

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
Entered a contest/sweepstakes sponsored by a brand or product	3823	1772	2050	1697	1253	872	1187	1511	1074	1750	2073	1316	1453	1054	1936	1887	449	3374	695	3128	2499	1324
	32%	30%	34%	32%	32%	31%	28%	32%	36%	31%	33%	30%	34%	32%	31%	32%	34%	32%	35%	31%	32%	31%
		A						F	FG				KM						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 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)	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
Entered a contest/sweepstakes sponsored by a brand or product	3823	171	218	218	216	270	122	160	157	148	168	161	137	168	28	110	160	127	102	258	68	179	116	136	222
	32%	34%	44%	44%	43%	54%	24%	32%	31%	30%	34%	32%	27%	34%	6%	22%	32%	25%	20%	52%	14%	36%	23%	27%	44%
		FLNQOVRTV	AFGHUKLMN OPQRTUVW	AFGHUKLMN OPQRTUVW	AFGHUKLMN OPQRTUVW	ABCDFGHUKL MNOPQRTUV WX	NT	FNQOQRTV	FNQOQRTV	NORT	FLNQOVRTVW	FNQOQRTV	NRT	FLNQOVRTVW		NT	FNQOQRTV	NT	NT	ABCDFGHUKL MNOPQRTUV WX	N	FILNQOVRTVW	NT	NRT	AFGHUKLMN OPQRTUVW

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Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North	LATAM	Europe	APAC	G-8	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
Entered a contest/sweepstakes sponsored by a brand or product	3823	492	497	1476	862	1280	626	497
	32%	49%	33%	33%	25%	32%	31%	33%
		BCDEFG	D	D		D	D	D

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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: 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
Entered a contest/sweepstakes sponsored by a brand or product	171	79	92	72	52	47	98	52	22	56	115	102	48	21	89	82	17	155	21	151	101	70
	34%	32%	36%	29%	36%	45%	31%	37%	44%	37%	33%	31%	41%	37%	40%	29%	33%	34%	39%	34%	39%	29%
						C*			*						O		*		*		U	

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K

[illegible]

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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,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		
Entered a contest/sweepstakes sponsored by a brand or product	218	102	116	77	69	72	80	95	43	83	135	65	92	62	120	98	12	206	26	193	114	105	123	35	61	96	123		
	44%	41%	47%	42%	44%	46%	46%	43%	41%	48%	41%	38%	50%	43%	42%	46%	56%	43%	60%	42%	42%	46%	50%	33%	40%	37%	51%		
												K					**		S*			W				Y			

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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 (*)

	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
Entered a contest/sweepstakes sponsored by a brand or product	216	93	123	116	67	33	60	152	4	88	128	60	115	41	81	135	23	193	34	182	135	81
	43%	40%	46%	41%	47%	46%	35%	48%	43%	47%	41%	39%	44%	50%	43%	44%	42%	43%	46%	43%	44%	41%
								F		**				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/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																												
	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	149	188	115	188	197	238	262	186	223	91	259	241	54	446	68	432	340	160	32	34	64	65	-	195	110
Entered a contest/sweepstakes sponsored by a brand or product	270	121	150	87	101	82	53	106	112	124	146	96	125	49	140	130	32	238	39	232	187	83	14	22	32	37	-	109	56
	54%	49%	59%	49%	58%	55%	46%	56%	57%	52%	56%	52%	56%	55%	54%	54%	60%	53%	56%	54%	55%	52%	42%	66%	50%	57%	-	56%	51%
			A		C		F	F													+	Vxb*					V		

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Minimum Base: 30 (**), Small Base: 100 (*)
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Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
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
Entered a contest/sweepstakes sponsored by a brand or product	122	56	66	57	51	15	22	24	76	85	37	64	43	16	61	61	5	118	25	97	91	31
	24%	23%	26%	28%	26%	14%	22%	17%	30%	25%	24%	22%	28%	31%	23%	26%	11%	26%	26%	24%	25%	23%
			*		*	*	*	*			*	*				*	**			*		*

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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 (*)

	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
Entered a contest/sweepstakes sponsored by a brand or product	160	69	92	54	60	46	33	84	43	76	85	49	68	42	83	77	5	155	10	150	98	62
	32%	28%	36%	28%	36%	33%	29%	32%	35%	37%	29%	29%	33%	34%	31%	34%	25%	32%	31%	32%	31%	33%
			A		C					J							*		*			

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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 (*)

	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	199	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
Entered a contest/sweepstakes sponsored by a brand or product	157	80	77	50	65	42	43	51	63	61	96	30	94	33	108	50	10	147	30	127	113	44
	31%	32%	31%	29%	34%	31%	27%	35%	33%	31%	32%	27%	33%	33%	32%	30%	27%	32%	34%	31%	32%	31%
							F									*						

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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 (*)

	Hungary Total	Hungary																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Male A	Female B	Under 35 C	35 to 49 D	50 to 64 E	Low F	Medium G	High H	Married I	Other J	Low K	Medium L	High M	Yes N	No O	Yes P	No Q	Yes R	No S	Total T	Non 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
Entered a contest/sweepstakes sponsored by a brand or product	168	80	89	84	44	41	55	71	1	64	105	40	103	26	92	76	7	162	7	162	87	82
	34%	33%	35%	42%	29%	27%	32%	31%	7%	33%	34%	31%	35%	34%	33%	35%	27%	34%	29%	34%	31%	36%
				DE					**					*			**		**			

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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
Entered a contest/sweepstakes sponsored by a brand or product	161	83	78	87	54	19	51	60	50	105	56	-	20	141	84	76	54	107	94	67	130	30
	32%	32%	32%	32%	36%	27%	27%	33%	38%	34%	29%	-	31%	32%	33%	31%	38%	30%	37%	27%	33%	29%
					E				F				*			Q		S				

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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 (*)

	Indonesia																					
	Indonesia																					
	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)	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
Entered a contest/sweepstakes sponsored by a brand or product	137	71	67	92	37	9	30	69	39	73	65	50	9	79	70	68	15	123	33	104	113	25
	27%	28%	27%	33%	24%	13%	35%	27%	24%	27%	28%	28%	21%	28%	30%	26%	21%	29%	25%	29%	28%	24%
				E	E	*	*						*				*					*

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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
Entered a contest/sweepstakes sponsored by a brand or product	168	71	98	77	57	34	51	75	43	75	94	75	74	20	68	100	13	155	18	151	89	79
	34%	28%	39%	42%	33%	24%	36%	32%	34%	31%	37%	31%	37%	34%	30%	37%	30%	34%	28%	34%	31%	37%
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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
Entered a contest/sweepstakes sponsored by a brand or product	28	18	10	8	8	12	16	10	2	19	9	16	6	6	17	11	5	23	6	22	21	7
	6%	7%	4%	4%	5%	7%	5%	7%	12%	7%	4%	5%	6%	5%	7%	4%	17%	5%	16%	5%	7%	4%
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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 (*)

	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
Entered a contest/sweepstakes sponsored by a brand or product	110	68	42	61	37	12	85	23	2	45	65	56	33	20	58	52	29	81	28	81	70	40
	22%	28%	16%	23%	23%	17%	21%	25%	19%	21%	22%	17%	32%	27%	24%	20%	26%	21%	31%	20%	26%	17%
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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
Entered a contest/sweepstakes sponsored by a brand or product	160	72	88	75	51	34	127	31	1	73	87	37	105	18	63	97	19	141	23	137	83	76
	32%	29%	35%	35%	34%	25%	32%	36%	11%	32%	32%	35%	32%	26%	30%	33%	36%	31%	36%	31%	33%	31%
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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
Entered a contest/sweepstakes sponsored by a brand or product	127	60	67	56	47	24	11	70	46	53	74	47	59	21	63	64	11	116	12	115	90	37
	25%	25%	26%	26%	26%	22%	15%	25%	31%	23%	28%	32%	22%	23%	26%	25%	34%	25%	32%	25%	26%	24%
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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 (*)

	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)	516	329	187	310	171	35	246	137	60	316	200	119	143	254	249	267	86	430	102	414	331	185
Base: All Respondents (wtd)	500	283	217	295	164	41	276	116	42	304	196	290	145	65	213	287	73	427	78	422	277	223
Entered a contest/sweepstakes sponsored by a brand or product	102	52	50	58	33	11	67	19	7	55	48	70	19	13	40	62	15	87	15	87	64	39
	20%	19%	23%	20%	20%	27%	24%	16%	17%	18%	24%	24%	13%	20%	19%	22%	21%	20%	19%	21%	23%	17%
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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 (*)

	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)	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
Entered a contest/sweepstakes sponsored by a brand or product	258	119	139	130	79	49	9	54	195	118	140	122	70	67	137	121	55	204	82	177	211	47
	52%	50%	53%	45%	60%	60%	25%	41%	58%	58%	47%	52%	50%	53%	53%	51%	61%	50%	60%	49%	53%	46%
		*			C	C	**	*	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 (*)

	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
Entered a contest/sweepstakes sponsored by a brand or product	68	38	30	31	22	15	8	26	35	35	33	1	15	53	38	31	12	56	14	55	54	15
	14%	15%	12%	15%	11%	16%	9%	13%	17%	13%	15%	7%	11%	15%	14%	14%	18%	13%	13%	14%	14%	12%
							*					**					*					

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 (*)

	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
Entered a contest/sweepstakes sponsored by a brand or product	179	68	112	84	67	29	127	48	4	65	114	82	44	54	92	87	13	167	17	162	102	77
	36%	27%	45%	41%	38%	24%	37%	35%	23%	32%	38%	33%	38%	39%	35%	37%	35%	36%	41%	35%	35%	37%
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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 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)	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
Entered a contest/sweepstakes sponsored by a brand or product	116	46	70	63	29	25	31	56	29	30	86	22	52	42	69	47	9	107	16	100	88	28
	23%	18%	28%	34%	21%	14%	23%	23%	24%	16%	27%	21%	20%	32%	21%	27%	16%	24%	20%	24%	22%	30%
			*	E*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*

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
Entered a contest/sweepstakes sponsored by a brand or product	136	69	68	85	43	8	4	45	88	73	63	40	19	77	69	67	20	117	59	77	98	39
	27%	27%	27%	32%	23%	15%	24%	26%	28%	25%	30%	28%	23%	28%	25%	30%	28%	27%	30%	25%	28%	26%
				DE		*	**						*				*					

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
Entered a contest/sweepstakes sponsored by a brand or product	148	70	78	42	48	58	30	89	29	56	92	43	52	53	85	63	13	135	16	132	99	48
	30%	28%	31%	22%	33%	35%	23%	31%	34%	29%	30%	28%	31%	30%	30%	29%	35%	29%	33%	29%	30%	28%
					C	C		F	F								*					

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 (*)

	United States	the US																				
	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)	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
Entered a contest/sweepstakes sponsored by a brand or product	222	91	130	70	70	82	34	95	93	144	78	96	56	71	103	119	33	189	36	186	137	85
	44%	37%	52%	39%	47%	48%	41%	45%	44%	49%	37%	41%	44%	50%	42%	47%	60%	42%	56%	43%	44%	45%
			A		C	C				J				K			Q*		S			