	4	1	4	1	1	3	2	1	4	1	4	-	5
	12%	11%	15%	19%	13%	-	16%	6%	18%	18%	6%	15%	6%	12%	13%	11%	10%	13%	18%	11%	-	27%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	37	26	11	17	9	12	13	18	6	18	19	21	11	5	21	16	6	31	6	31	23	14
	88%	89%	85%	81%	87%	100%	84%	94%	82%	82%	94%	85%	94%	88%	87%	89%	90%	87%	82%	89%	100%	73%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sigma	42	29	13	21	10	12	15	20	7	21	21	25	11	5	24	18	7	36	7	35	23	19
	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/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		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	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	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: Use Tablet (unwtd)		286	134	152	92	100	94	31	131	124	172	114	66	77	143	164	122	36	250	58	228	217	69	215	71	99	93	42	29	23	
Base: Use Tablet (wtd)		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	
Yes	25	6	18	13	7	5	4	14	6	15	9	5	16	4	9	15	3	22	3	22	16	8	18	6	7	10	3	2	1		
	18%	9%	27%	24%	16%	14%	24%	21%	13%	20%	16%	19%	20%	14%	12%	27%	17%	19%	12%	20%	17%	23%	20%	16%	17%	21%	16%	18%	20%		
			*	A*	*	*	*	**	*	*	*	*	*	*	*	N*	**	*	*	*	*	*	*	*	*	*	*	**	**	**	
No	109	60	49	39	40	30	14	53	42	61	48	23	62	25	68	41	14	95	22	87	82	27	75	35	38	38	17	10	6		
	82%	91%	73%	76%	84%	86%	76%	79%	87%	80%	84%	81%	80%	86%	88%	73%	83%	81%	88%	80%	83%	77%	80%	84%	83%	79%	84%	82%	80%		
			B*	*	*	*	*	**	*	*	*	*	*	*	O*	*	**	*	*	*	*	*	*	*	*	*	*	**	**	**	
Sigma	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		
	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%		

Socialogues

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

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

- Column Means:

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

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

	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: Use Tablet (unwtd)	93	55	38	35	33	25	26	33	34	41	52	26	35	32	57	36	7	86	11	82	63	30	47	17	29	50	43	
Base: Use Tablet (wtd)	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	
Yes	13	5	8	9	2	2	6	2	5	3	10	5	7	1	5	8	-	13	1	12	9	4	9	2	3	5	8	
	14%	9%	21%	25%	7%	8%	23%	7%	15%	8%	19%	16%	24%	3%	9%	22%	-	15%	10%	15%	14%	14%	18%	12%	9%	10%	19%	
		*	*	D*	*	**	**	*	*	*	*	**	M*	*	*	*	*	**	*	**	*	**	*	**	*	*	*	
No	81	50	31	28	31	22	21	31	29	38	43	25	24	31	52	29	7	74	10	71	55	26	40	15	26	45	36	
	86%	91%	79%	75%	93%	92%	77%	93%	85%	92%	81%	84%	76%	97%	91%	78%	100%	85%	90%	85%	86%	86%	82%	88%	91%	90%	81%	
		*	*	*	C*	**	**	*	*	*	*	**	*	L*	*	*	*	**	*	**	*	**	*	**	*	*	*	
Sigma	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	
	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%	

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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: Use Tablet (unwtd)	103	48	55	44	29	30	15	75	13	54	49	10	53	40	47	56	24	79	30	73	73	30	
Base: Use Tablet (wtd)	46	21	25	25	10	11	9	33	4	22	24	9	26	12	19	27	11	36	12	34	32	14	
Yes	12	4	7	7	3	2	4	7	1	6	5	3	7	1	5	7	5	7	5	7	6	6	
	25%	21%	29%	27%	31%	14%	42%	22%	14%	28%	22%	38%	27%	12%	27%	24%	44%	20%	39%	20%	19%	39%	
	*	*			**	**	**		**	*	*	**	*	*	*	**		**			**		
No	35	17	18	18	7	9	5	26	3	16	19	6	19	11	14	21	6	29	8	27	26	9	
	75%	79%	71%	73%	69%	86%	58%	78%	86%	72%	78%	62%	73%	88%	73%	76%	56%	80%	61%	80%	81%	61%	
	*	*	*		**	**	**	**	**	*	*	**	*	*	*	*	**		**			**	
Sigma	46	21	25	25	10	11	9	33	4	22	24	9	26	12	19	27	11	36	12	34	32	14	
	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 (*)

	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: Use Tablet (unwtd)		261	136	125	71	103	87	19	62	180	161	100	26	104	131	142	119	43	218	68	193	202	59	13	15	35	41	-	104	53
Base: Use Tablet (wtd)		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
Yes		12	5	7	6	4	2	1	3	8	6	6	4	4	4	7	5	3	9	3	9	8	4	1	*	2	2	-	3	4
		11%	8%	13%	17%	8%	8%	9%	9%	12%	9%	12%	16%	7%	12%	11%	10%	14%	10%	11%	11%	10%	13%	19%	4%	12%	12%	-	7%	16%
		*	*	*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*
No		102	52	49	30	43	29	12	32	57	58	43	23	53	26	54	48	18	84	26	76	77	25	4	6	14	15	-	40	22
		89%	92%	87%	83%	92%	92%	91%	91%	88%	91%	88%	84%	93%	88%	89%	90%	86%	90%	89%	89%	90%	87%	81%	96%	88%	88%	-	93%	84%
		*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	*	*	*	*
Sigma		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
		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%

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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: Use Tablet (unwtd)	346	186	160	154	156	36	3	46	297	267	79	18	75	253	269	77	32	314	169	177	328	18	
Base: Use Tablet (wtd)	125	66	59	41	57	28	3	30	93	104	21	64	41	20	91	34	12	114	44	81	114	12	
Yes	47	32	16	13	21	13	-	5	42	40	7	26	13	9	36	11	9	38	26	21	40	7	
	38%	48%	27%	32%	38%	45%	-	17%	45%	39%	34%	40%	31%	43%	39%	33%	77%	34%	59%	26%	35%	60%	
			**		**	**	**	**		**	**	**	*			**	**		S*	*		**	
No	78	35	43	28	35	15	3	25	51	64	14	38	28	12	55	23	3	75	18	60	73	5	
	62%	52%	73%	68%	62%	55%	100%	83%	55%	61%	66%	60%	69%	57%	61%	67%	23%	66%	41%	74%	65%	40%	
			**		**	**	**	**		**	**	**	*			**	**		*	R*		**	
Sigma	125	66	59	41	57	28	3	30	93	104	21	64	41	20	91	34	12	114	44	81	114	12	
	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/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: Use Tablet (unwtd)	166	94	72	69	57	40	23	68	75	72	94	58	61	47	81	85	9	157	21	145	117	49
Base: Use Tablet (wtd)	88	52	36	38	31	18	11	36	41	38	50	24	44	21	44	44	4	84	11	77	63	25
Yes	8	5	4	5	2	1	*	4	4	4	5	2	6	1	2	6	-	8	-	8	6	3
	9%	9%	10%	13%	7%	7%	4%	10%	11%	10%	9%	7%	13%	4%	4%	15%	-	10%	-	11%	9%	11%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	N*	**		**			*
No	80	47	33	33	29	17	11	32	37	34	46	22	38	20	42	37	4	75	11	69	57	22
	91%	91%	90%	87%	93%	93%	96%	90%	89%	90%	91%	93%	87%	96%	96%	85%	100%	90%	100%	89%	91%	89%
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	O*	*	**		**			*
Sigma	88	52	36	38	31	18	11	36	41	38	50	24	44	21	44	44	4	84	11	77	63	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL2b. Is your tablet your primary computer?

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 (*)

	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: Use Tablet (unwtd)	151	83	68	42	72	37	30	49	72	61	90	15	94	42	104	47	12	139	33	118	121	30
Base: Use Tablet (wtd)	78	44	34	25	38	15	17	25	36	29	49	11	45	23	54	24	6	72	17	61	63	15
Yes	18	9	10	9	7	3	3	8	7	6	13	3	13	2	10	8	1	17	2	16	15	3
	23%	20%	28%	35%	18%	18%	19%	33%	19%	19%	26%	33%	28%	9%	18%	36%	24%	23%	15%	26%	24%	20%
	*	*	*	*	*	*	**	*	*	*	*	**	M*	*	*	N*	**	*	*	*	*	**
No	60	35	25	16	31	12	13	17	30	24	36	7	32	20	44	15	4	55	14	45	47	12
	77%	80%	72%	65%	82%	82%	81%	67%	81%	81%	74%	67%	72%	91%	82%	64%	76%	77%	85%	74%	76%	80%
	*	*	*	*	*	*	**	*	*	*	*	**	*	L*	O*	*	**	*	*	*	*	**
Sigma	78	44	34	25	38	15	17	25	36	29	49	11	45	23	54	24	6	72	17	61	63	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	21	16	5	9	10	2	5	8	2	8	13	6	10	5	9	12	-	21	2	19	11	10	
Base: Use Tablet (wtd)	22	16	6	11	9	2	5	8	2	7	15	5	13	4	8	14	-	22	2	19	11	10	
Yes	2	1	1	2	-	-	1	-	-	-	2	1	1	-	1	1	-	2	-	2	2	-	
	10%	9%	16%	20%	-	-	17%	-	-	-	15%	18%	11%	-	11%	10%	-	10%	-	12%	20%	-	
No		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			**	**	**	**	
	19	15	5	9	9	2	4	8	2	7	12	4	11	4	7	12	-	19	2	17	9	10	
	90%	91%	84%	80%	100%	100%	83%	100%	100%	100%	85%	82%	89%	100%	89%	90%	-	90%	100%	88%	80%	100%	
Sigma		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			**	**	**	**	
	22	16	6	11	9	2	5	8	2	7	15	5	13	4	8	14	-	22	2	19	11	10	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	

Socialogue
GL2b. Is your tablet your primary computer?
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: Use Tablet (unwtd)	189	110	79	103	62	24	36	77	76	121	68	-	17	172	120	69	66	123	143	46	164	25	
Base: Use Tablet (wtd)	93	53	41	51	31	11	18	38	37	58	35	-	9	84	58	36	32	61	70	23	80	13	
Yes	28	17	11	19	8	1	6	9	13	15	13	-	2	26	21	7	14	14	25	3	25	3	
	30%	33%	26%	37%	25%	12%	34%	24%	34%	26%	36%	-	24%	31%	36%	20%	44%	22%	36%	13%	31%	24%	
No			*		*	**	*	*	*		*		**		O	*	Q*		S	*		**	
	65	35	30	33	23	10	12	29	25	43	22	-	7	58	37	29	18	47	45	20	55	10	
	70%	67%	74%	63%	75%	88%	66%	76%	66%	74%	64%	-	76%	69%	64%	80%	56%	78%	64%	87%	69%	76%	
Sigma			*		*	**	*	*	*		*		**			N*	*	P		R*		**	
	93	53	41	51	31	11	18	38	37	58	35	-	9	84	58	36	32	61	70	23	80	13	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue

GL2b. Is your tablet your primary computer?

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 (*)

	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: Use Tablet (unwtd)	111	50	61	58	46	7	49	49	13	68	43	39	12	60	51	60	22	89	50	61	97	14
Base: Use Tablet (wtd)	111	46	65	61	43	7	47	49	16	64	47	40	12	59	48	62	22	89	47	64	94	17
Yes	18	5	13	8	9	1	8	8	3	10	8	7	2	9	10	8	6	12	8	10	15	3
	16%	11%	20%	14%	20%	15%	17%	16%	16%	15%	18%	18%	17%	15%	20%	13%	26%	14%	17%	16%	16%	20%
	*	*	*	*	**	*	*	*	**	*	*	*	**	*	*	*	**	*	*	*	**	*
No	93	41	52	53	34	6	39	41	13	55	38	33	10	50	39	54	16	77	39	54	79	13
	84%	89%	80%	86%	80%	85%	83%	84%	84%	85%	82%	82%	83%	85%	80%	87%	74%	86%	83%	84%	84%	80%
	*	*	*	*	**	*	*	*	**	*	*	*	**	*	*	*	**	*	*	*	**	*
Sigma	111	46	65	61	43	7	47	49	16	64	47	40	12	59	48	62	22	89	47	64	94	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	140	87	53	54	56	30	18	69	53	72	68	36	76	28	78	62	19	121	32	108	98	42	
Base: Use Tablet (wtd)	69	44	25	31	26	12	11	35	22	35	35	28	29	11	37	32	9	61	14	55	46	23	
Yes	11	8	4	8	2	1	3	4	4	5	6	4	5	3	5	6	-	11	1	11	8	3	
	17%	18%	14%	27%	9%	6%	26%	12%	19%	16%	17%	13%	17%	26%	15%	19%	-	19%	6%	19%	18%	13%	
	*	*		D*	*	**	**	*	*	*	*	*	**	*	*	**		**	**	*	*		
No	58	36	22	23	23	11	8	31	18	29	29	25	24	8	31	26	9	49	13	44	37	20	
	83%	82%	86%	73%	91%	94%	74%	88%	81%	84%	83%	87%	83%	74%	85%	81%	100%	81%	94%	81%	82%	87%	
	*	*	*	C*	**	**	**	*	*	*	*	*	**	*	*	**	**	**	**	**	*	*	
Sigma	69	44	25	31	26	12	11	35	22	35	35	28	29	11	37	32	9	61	14	55	46	23	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Sociallogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	93	59	34	33	34	26	44	38	11	62	31	24	23	46	54	39	4	89	8	85	65	28
Base: Use Tablet (wtd)	46	30	16	20	16	10	23	17	6	28	17	23	10	13	25	21	2	44	3	43	32	14
Yes	12	7	6	8	3	1	8	4	1	7	5	5	3	4	7	6	*	12	1	12	8	5
	27%	23%	36%	39%	19%	15%	34%	21%	21%	25%	31%	22%	33%	32%	28%	26%	16%	28%	19%	28%	24%	35%
			**	**	**	**		**	**		**	**	**			**	**		**			**
No	33	23	10	12	13	8	15	14	5	21	12	18	7	9	18	15	1	32	2	31	25	9
	73%	77%	64%	61%	81%	85%	66%	79%	79%	75%	69%	78%	67%	68%	72%	74%	84%	72%	81%	72%	76%	65%
			**	**	**	**		**	**		**	**	**			**	**		**			**
Sigma	46	30	16	20	16	10	23	17	6	28	17	23	10	13	25	21	2	44	3	43	32	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue
GL2b. Is your tablet your primary computer?
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 (*)

		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: Use Tablet (unwtd)	52	26	26	22	24	6	25	20	7	25	27	15	17	20	25	27	24	28	22	30	39	13		
Base: Use Tablet (wtd)	54	22	32	24	19	11	28	20	5	24	29	35	11	8	23	31	20	33	14	39	37	16		
Yes	9	7	3	8	2	-	4	5	*	2	7	7	2	*	4	5	5	4	3	7	8	1		
	18%	30%	9%	33%	8%	-	14%	25%	9%	9%	25%	19%	23%	6%	17%	18%	27%	12%	19%	17%	22%	8%		
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
No	44	15	29	16	17	11	24	15	5	22	22	29	8	7	19	25	15	30	12	33	29	15		
	82%	70%	91%	67%	92%	100%	86%	75%	91%	91%	75%	81%	77%	94%	83%	82%	73%	88%	81%	83%	78%	92%		
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Sigma	54	22	32	24	19	11	28	20	5	24	29	35	11	8	23	31	20	33	14	39	37	16		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

Socialogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	47	30	17	24	14	9	31	14	2	26	21	6	27	14	17	30	8	39	10	37	29	18
Base: Use Tablet (wtd)	46	27	19	26	13	7	33	12	2	24	22	8	27	11	14	32	7	39	9	37	26	20
Yes	5	2	3	5	-	-	4	1	-	2	3	3	1	1	-	5	1	4	1	4	2	3
	10%	7%	15%	18%	-	-	12%	6%	-	9%	12%	35%	4%	7%	-	15%	10%	10%	8%	11%	8%	13%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	41	26	16	21	13	7	29	11	2	22	19	5	26	10	14	27	6	35	8	33	24	17
	90%	93%	85%	82%	100%	100%	88%	94%	100%	91%	88%	65%	96%	93%	100%	85%	90%	90%	92%	89%	92%	87%
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sigma	46	27	19	26	13	7	33	12	2	24	22	8	27	11	14	32	7	39	9	37	26	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL2b. Is your tablet your primary computer?

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 (*)

		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: Use Tablet (unwtd)	81	55	26	24	40	17	1	26	54	59	22	2	13	66	55	26	15	66	28	53	74	7	
Base: Use Tablet (wtd)	64	39	25	25	30	9	*	36	28	36	28	18	29	17	40	24	12	52	16	48	50	14	
Yes	2	1	1	1	1	-	-	*	1	1	1	-	-	2	1	1	*	1	1	1	2	-	
	3%	2%	4%	3%	3%	-	-	1%	5%	2%	3%	-	-	10%	2%	4%	2%	3%	3%	2%	3%	-	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	63	38	25	24	30	9	*	36	26	35	28	18	29	15	39	23	12	50	16	47	48	14	
	97%	98%	96%	97%	97%	100%	100%	99%	95%	98%	97%	100%	100%	90%	98%	96%	98%	97%	97%	98%	97%	100%	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sigma	64	39	25	25	30	9	*	36	28	36	28	18	29	17	40	24	12	52	16	48	50	14	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	95	58	37	60	29	6	37	28	15	68	27	24	31	40	48	47	18	77	21	74	64	31
Base: Use Tablet (wtd)	87	55	32	52	29	7	42	24	9	63	25	50	24	13	45	42	15	72	18	69	54	34
Yes	36	21	14	27	8	1	20	8	3	22	13	25	6	5	16	20	6	29	9	27	22	13
	41%	39%	44%	53%	26%	8%	47%	35%	32%	36%	54%	50%	25%	33%	34%	48%	42%	40%	50%	38%	42%	39%
			**		**	**	**	**	**		**	**	*	*	**		**		**			**
No	52	34	18	24	21	6	23	15	6	40	11	25	18	9	30	22	9	43	9	43	31	21
	59%	61%	56%	47%	74%	92%	53%	65%	68%	64%	46%	50%	75%	67%	66%	52%	58%	60%	50%	62%	58%	61%
			**		**	**	**	**	**		**	**	*	*	**		**		**			**
Sigma	87	55	32	52	29	7	42	24	9	63	25	50	24	13	45	42	15	72	18	69	54	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Socialogue

GL2b. Is your tablet your primary computer?

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 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: Use Tablet (unwtd)	121	49	72	75	34	12	-	4	117	60	61	42	34	45	66	55	20	101	46	75	111	10	
Base: Use Tablet (wtd)	113	58	55	77	27	10	-	5	108	47	66	46	29	39	60	53	20	94	44	69	100	13	
Yes	21	7	14	13	5	3	-	1	19	6	15	9	8	4	8	12	2	19	5	15	16	5	
	18%	12%	25%	16%	20%	30%	-	26%	18%	12%	23%	20%	26%	11%	14%	23%	12%	20%	12%	22%	16%	39%	
	*	*	*	*	*	**		**	*	*	**	*	*	*	*	*	**		*	*		**	
No	93	51	41	64	21	7	-	4	89	42	51	36	22	34	52	41	17	75	39	54	85	8	
	82%	88%	75%	84%	80%	70%	-	74%	82%	88%	77%	80%	74%	89%	86%	77%	88%	80%	88%	78%	84%	61%	
	*	*	*	*	*	**		**	*	*	*	**	*	*	*	*	**		*	*		**	
Sigma	113	58	55	77	27	10	-	5	108	47	66	46	29	39	60	53	20	94	44	69	100	13	
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue

GL2b. Is your tablet your primary computer?

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																					
	South Korea 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: Use Tablet (unwtd)	70	42	28	29	28	13	9	22	39	45	25	-	12	58	46	24	12	58	21	49	58	12	
Base: Use Tablet (wtd)	74	40	34	38	26	10	11	25	38	43	31	-	14	60	45	29	10	64	19	55	59	15	
Yes	17	8	9	12	4	1	5	5	8	8	9	-	3	14	11	7	2	15	4	13	13	4	
	23%	20%	27%	31%	15%	15%	43%	19%	20%	19%	30%	-	23%	23%	24%	23%	19%	24%	22%	23%	22%	26%	
			**	**	**	**	**	**	**	**	**		**			**	**		**			**	
No	57	32	25	26	22	8	6	20	30	35	22	-	11	46	34	23	8	49	15	42	46	11	
	77%	80%	73%	69%	85%	85%	57%	81%	80%	81%	70%	-	77%	77%	76%	77%	81%	76%	78%	77%	78%	74%	
			**	**	**	**	**	**	**	**	**		**			**	**		**			**	
Sigma	74	40	34	38	26	10	11	25	38	43	31	-	14	60	45	29	10	64	19	55	59	15	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	163	84	79	60	70	33	92	57	14	81	82	93	19	51	86	77	18	145	14	149	103	60	
Base: Use Tablet (wtd)	88	45	43	35	38	15	47	35	6	41	47	36	26	27	46	42	10	78	7	81	59	29	
Yes	9	4	5	3	5	1	7	3	-	4	6	4	4	2	6	4	*	9	-	9	7	2	
	11%	10%	12%	10%	14%	5%	14%	8%	-	9%	12%	12%	15%	6%	12%	9%	4%	12%	-	12%	12%	7%	
	*	*	*	*	**	*	*	**	*	*	*	**	*	*	*	*	**		**		*	*	
No	79	41	38	32	32	15	40	32	6	37	41	32	22	25	41	38	10	69	7	71	51	27	
	89%	90%	88%	90%	86%	95%	86%	92%	100%	91%	88%	88%	85%	94%	88%	91%	96%	88%	100%	88%	88%	93%	
	*	*	*	*	**	*	*	**	*	*	*	*	**	*	*	*	**		**		*	*	
Sigma	88	45	43	35	38	15	47	35	6	41	47	36	26	27	46	42	10	78	7	81	59	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue

GL2b. Is your tablet your primary computer?

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																					
	Sweden 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: Use Tablet (unwtd)	105	64	41	33	31	41	22	47	36	37	68	61	14	30	64	41	24	81	30	75	83	22	
Base: Use Tablet (wtd)	118	82	36	50	30	39	19	54	45	41	77	18	55	45	80	38	37	81	45	73	99	19	
Yes	12	6	6	9	2	1	-	9	2	1	10	2	6	4	8	4	*	12	2	10	12	-	
	10%	7%	17%	19%	6%	1%	-	17%	5%	3%	14%	9%	11%	9%	10%	10%	1%	14%	3%	14%	12%	-	
	**	**	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**		**	
No	106	76	30	40	28	38	19	44	43	40	66	16	49	41	72	34	37	69	44	62	88	19	
	90%	93%	83%	81%	94%	99%	100%	83%	95%	97%	86%	91%	89%	91%	90%	90%	99%	86%	97%	86%	88%	100%	
	**	**	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**		**	
Sigma	118	82	36	50	30	39	19	54	45	41	77	18	55	45	80	38	37	81	45	73	99	19	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue

GL2b. Is your tablet your primary computer?

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 (*)

	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: Use Tablet (unwtd)	111	62	49	69	38	4	2	22	87	61	50	21	16	74	57	54	18	93	50	61	82	29	
Base: Use Tablet (wtd)	106	50	56	62	36	8	2	23	80	59	46	21	17	68	53	53	16	89	45	60	73	32	
Yes	13	4	9	6	5	2	-	2	11	10	3	2	3	9	7	6	3	10	5	8	10	3	
	12%	9%	16%	9%	15%	23%	-	9%	14%	16%	7%	8%	17%	13%	14%	11%	18%	11%	11%	13%	14%	8%	
	*	*			**	**	**	**		*	*	**	**		*	*	**		*	*		**	
No	93	45	47	56	30	6	2	21	69	50	43	19	14	60	46	47	13	79	40	52	63	30	
	88%	91%	84%	91%	85%	77%	100%	91%	86%	84%	93%	92%	83%	87%	86%	89%	82%	89%	89%	87%	86%	92%	
	*	*	*		**	**	**	**		*	*	**	**		*	*	**		*	*		**	
Sigma	106	50	56	62	36	8	2	23	80	59	46	21	17	68	53	53	16	89	45	60	73	32	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Socialogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	243	131	112	89	90	64	34	144	65	119	124	67	79	97	140	103	32	211	40	203	186	57	
Base: Use Tablet (wtd)	122	64	58	47	46	29	17	73	33	58	64	33	40	49	68	54	16	106	20	102	93	29	
Yes	26	13	13	10	10	6	6	15	5	13	13	9	9	9	15	11	2	25	3	24	19	7	
	21%	20%	22%	20%	22%	22%	34%	21%	16%	22%	20%	27%	22%	18%	21%	21%	10%	23%	13%	23%	20%	25%	
No				*	*	*	H*		*			*	*	*			*		*			*	
	96	51	45	38	36	23	11	57	27	45	51	24	31	40	54	42	14	82	17	79	74	22	
	79%	80%	78%	80%	78%	78%	66%	79%	84%	78%	80%	73%	78%	82%	79%	79%	90%	77%	87%	77%	80%	75%	
Sigma				*	*	*	*		F*			*	*	*			*		*			*	
	122	64	58	47	46	29	17	73	33	58	64	33	40	49	68	54	16	106	20	102	93	29	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Sociallogue

GL2b. Is your tablet your primary computer?

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: Use Tablet (unwtd)	226	107	119	81	81	64	21	93	112	147	79	60	78	88	128	98	18	208	23	203	167	59
Base: Use Tablet (wtd)	117	54	63	51	37	28	11	43	62	74	42	35	33	49	63	53	9	108	12	105	87	30
Yes	17	5	12	8	6	3	2	8	7	10	7	7	5	6	9	8	2	15	4	13	13	4
	15%	10%	19%	16%	15%	11%	15%	19%	12%	14%	16%	20%	14%	12%	14%	15%	27%	14%	34%	12%	15%	14%
				*	*	*	**	*			*	*	*	*		*	**		**			*
No	99	48	51	43	31	25	10	35	55	64	36	28	29	43	54	45	6	93	8	92	74	25
	85%	90%	81%	84%	85%	89%	85%	81%	88%	86%	84%	80%	86%	88%	86%	85%	73%	86%	66%	88%	85%	86%
				*	*	*	**	*			*	*	*	*		*	**		**			*
Sigma	117	54	63	51	37	28	11	43	62	74	42	35	33	49	63	53	9	108	12	105	87	30
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%