

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 (\*)

	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)	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
Forwarded a link to an article about a brand or product to someone	2300	1116	1184	1116	742	442	699	880	698	1063	1237	694	839	766	1214	1086	393	1907	594	1706	1571	729
	19%	19%	20%	21%	19%	16%	17%	19%	23%	19%	19%	16%	20%	23%	20%	19%	30%	18%	30%	17%	20%	17%
				DE	E		F		FG				K	KL		Q		S		U		
Forwarded a link to a brand's or product's website to someone	2240	1068	1172	1114	718	408	639	878	705	1054	1186	663	804	773	1179	1061	379	1860	609	1630	1573	667
	19%	18%	19%	21%	18%	14%	15%	19%	24%	19%	19%	15%	19%	23%	19%	18%	29%	17%	31%	16%	20%	16%
			A	DE	E		F		FG				K	KL		Q		S		U		
Forwarded a link to a brand's or product's video to someone	1809	918	891	985	537	287	559	665	567	808	1001	583	631	595	920	888	288	1521	485	1324	1221	587
	15%	15%	15%	19%	14%	10%	13%	14%	19%	14%	16%	13%	15%	18%	15%	15%	22%	14%	25%	13%	16%	14%
				DE	E				FG		I				KL		Q		S		U	

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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
Forwarded a link to an article about a brand or product to someone	2300	96	107	62	138	114	89	59	81	68	79	150	145	101	10	109	92	70	83	158	54	121	95	130	89
	19%	19%	21%	12%	28%	23%	18%	12%	16%	14%	16%	30%	29%	20%	2%	22%	18%	14%	17%	32%	11%	24%	19%	26%	18%
		CGINT	CGHJNQIT	N	ABCEFGHIJMNPORTVX	CGHJNQRTX	GNT	N	GNT	N	GNT	ABCEFGHIJMNPORTUVX	ABCEFGHIJMNPORTVX	CGHJNQIT		CGHJNQIT	CGINT	N	NT	ABCEFGHIJMNPORTUVX	N	CGHJNQRTX	CGNT	ACFGHIJMNPORTVX	CGINT
Forwarded a link to a brand's or product's website to someone	2240	92	103	54	130	102	109	51	77	64	68	142	138	103	13	118	91	71	76	138	48	121	74	175	80
	19%	18%	21%	11%	26%	20%	22%	10%	15%	13%	14%	28%	28%	21%	3%	24%	18%	14%	15%	28%	10%	24%	15%	35%	16%
		CGJUNT	CGHJNQTX	N	ABCEFGHIJMNPORTVX	CGHJNQTX	CGHJNQIT	N	CGNT	N	N	ABCEFGHIJMNPORTVX	ABCEFGHIJMNPORTVX	CGHJNQTX		CGHJNQRTVX	CGINT	GNT	GNT	ABCEFGHIJMNPORTVX	N	ACGHJNQRTVX	N	ABCEFGHIJMNPORTVX	CGINT
Forwarded a link to a brand's or product's video to someone	1809	90	62	45	120	78	89	45	49	42	43	117	107	82	6	109	65	45	89	110	58	100	60	142	55
	15%	18%	12%	9%	24%	16%	18%	9%	10%	8%	9%	23%	21%	16%	1%	22%	13%	9%	18%	22%	12%	20%	12%	28%	11%
		BCGHJNQRTVX	GJUN	N	ABCEFGHIJMNPORTVX	CGHJNQTX	CGHJNQTX	N	N	N	N	ABCEFGHIJMNPORTVX	BCEGHJMNPORTVX	BCGHJNQTX		BCEGHJMNPORTVX	CGJUN	N	BCGHJNQTX	BCEGHJMNPORTVX	N	BCEGHJNQTX	N	ABCEFGHIJMNPORTVX	N

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Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	North	LATAM	Europe	APAC	G-8	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18331	2038	2050	7145	5563	7625	3554	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Forwarded a link to an article about a brand or product to someone	2300	203	343	759	625	593	448	370
	19%	20%	23%	17%	18%	15%	22%	25%
		CDE	CDE	E	E		CDE	ACDE
Forwarded a link to a brand's or product's website to someone	2240	183	339	704	624	561	451	390
	19%	18%	23%	16%	18%	14%	23%	26%
		CE	ACDE	E	CE		ACDE	ACDEF
Forwarded a link to a brand's or product's video to someone	1809	133	320	531	484	402	371	341
	15%	13%	21%	12%	14%	10%	19%	23%
		E	ACDE	E	CE		ACDE	ACDEF

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

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

	Argentina	Argentina																				
	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)	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
Forwarded a link to an article about a brand or product to someone	96	39	57	35	39	21	56	25	14	27	69	56	25	15	40	56	9	87	12	84	45	51
	19%	16%	22%	14%	27%	20%	18%	18%	28%	18%	20%	17%	21%	27%	18%	20%	17%	19%	22%	19%	18%	21%
Forwarded a link to a brand's or product's website to someone	92	38	54	41	34	17	50	25	16	29	63	45	31	17	46	46	8	84	12	80	60	33
	18%	16%	21%	17%	23%	16%	16%	18%	33%	19%	18%	14%	26%	30%	21%	16%	16%	19%	22%	18%	23%	13%
				C					FG*				K	K			*		*		U	
Forwarded a link to a brand's or product's video to someone	90	45	45	37	34	19	50	25	15	27	63	50	32	9	42	48	6	84	11	79	46	44
	18%	18%	18%	15%	23%	18%	16%	18%	30%	18%	18%	15%	27%	16%	19%	17%	12%	19%	20%	18%	18%	18%
					*				F*				KM				*		*			

Minimum Sample: 20 (\$\$), Small Data: 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	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: All Respondents (unwtd)	1016	429	587	347	336	333	270	488	258	515	501	309	305	402	534	482	115	901	156	860	611	405	704	311	280	370	181	93	91		
Base: All Respondents (wtd)	500	248	252	196	159	144	142	246	112	226	274	131	295	74	261	239	48	452	70	430	291	209	323	176	114	184	100	54	48		
Forwarded a link to an article about a brand or product to someone	107	45	61	48	30	29	27	50	30	40	67	23	65	19	52	55	19	88	25	82	62	45	65	42	22	41	26	11	6		
	21%	18%	24%	24%	19%	20%	20%	27%	18%	25%	17%	22%	26%	20%	23%	38%	20%	35%	19%	21%	21%	20%	24%	19%	23%	26%	20%	13%			
Forwarded a link to a brand's or product's website to someone	103	49	54	42	29	32	23	47	33	44	59	21	66	17	55	48	19	83	31	72	64	39	64	38	21	40	8	12			
	21%	20%	21%	22%	18%	22%	16%	19%	29%	19%	22%	16%	22%	23%	21%	20%	40%	16%	44%	17%	22%	19%	20%	21%	18%	22%	20%	16%	26%		
Forwarded a link to a brand's or product's video to someone	62	27	35	34	14	14	13	33	16	24	38	13	40	10	31	31	11	52	16	46	38	25	39	23	13	22	17	6	4		
	12%	11%	14%	17%	9%	10%	9%	14%	14%	11%	14%	10%	14%	13%	12%	13%	22%	11%	23%	11%	13%	12%	12%	13%	11%	12%	17%	11%	7%		

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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,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 U	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		
Forwarded a link to an article about a brand or product to someone	62	33	30	26	20	16	23	22	18	19	43	17	27	18	32	30	5	58	10	53	35	27	24	12	26	38	24		
	12%	13%	12%	14%	13%	10%	12%	11%	17%	11%	13%	10%	15%	13%	11%	14%	23%	12%	23%	13%	12%	10%	12%	17%	15%	10%			
Forwarded a link to a brand's or product's website to someone	54	28	26	28	15	11	17	21	17	18	36	13	25	16	24	30	7	47	11	44	29	25	25	13	16	30	24		
	11%	11%	11%	15%	10%	7%	10%	9%	16%	11%	11%	7%	14%	11%	8%	14%	33%	10%	25%	10%	11%	11%	10%	13%	10%	12%	10%		
	45	21	14	22	7	9	15	21	14	21	31	6	23	16	25	20	3	42	10	35	26	19	23	9	13	23	22		
Forwarded a link to a brand's or product's video to someone	9%	13%	5%	12%	10%	4%	5%	7%	20%	8%	9%	3%	13%	11%	9%	9%	15%	9%	23%	8%	10%	8%	9%	9%	8%	9%	9%		
		B		E	E				FG				K	K			**		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 (\*)

	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
Forwarded a link to an article about a brand or product to someone	138	68	70	76	40	21	30	103	5	56	82	28	78	32	58	80	24	114	34	104	95	43
	28%	29%	26%	27%	28%	29%	17%	32%	63%	29%	26%	18%	30%	39%	31%	26%	45%	26%	45%	24%	31%	22%
Forwarded a link to a brand's or product's website to someone	130	54	76	72	35	23	28	98	4	54	76	24	73	33	53	76	23	107	30	99	88	42
	26%	23%	28%	25%	24%	31%	16%	31%	52%	29%	24%	15%	28%	40%	28%	25%	43%	24%	41%	23%	29%	22%
Forwarded a link to a brand's or product's video to someone	120	53	68	73	28	20	27	90	3	46	74	25	68	28	49	72	19	101	26	94	79	41
	24%	23%	25%	26%	19%	27%	15%	28%	41%	24%	24%	16%	26%	34%	26%	23%	35%	23%	35%	22%	26%	21%
								F	**				K	KL			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,V/W/X/Y/Z/a/b  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

		Canada																												
	Canada Total	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	
Forwarded a link to an article about a brand or product to someone	114	52	61	52	36	25	29	42	43	47	66	35	49	29	60	53	17	96	21	93	76	38	4	10	12	15	-	50	23	
	23%	21%	24%	22%	21%	17%	25%	22%	22%	20%	25%	19%	22%	32%	23%	22%	32%	22%	32%	21%	22%	24%	13%	30%	18%	23%	-	25%	21%	
				DE							I		KL				Q		S			*	V*					V		
Forwarded a link to a brand's or product's website to someone	102	46	56	44	38	21	22	40	44	58	31	46	26	49	49	53	14	89	15	87	70	32	4	7	12	16	-	41	22	
	20%	19%	22%	25%	22%	14%	19%	21%	20%	18%	22%	16%	21%	28%	19%	22%	26%	20%	22%	20%	21%	20%	14%	20%	19%	25%	-	21%	20%	
				E										KL																
Forwarded a link to a brand's or product's video to someone	78	40	38	33	27	18	15	30	33	32	46	24	36	12	66	14	36	12	66	14	65	54	25	3	7	8	10	-	31	21
	16%	16%	15%	19%	16%	12%	13%	16%	17%	13%	18%	13%	16%	20%	16%	15%	22%	15%	20%	15%	16%	15%	9%	20%	12%	16%	-	16%	19%	
				E										K								*	+							



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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
Forwarded a link to a brand's or product's website to someone	109	44	65	40	47	22	15	28	67	89	20	51	42	16	63	46	16	93	38	71	84	25
	22%	18%	26%	20%	24%	22%	14%	20%	26%	26%	13%	17%	27%	31%	24%	20%	37%	20%	40%	18%	23%	18%
																	**		S*			
Forwarded a link to an article about a brand or product to someone	89	48	41	28	39	22	10	24	56	72	17	41	33	15	64	26	20	69	41	49	78	12
	18%	19%	16%	14%	20%	21%	10%	17%	21%	21%	11%	14%	22%	30%	24%	11%	46%	15%	43%	12%	22%	8%
			*		*	*	*	*	*	*	*	*	*	KL	O	*	**		S*		U	*
Forwarded a link to a brand's or product's video to someone	89	51	37	31	44	13	10	24	55	74	15	46	30	13	61	28	14	75	34	54	80	8
	18%	21%	15%	16%	22%	13%	10%	17%	21%	21%	9%	16%	19%	26%	23%	12%	32%	16%	36%	13%	22%	6%
			*		*	*	*	*	*	J	*	*		KL	O	*	**		S*		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 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
Forwarded a link to an article about a brand or product to someone	59	25	34	27	19	14	15	28	17	25	35	17	24	18	31	29	1	58	3	56	38	21
	12%	10%	13%	14%	11%	10%	13%	11%	14%	12%	12%	10%	12%	15%	11%	13%	5%	12%	9%	12%	12%	11%
Forwarded a link to a brand's or product's website to someone	51	24	28	22	16	14	10	28	14	18	33	14	21	16	27	24	2	50	3	48	29	22
	10%	10%	11%	11%	9%	10%	9%	11%	11%	9%	11%	8%	10%	13%	10%	11%	8%	10%	10%	10%	9%	12%
Forwarded a link to a brand's or product's video to someone														K			*		*			
	45	22	24	24	14	7	12	23	10	16	29	10	22	13	22	23	2	44	3	43	26	20
	9%	9%	9%	13% E	8%	5%	11%	9%	8%	8%	10%	6%	11% K	10% K	8%	10%	9%	9%	8%	9%	8%	11%

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 (\*)

	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
Forwarded a link to an article about a brand or product to someone	81	43	38	43	23	15	24	28	29	28	53	12	52	17	57	24	6	75	19	62	58	23
	16%	17%	15%	25%	12%	11%	15%	19%	15%	14%	18%	10%	18%	17%	17%	14%	16%	16%	21%	15%	16%	16%
Forwarded a link to a brand's or product's website to someone				DE									K				*		S			
	77	43	35	39	24	14	18	22	38	26	51	11	48	18	51	26	7	70	23	54	56	21
	15%	17%	14%	23%	13%	10%	12%	15%	19%	13%	17%	10%	17%	18%	15%	16%	19%	15%	27%	13%	16%	15%
Forwarded a link to a brand's or product's video to someone				DE									K	K			*		S			
	49	29	20	29	14	6	15	12	22	12	37	5	31	13	37	12	5	44	13	36	35	14
	10%	12%	8%	17%	7%	4%	9%	8%	11%	6%	12%	5%	11%	12%	11%	8%	13%	10%	15%	9%	10%	10%
				DE							I		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 (\*)

	Hungary Total	Hungary																				
Gender		Age			Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
Male		Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	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
Forwarded a link to an article about a brand or product to someone	79	37	42	30	25	24	27	30	2	31	48	24	47	8	40	39	4	75	4	75	36	43
	16%	15%	16%	15%	16%	16%	16%	13%	20%	16%	16%	18%	16%	11%	14%	17%	16%	16%	17%	16%	13%	19%
									**					*			**		**			
Forwarded a link to a brand's or product's website to someone	68	32	36	30	22	16	25	27	2	19	49	20	41	7	33	35	5	63	6	62	34	34
	14%	13%	14%	15%	15%	11%	14%	12%	20%	10%	16%	15%	14%	9%	12%	16%	21%	13%	25%	13%	12%	15%
									**		I			*			**		**			
Forwarded a link to a brand's or product's video to someone	43	22	22	21	12	11	20	12	3	13	31	15	26	3	18	26	5	39	4	40	21	22
	9%	9%	9%	10%	8%	7%	11%	5%	32%	7%	10%	11%	9%	4%	6%	12%	20%	8%	16%	8%	8%	10%
							G		**					*		N	**		**			

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 (\*)

	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
Forwarded a link to an article about a brand or product to someone	150	73	78	91	44	15	48	51	51	93	57	-	12	138	80	71	49	102	89	62	124	26
	30%	28%	32%	33%	29%	21%	25%	28%	39%	30%	30%	-	19%	32%	31%	29%	34%	29%	35%	25%	31%	25%
				E	E				FG				*	L					S			
Forwarded a link to a brand's or product's website to someone	142	72	69	87	38	17	44	54	44	89	53	-	12	130	72	69	48	94	84	57	119	23
	28%	28%	29%	31%	25%	23%	23%	30%	34%	29%	28%	-	19%	30%	29%	28%	34%	26%	34%	23%	30%	22%
				E				F	F				*	L			Q		S		U	
Forwarded a link to a brand's or product's video to someone	117	63	54	74	30	13	41	39	37	71	46	-	13	104	67	50	40	77	75	43	97	20
	23%	24%	22%	27%	20%	18%	22%	21%	29%	23%	24%	-	20%	24%	26%	20%	28%	21%	30%	17%	25%	19%
				DE					FG				*		O		Q		S			

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 (\*)

	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
Forwarded a link to an article about a brand or product to someone	145	77	67	77	51	16	19	70	56	88	56	37	15	93	77	67	30	114	46	99	116	29
	29%	31%	27%	27%	34%	25%	22%	28%	34%	33%	24%	21%	35%	33%	33%	25%	42%	27%	34%	27%	29%	28%
Forwarded a link to a brand's or product's website to someone	138	77	61	79	41	18	17	76	46	77	61	45	14	79	83	54	29	109	50	88	115	23
	28%	31%	24%	28%	27%	27%	20%	30%	28%	29%	26%	25%	34%	28%	35%	21%	40%	26%	37%	24%	29%	23%
Forwarded a link to a brand's or product's video to someone	107	57	50	68	28	11	17	50	40	61	46	29	12	67	54	53	20	87	40	68	90	18
	21%	23%	20%	24%	18%	17%	21%	20%	24%	23%	20%	16%	29%	24%	23%	20%	28%	20%	30%	18%	23%	17%
None of the above	22	12	11	10	7	6	7	10	6	11	11	12	1	9	7	16	1	22	4	18	16	6
	4%	5%	4%	4%	4%	9%	8%	4%	4%	4%	5%	7%	3%	3%	3%	6%	1%	5%	3%	5%	4%	6%
						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 (\*)

	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
Forwarded a link to a brand's or product's website to someone	103	46	57	49	31	22	24	51	28	45	57	44	46	12	46	56	7	95	12	91	61	41
	21%	18%	23%	27%	18%	15%	17%	22%	23%	19%	22%	18%	23%	21%	20%	21%	16%	21%	19%	21%	22%	19%
				DE													*					
Forwarded a link to an article about a brand or product to someone	101	46	55	52	29	20	27	47	27	40	61	42	46	13	46	55	6	95	9	93	55	47
	20%	18%	22%	29%	17%	14%	19%	20%	22%	16%	24%	17%	23%	23%	20%	21%	14%	21%	14%	21%	19%	22%
				DE						I		K					*					
Forwarded a link to a brand's or product's video to someone	82	39	43	42	24	16	21	40	21	35	47	34	35	12	35	47	3	79	6	76	44	38
	16%	15%	17%	23%	14%	11%	15%	17%	17%	14%	18%	14%	18%	21%	15%	17%	7%	17%	9%	17%	15%	18%
				DE													*	P		R		

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
Forwarded a link to a brand's or product's website to someone	13	7	6	7	3	3	7	5	2	9	4	6	1	5	9	4	3	10	4	9	10	3
	3%	3%	2%	4%	2%	2%	2%	3%	8%	3%	2%	2%	1%	5%	4%	2%	12%	2%	9%	2%	3%	2%
Forwarded a link to an article about a brand or product to someone	10	5	5	5	2	3	6	2	1	4	5	4	1	4	6	4	1	9	1	8	7	3
	2%	2%	2%	3%	1%	2%	2%	1%	8%	2%	2%	2%	1%	3%	3%	1%	3%	2%	3%	2%	2%	2%
Forwarded a link to a brand's or product's video to someone	6	4	3	3	1	2	4	1	1	3	3	3	-	3	4	3	*	6	1	5	4	2
	1%	2%	1%	2%	*	2%	1%	1%	6%	1%	1%	1%	-	3%	2%	1%	2%	1%	3%	1%	1%	1%
									FG*					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 (\*)

	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
Forwarded a link to a brand's or product's website to someone	118	62	55	59	38	21	78	34	5	59	59	63	30	25	64	53	43	74	37	81	73	45
	24%	26%	21%	22%	24%	30%	20%	36%	58%	28%	20%	20%	29%	32%	27%	20%	39%	19%	40%	20%	27%	19%
					*	*		F*	**					K			Q*		S*			
Forwarded a link to an article about a brand or product to someone	109	57	52	49	40	20	83	21	6	40	69	51	35	23	57	53	31	78	27	82	67	42
	22%	24%	20%	18%	25%	29%	21%	22%	66%	19%	24%	16%	34%	31%	24%	20%	28%	20%	29%	20%	25%	19%
					*	*		*	**				K	K			*		*			
Forwarded a link to a brand's or product's video to someone	109	61	48	66	29	15	78	26	6	33	76	63	25	21	59	50	32	77	29	80	59	50
	22%	26%	18%	24%	18%	21%	20%	27%	65%	16%	26%	20%	24%	27%	25%	19%	29%	20%	32%	20%	22%	22%
					*	*		*	**		I						*		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
Forwarded a link to an article about a brand or product to someone	92	52	40	51	24	18	72	19	1	31	61	17	58	16	38	53	11	81	19	73	51	41
	18%	21%	16%	24%	16%	13%	18%	22%	11%	13%	23%	17%	18%	23%	19%	18%	21%	18%	30%	17%	20%	17%
Forwarded a link to a brand's or product's website to someone	91	57	33	49	22	20	72	18	1	30	61	16	58	17	44	47	8	83	15	76	48	43
	18%	23%	13%	23%	15%	14%	18%	20%	9%	13%	22%	15%	18%	24%	21%	16%	15%	19%	24%	17%	19%	18%
Forwarded a link to a brand's or product's video to someone	65	35	30	38	18	9	54	11	1	21	45	16	37	12	27	38	7	59	16	49	32	33
	13%	14%	12%	18%	13%	7%	13%	13%	9%	9%	16%	15%	11%	17%	13%	13%	13%	13%	26%	11%	13%	13%
				E					**		I	*		*			*		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 (\*)

	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
Forwarded a link to a brand's or product's website to someone	71	30	41	34	22	15	5	32	33	29	41	16	37	18	38	33	8	63	8	63	54	16
	14%	13%	16%	16%	13%	13%	7%	12%	22%	13%	16%	11%	14%	20%	15%	13%	25%	13%	20%	14%	16%	10%
							*		FG								**		*			
Forwarded a link to an article about a brand or product to someone	70	31	39	35	16	19	7	31	32	32	38	20	36	13	35	35	16	54	14	56	46	24
	14%	13%	15%	17%	9%	17%	10%	11%	21%	14%	14%	14%	14%	15%	14%	14%	50%	12%	37%	12%	13%	15%
				D		D	*		G								**		S*			
Forwarded a link to a brand's or product's video to someone	45	21	24	24	9	12	7	21	17	18	27	12	26	7	20	25	8	36	7	38	30	15
	9%	9%	9%	11%	5%	10%	10%	7%	11%	8%	10%	8%	10%	8%	8%	10%	26%	8%	18%	8%	9%	9%
							*					*					**		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 (\*)

	Saudi Arabia																					
	Saudi Arabia	Saudi Arabia																				
	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)	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
Forwarded a link to a brand's or product's video to someone	89	44	45	48	33	8	49	22	11	56	33	48	24	17	32	57	17	72	17	72	55	34
	18%	16%	21%	16%	20%	20%	18%	19%	26%	18%	17%	17%	16%	26%	15%	20%	23%	17%	22%	17%	20%	15%
Forwarded a link to an article about a brand or product to someone	83	51	32	43	35	6	48	21	11	58	25	49	23	12	44	39	21	62	22	61	52	31
	17%	18%	15%	15%	21%	14%	17%	18%	26%	19%	13%	17%	16%	18%	21%	14%	29%	15%	29%	14%	19%	14%
Forwarded a link to a brand's or product's website to someone	76	34	43	46	29	2	45	20	7	48	28	40	22	14	28	49	16	60	18	58	45	31
	15%	12%	20%	15%	18%	4%	16%	17%	17%	16%	14%	14%	15%	22%	13%	17%	22%	14%	24%	14%	16%	14%
					*	**		*	**								*		*			

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																					
	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
Forwarded a link to an article about a brand or product to someone	158	74	83	85	44	29	7	34	116	74	83	77	43	37	88	70	38	119	55	103	133	25
	32%	31%	32%	30%	34%	35%	22%	26%	35%	37%	28%	33%	31%	29%	34%	29%	43%	29%	40%	28%	33%	24%
		*					**	*					*	*			Q*		S*			*
Forwarded a link to a brand's or product's website to someone	138	65	73	77	42	19	6	38	94	61	77	63	46	29	73	65	33	105	49	90	122	16
	28%	27%	28%	27%	32%	23%	18%	29%	28%	30%	26%	27%	33%	23%	28%	27%	37%	26%	35%	25%	31%	16%
		*					**	*					*	*			*		*			*
Forwarded a link to a brand's or product's video to someone	110	57	53	70	25	15	8	23	79	42	68	60	27	23	55	55	25	85	35	75	80	30
	22%	24%	20%	24%	19%	18%	23%	18%	23%	20%	23%	25%	20%	18%	21%	23%	28%	21%	26%	21%	20%	29%
		*					**	*					*	*			*		*			*

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 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
Forwarded a link to a brand's or product's video to someone	58	28	29	34	17	6	5	25	28	30	28	-	13	45	35	23	6	52	15	43	48	9
	12%	11%	12%	16%	9%	6%	5%	12%	14%	11%	13%	-	9%	13%	13%	10%	9%	12%	14%	11%	13%	8%
Forwarded a link to an article about a brand or product to someone	54	26	27	29	17	8	5	27	21	26	28	-	11	43	36	18	9	45	15	38	44	10
	11%	10%	11%	14%	9%	8%	6%	13%	10%	9%	13%	-	8%	12%	13%	8%	13%	10%	15%	10%	12%	8%
Forwarded a link to a brand's or product's website to someone							*					**					*					
	48	25	23	27	14	7	9	23	17	22	26	-	10	38	33	15	5	44	11	37	38	10
	10%	10%	9%	13%	8%	7%	9%	11%	8%	8%	12%	-	8%	11%	12%	7%	7%	10%	11%	9%	10%	8%
							*					**			O		*					

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 (\*)

	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
Forwarded a link to a brand's or product's website to someone	121	53	68	54	43	24	81	34	7	40	82	53	27	42	71	50	12	109	13	108	80	42
	24%	21%	27%	27%	24%	20%	23%	25%	35%	20%	27%	21%	23%	31%	27%	22%	35%	24%	33%	24%	28%	20%
Forwarded a link to an article about a brand or product to someone		A							*	43			*	K			*		*		U	
	121	53	67	51	46	23	83	33	5	43	78	50	30	40	64	56	11	110	13	107	74	47
	24%	21%	27%	25%	26%	20%	24%	24%	25%	21%	26%	20%	26%	30%	24%	24%	30%	24%	32%	23%	26%	22%
Forwarded a link to a brand's or product's video to someone									*				*	K			*		*			
	100	40	59	49	32	18	66	31	3	33	66	48	21	31	51	49	8	92	10	89	58	41
	20%	16%	24%	24%	18%	15%	19%	22%	14%	16%	22%	19%	18%	23%	19%	21%	21%	20%	25%	19%	20%	20%
		A		E						*		I		*			*		*			

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 (\*)

	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
Forwarded a link to an article about a brand or product to someone	95	52	43	44	30	21	25	54	17	36	60	20	50	24	52	43	19	76	24	71	81	14
	19%	20%	18%	24%	22%	12%	18%	22%	14%	19%	19%	19%	19%	18%	16%	24%	33%	17%	31%	17%	20%	16%
Forwarded a link to a brand's or product's website to someone			*	*	*	*	*	*	*	*	*	*	*	*	*	*	**		S*		*	*
	74	30	45	29	29	16	17	38	19	28	46	15	30	29	39	35	17	57	23	51	63	11
	15%	12%	18%	16%	21%	9%	12%	16%	16%	15%	15%	14%	12%	22%	12%	20%	30%	13%	30%	12%	15%	12%
Forwarded a link to a brand's or product's video to someone			*	*	E*	*	*	*	*	*	*	*	*	*	*	*	**		S*		*	*
	60	42	17	32	12	15	17	23	19	20	40	12	32	16	29	31	11	48	18	42	50	10
	12%	17%	7%	17%	9%	9%	12%	10%	16%	11%	13%	11%	12%	12%	9%	17%	19%	11%	23%	10%	12%	10%
		B	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**		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 (\*)

	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
Forwarded a link to a brand's or product's website to someone	175	93	83	103	56	16	3	59	113	97	79	36	28	111	105	70	25	150	86	89	138	38
	35%	37%	33%	39%	31%	29%	19%	35%	36%	34%	37%	25%	34%	41%	38%	32%	35%	35%	44%	29%	39%	25%
					*	**							*	K			+		S		U	
Forwarded a link to a brand's or product's video to someone	142	64	78	94	42	6	2	50	90	76	66	38	25	79	79	64	17	126	61	81	109	33
	28%	26%	31%	36%	23%	11%	12%	29%	29%	27%	31%	26%	30%	29%	28%	29%	23%	29%	31%	26%	31%	22%
				DE		*	**						*				+					
Forwarded a link to an article about a brand or product to someone	130	64	66	74	44	11	4	40	85	73	57	32	22	76	74	56	23	106	60	70	96	34
	26%	25%	27%	28%	24%	21%	30%	24%	27%	25%	27%	22%	26%	28%	27%	25%	32%	25%	31%	23%	27%	23%
					*	**							*				*					

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 (\*)

	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
Forwarded a link to an article about a brand or product to someone	68	29	39	28	18	21	14	41	13	23	45	12	27	30	39	29	6	62	9	59	47	21
	14%	12%	15%	15%	12%	13%	11%	14%	15%	12%	15%	8%	16%	17%	14%	13%	15%	13%	19%	13%	14%	12%
Forwarded a link to a brand's or product's website to someone	64	29	35	27	19	18	11	38	16	22	41	13	24	27	34	30	5	59	9	55	44	19
	13%	12%	14%	14%	13%	11%	8%	13%	18%	12%	13%	8%	14%	15%	12%	13%	14%	13%	18%	12%	14%	11%
Forwarded a link to a brand's or product's video to someone									F				K	K			*					
	42	19	23	18	12	12	12	22	8	16	25	9	19	14	23	18	5	36	9	33	26	15
	8%	8%	9%	10%	8%	7%	9%	8%	10%	9%	8%	6%	11%	8%	8%	8%	14%	8%	18%	7%	8%	9%
													K				Q*		S			

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 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
Forwarded a link to an article about a brand or product to someone	89	35	54	37	29	24	11	35	43	56	33	29	29	31	43	46	17	72	23	67	56	34
	18%	14%	22%	20%	20%	14%	13%	17%	21%	19%	16%	13%	23%	22%	18%	18%	31%	16%	35%	15%	18%	18%
Forwarded a link to a brand's or product's website to someone		A	E	F	G	F	F	F	F	F	F	K	K	S	S	S	Q*	S	S	S	S	
	80	28	52	29	29	22	13	24	43	56	24	24	24	33	36	44	18	63	21	59	50	30
	16%	11%	21%	16%	20%	13%	16%	12%	21%	19%	12%	10%	19%	23%	15%	18%	32%	14%	33%	14%	16%	16%
Forwarded a link to a brand's or product's video to someone		A	E	F	G	J	F	G	F	J	G	K	K	K	S	S	Q*	S	S	S	E	
	55	23	32	21	20	13	9	18	27	33	21	18	15	22	26	29	11	43	15	39	34	20
	11%	9%	13%	12%	14%	8%	11%	9%	13%	11%	10%	8%	12%	15%	10%	11%	21%	10%	24%	9%	11%	11%
		E	E	E	E	E								K			Q*	S				