

Socialogue
GU2. Which of the following activities have you done online in the past month?
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 (*)

	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)	18331	9036	9295	6957	6329	5045	5791	7501	4879	9288	9043	5368	6306	6657	9966	8365	2082	16249	3299	15032	12471	5860	
Base: All Respondents (wtd)	12000	5978	6022	5289	3883	2828	4189	4659	2995	5633	6367	4386	4288	3325	6150	5850	1326	10674	1977	10023	7764	4236	
Researched about any health-related issues	5740	2421	3319	2380	1891	1470	1865	2210	1588	2773	2967	1934	2150	1656	2881	2859	687	5053	1040	4700	3703	2037	
	48%	40%	55%	45%	49%	52%	45%	47%	53%	49%	47%	44%	50%	50%	47%	49%	52%	47%	53%	47%	48%	48%	
		A		C	D		F	FG	J				K	K	N	Q		S					

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Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18331	517	1016	508	1027	1024	1008	1015	1025	1017	513	1016	505	1020	1007	506	514	503	516	515	508	1020	513	504	1014
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
Researched about any health-related issues	5740	225	249	202	285	273	206	216	212	244	294	236	207	277	134	276	263	274	266	304	149	241	165	325	216
	48%	45%	50%	40%	57%	55%	41%	43%	42%	49%	59%	47%	41%	55%	27%	55%	53%	55%	53%	61%	30%	48%	33%	65%	43%
		NTV	CFGHLNTVX	NT	ABCFGHIKLN TUVX	ACFGHIKLNT UVX	NT	NTV	NTV	CFGHLNTVX	ABCFGHIKLN TUVX	CHLNTV	NTV	ABCFGHIKLN TUVX		ACFGHKLNTU VX	ACFGHLNTVX	ACFGHIKLNT UVX	ACFGHLNTVX	ABCFGHIKLN PTUVX		CGHLNTVX		ABCDEFGHIUK LMNOPORTU VX	NTV

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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 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18331	2038	2050	7145	5563	7625	3554	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Researched about any health-related issues	5740	489	785	2114	1456	1847	1001	895
	48%	49%	52%	47%	42%	46%	50%	60%
		DE	CDE	D		D	CDE	ABCDEF

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GU2. Which of the following activities have you done online in the past month?

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 (*)

	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)	517	246	271	228	160	129	276	169	72	176	341	210	180	127	247	270	57	460	68	449	300	217
Base: All Respondents (wtd)	500	245	255	248	145	106	312	139	49	154	346	327	118	55	221	279	51	449	54	446	257	243
Researched about any health-related issues	225	94	130	92	73	61	140	59	26	64	160	128	69	28	98	127	22	203	23	202	116	108
	45%	39%	51%	37%	50%	57%	45%	43%	52%	42%	46%	39%	58%	51%	44%	45%	43%	45%	42%	45%	45%	45%
			A		C	C*			*				K	K			*		*			

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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)	508	253	255	169	168	171	168	227	113	181	327	110	243	155	315	193	24	484	49	459	296	212	261	111	136	250	258
Base: All Respondents (wtd)	500	251	249	184	157	159	175	219	106	173	327	172	186	142	287	213	21	479	43	457	270	230	244	104	152	259	241
Researched about any health-related issues	202	87	115	65	65	73	74	90	37	68	134	56	90	56	126	76	12	189	22	180	113	89	96	51	55	108	94
	40%	35%	46%	35%	41%	46%	42%	41%	35%	39%	41%	33%	48%	39%	44%	36%	58%	40%	52%	39%	42%	39%	39%	49%	36%	42%	39%
			A											K			**		*				X				

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

	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)	1027	487	540	475	335	217	289	708	30	418	609	162	599	266	442	585	133	894	182	845	672	355	
Base: All Respondents (wtd)	500	232	268	285	142	73	172	319	8	189	311	157	262	81	189	311	54	446	74	426	305	195	
Researched about any health-related issues	285	107	177	154	81	50	82	195	7	110	174	74	156	55	109	175	29	255	46	239	178	106	
	57%	46%	66%	54%	57%	68%	48%	61%	89%	58%	56%	47%	59%	67%	58%	56%	55%	57%	62%	56%	59%	54%	
			A				CD		F	**				K	KL								

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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 (*)

	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)	1024	439	585	309	328	387	226	384	414	514	510	390	468	166	515	509	108	916	133	891	692	332	66	70	134	134	-	389	231
Base: All Respondents (wtd)	500	247	253	178	174	149	115	188	197	238	262	186	223	91	259	241	54	446	68	432	340	160	32	34	64	65	-	195	110
Researched about any health-related issues	273	110	163	103	93	78	60	105	108	121	153	90	130	54	136	137	32	241	36	238	178	95	17	18	34	39	-	106	60
	55%	45%	64%	58%	53%	52%	52%	56%	55%	51%	58%	48%	58%	59%	52%	57%	60%	54%	52%	55%	52%	59%	52%	53%	54%	60%	-	54%	54%
			A								I		K	K									*	*					

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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 (*)

	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)	1008	574	434	530	356	122	82	245	681	694	314	90	250	668	667	341	83	925	295	713	875	133
Base: All Respondents (wtd)	500	249	251	200	196	103	101	140	259	344	156	295	155	50	267	233	44	456	96	404	362	138
Researched about any health-related issues	206	85	121	62	84	60	26	44	136	164	42	109	71	26	117	89	14	191	46	160	143	63
	41%	34%	48%	31%	43%	58%	25%	31%	53%	48%	27%	37%	46%	52%	44%	38%	33%	42%	48%	40%	39%	46%
		A*				*	C*	*	*	FG	J	*	*		K		*	**		*		

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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 (*)

	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)	1015	449	566	369	332	314	241	524	250	418	597	397	310	308	550	465	39	976	66	949	625	390
Base: All Respondents (wtd)	500	247	253	191	167	142	115	262	123	203	297	168	209	124	273	227	21	479	34	466	314	186
Researched about any health-related issues	216	84	132	67	74	75	47	111	58	91	125	70	88	59	116	100	8	208	15	201	128	88
	43%	34%	52%	35%	44%	53%	41%	43%	47%	45%	42%	42%	42%	48%	43%	44%	41%	43%	46%	43%	41%	47%
			A		C	CD											*		*			

GU2. Which of the following activities have you done online in the past month?

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 (*)

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

	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)	1025	519	506	296	388	341	315	301	409	429	596	19	637	189	706	319	81	944	189	836	751	274
Base: All Respondents (wtd)	500	252	248	172	189	139	157	148	195	196	304	113	285	101	336	164	37	463	88	412	356	144
Researched about any health-related issues	212	91	121	72	76	63	64	64	84	79	133	45	123	43	141	71	16	196	39	172	151	61
	42%	36%	49%	42%	40%	46%	41%	43%	43%	40%	44%	40%	43%	42%	42%	43%	43%	42%	45%	42%	42%	43%
			A														*					

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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 (*)

		Hungary	Hungary																				
			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)		513	262	251	187	181	145	177	239	10	210	303	163	254	96	298	215	27	486	26	487	299	214
Base: All Respondents (wtd)		500	244	256	202	150	148	171	229	9	194	306	129	294	77	279	221	25	475	23	477	275	225
Researched about any health-related issues		294	123	171	106	92	96	98	138	6	117	177	76	174	44	161	133	14	280	12	282	150	144
		59%	50%	67%	53%	61%	65%	57%	60%	63%	60%	58%	59%	59%	57%	58%	60%	55%	59%	51%	59%	55%	64%
				A			C				**				*			**		**			T

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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 (*)

	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)	1016	547	469	449	376	191	354	381	281	728	288	-	109	907	563	453	301	715	540	476	845	171	
Base: All Respondents (wtd)	500	258	242	276	152	72	191	179	129	308	192	-	64	436	254	246	143	357	251	249	396	104	
Researched about any health-related issues	236	111	125	122	78	36	72	91	72	159	77	-	21	215	118	118	73	163	134	102	192	43	
	47%	43%	52%	44%	51%	51%	38%	51%	56%	51%	40%	-	33%	49%	46%	48%	51%	46%	53%	41%	49%	42%	
			A					F	F	J			*	L					S				

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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 (*)

	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)	505	249	256	229	186	90	71	254	180	298	207	174	42	289	251	254	78	427	142	363	404	101
Base: All Respondents (wtd)	500	250	250	282	152	66	85	251	164	266	234	177	41	281	236	264	72	428	135	365	397	103
Researched about any health-related issues	207	103	104	116	63	29	35	92	80	113	94	66	17	124	105	102	36	171	63	144	169	38
	41%	41%	42%	41%	41%	43%	41%	37%	49%	42%	40%	37%	42%	44%	45%	39%	50%	40%	47%	39%	43%	37%
						*	*		G				*				*					*

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

	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)	1020	509	511	323	390	307	263	483	274	497	523	341	556	123	499	521	98	922	138	882	615	405	
Base: All Respondents (wtd)	500	250	250	181	176	143	140	235	125	244	256	243	198	58	231	269	45	455	63	437	284	216	
Researched about any health-related issues	277	126	151	95	101	82	68	135	74	137	140	128	114	35	124	154	19	258	30	247	158	120	
	55%	50%	60%	52%	57%	57%	48%	58%	60%	56%	55%	53%	57%	60%	53%	57%	43%	57%	48%	57%	56%	55%	
			A					F	F								*	P					

Socialogue
GU2. Which of the following activities have you done online in the past month?
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 (*)

	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)	1007	534	473	277	345	385	593	346	68	621	386	325	217	465	524	483	65	942	101	906	696	311	
Base: All Respondents (wtd)	500	251	249	186	155	159	328	153	20	273	227	295	90	115	224	276	27	473	39	461	316	184	
Researched about any health-related issues	134	59	76	36	47	51	82	46	6	80	55	78	26	31	58	76	8	126	14	120	91	44	
	27%	23%	30%	19%	30%	32%	25%	30%	33%	29%	24%	26%	28%	27%	26%	28%	31%	27%	36%	26%	29%	24%	
		A			C	C				*							*		*				

Socialogue
GU2. Which of the following activities have you done online in the past month?
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)	506	251	255	242	170	94	350	138	18	219	287	137	151	218	263	243	124	382	122	384	313	193
Base: All Respondents (wtd)	500	238	262	270	160	70	397	94	9	212	288	321	103	76	238	262	111	389	91	409	271	229
Researched about any health-related issues	276	112	163	130	103	42	210	58	8	112	164	157	64	54	142	134	66	210	65	211	155	121
	55%	47%	62%	48%	65%	60%	53%	62%	89%	53%	57%	49%	62%	72%	60%	51%	59%	54%	71%	52%	57%	53%
			A		C*	*		*	**				K	K			*		S*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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 (*)

		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)		514	294	220	207	161	146	399	104	11	247	267	60	364	90	232	282	61	453	76	438	285	229
Base: All Respondents (wtd)		500	248	252	215	147	138	403	87	9	229	271	104	327	69	206	294	51	449	63	437	253	247
Researched about any health-related issues		263	97	166	100	80	83	214	42	7	129	134	47	179	37	99	164	24	239	27	236	136	128
		53%	39%	66%	47%	54%	60%	53%	48%	77%	56%	50%	45%	55%	54%	48%	56%	47%	53%	43%	54%	54%	52%
				A			C			**			*		*			*		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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: All Respondents (unwtd)	503	234	269	194	175	134	61	270	172	257	246	81	285	137	265	238	33	470	43	460	365	138
Base: All Respondents (wtd)	500	241	259	211	177	112	75	276	149	234	266	146	265	89	246	254	32	468	38	462	343	157
Researched about any health-related issues	274	96	178	108	95	72	43	150	81	134	140	68	145	61	129	146	18	257	18	256	188	86
	55%	40%	69%	51%	54%	64%	58%	54%	54%	57%	53%	47%	55%	69%	52%	57%	55%	55%	49%	55%	55%	55%
			A			C	*					*		KL			**		*			

Socialogue

GU2. Which of the following activities have you done online in the past month?

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 (*)

Base: All Respondents (unwtd) Base: All Respondents (wtd) Researched about any health-related issues	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
	516	329	187	310	171	35	246	137	60	316	200	119	143	254	249	267	86	430	102	414	331
500	283	217	295	164	41	276	116	42	304	196	290	145	65	213	287	73	427	78	422	277	223
266	140	126	148	87	30	152	61	28	169	96	151	76	39	111	155	42	224	47	218	145	121
53%	49%	58%	50%	53%	73%	55%	53%	68%	56%	49%	52%	52%	60%	52%	54%	57%	52%	61%	52%	52%	54%
					*	**		*	**							*		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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	South Africa																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	515	164	351	207	189	119	22	121	372	264	251	230	153	132	283	232	95	420	156	359	449	66
Base: All Respondents (wtd)	500	240	260	287	132	82	34	130	335	203	297	235	139	126	261	239	89	411	137	363	398	102
Researched about any health-related issues	304	128	176	172	77	54	15	77	211	128	176	145	78	81	151	153	67	237	95	209	247	57
	61%	53%	68%	60%	59%	66%	45%	59%	63%	63%	59%	62%	56%	64%	58%	64%	75%	58%	70%	57%	62%	56%
		*	A				**	*					*	*			Q*		S*			*

Socialogue
GU2. Which of the following activities have you done online in the past month?
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)	508	258	250	176	205	127	87	198	223	315	193	10	127	371	292	216	77	431	118	390	395	113
Base: All Respondents (wtd)	500	252	248	211	192	97	92	203	205	283	217	10	133	357	276	224	69	431	104	396	374	126
Researched about any health-related issues	149	74	75	50	55	45	17	63	69	97	53	2	36	112	91	58	23	127	36	113	122	28
	30%	29%	30%	24%	29%	46%	19%	31%	34%	34%	24%	23%	27%	31%	33%	26%	33%	29%	35%	29%	33%	22%
						CD	*	F	F	J		**					*				U	

Socialogue

GU2. Which of the following activities have you done online in the past month?

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 Mean:

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)	1020	484	536	315	429	276	695	287	38	476	544	653	79	288	555	465	77	943	83	937	603	417
Base: All Respondents (wtd)	500	252	248	205	177	118	344	137	19	202	298	249	115	136	267	233	36	464	41	459	289	211
Researched about any health-related issues	241	97	144	95	86	61	162	68	11	101	141	110	56	75	130	111	15	227	19	222	144	98
	48%	39%	58%	46%	49%	51%	47%	50%	59%	50%	47%	44%	49%	55%	49%	48%	42%	49%	48%	48%	50%	46%
			A						*				*	K			*		*			

Socialogue

GU2. Which of the following activities have you done online in the past month?

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: All Respondents (unwtd)	513	252	261	145	161	207	152	267	94	200	313	366	77	70	325	188	57	456	80	433	374	139
Base: All Respondents (wtd)	500	253	247	185	140	174	138	242	120	185	315	105	262	132	323	177	59	441	78	422	407	93
Researched about any health-related issues	165	76	89	69	45	51	44	77	44	64	101	34	83	47	101	64	31	134	30	135	133	32
	33%	30%	36%	37%	32%	29%	32%	32%	37%	34%	32%	33%	32%	36%	31%	36%	53%	30%	38%	32%	33%	35%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*

Socialogue
GU2. Which of the following activities have you done online in the past month?
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)	504	283	221	299	172	33	16	174	314	289	215	137	86	281	284	220	75	429	206	298	367	137	
Base: All Respondents (wtd)	500	252	248	262	183	54	15	170	315	287	213	144	83	272	277	223	72	428	195	305	351	149	
Researched about any health-related issues	325	139	186	164	125	36	8	100	217	187	138	92	54	179	171	155	41	284	122	203	229	96	
	65%	55%	75%	63%	68%	67%	55%	59%	69%	65%	65%	64%	65%	66%	62%	69%	57%	66%	63%	67%	65%	65%	
			A			*	**		G				*				*						

Socialogue
GU2. Which of the following activities have you done online in the past month?
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)	1017	505	512	364	306	347	250	592	175	408	609	307	334	376	592	425	79	938	102	915	688	329
Base: All Respondents (wtd)	500	246	254	185	147	168	128	287	85	193	307	156	168	176	280	220	38	462	49	451	327	173
Researched about any health-related issues	244	91	154	77	70	97	53	142	49	104	140	65	85	94	132	112	18	227	24	220	158	86
	49%	37%	60%	42%	48%	58%	42%	49%	57%	54%	45%	42%	50%	54%	47%	51%	47%	49%	49%	49%	48%	50%
			A				CD		F	F	J			K	K			*				

Socialogue
GU2. Which of the following activities have you done online in the past month?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

	United States Total	the US																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1014	485	529	310	309	395	188	464	362	598	416	398	337	279	515	499	109	905	126	888	620	394
Base: All Respondents (wtd)	500	247	253	182	148	170	81	210	210	292	208	232	127	141	246	254	55	445	64	436	310	190
Researched about any health-related issues	216	82	134	75	68	72	30	80	105	134	82	85	61	70	93	123	29	187	33	183	128	88
	43%	33%	53%	41%	46%	43%	37%	38%	50%	46%	39%	36%	48%	50%	38%	48%	53%	42%	52%	42%	41%	46%
			A						FG				K	K		N	Q*		S			