

## Methodology

These are the findings of the **Global @dvisor Wave 44 (G@44)**, an Ipsos survey conducted between **April 2<sup>nd</sup> and April 16<sup>th</sup>**.

The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 18,150 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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The **Ipsos Global @dvisor Omnibus** is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information on this omnibus or other Global @dvisor products contact:

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Socialogue

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	12420	5854	6566	5635	4216	2569	3788	4978	3546	6201	6219	3394	4128	4898	6682	5738	1520	10900	2642	9778	8582	3838
Base: Shared Content On Social Media Sites In The Past Month (wtd)	8528	4121	4407	4299	2671	1558	2883	3302	2235	3942	4586	3055	3017	2457	4371	4157	992	7536	1633	6895	5621	2907
To show I'm in the know	966	481	484	536	281	148	300	342	309	475	491	357	286	323	535	431	134	832	257	709	634	331
	11%	12%	11%	12%	11%	10%	10%	10%	14%	12%	11%	12%	9%	13%	12%	10%	13%	11%	16%	10%	11%	11%
				DE					FG			L		L	O		Q		S			

Socialogues

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Proportions/Means: - Column Proportions:

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

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

- Column Means:

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

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

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Shared Content On Social Media Sites In The Past Month (unwtd)	12420	433	586	289	897	561	950	486	420	569	364	899	447	716	293	454	314	385	405	457	385	755	306	457	592
Base: Shared Content On Social Media Sites In The Past Month (wtd)	8528	428	315	312	442	294	427	243	219	288	364	442	440	356	149	446	322	395	389	432	364	374	322	464	300
To show I'm in the know	966	39	16	26	75	21	44	27	17	14	4	85	41	22	16	42	27	72	79	51	18	32	17	152	29
	11%	9%	5%	8%	17%	7%	10%	11%	8%	5%	1%	19%	9%	6%	11%	9%	9%	18%	20%	12%	5%	9%	5%	33%	10%
		BUT	J	J	ABCEFGHIL MNOPTUVX	J	BUT	BEUMTV	J	J		ABCEFGHIL MNOPTUVX	BUT	J	BUJMT	BIJT	IJ	ABCEFGHIL MNOPTUVX	ABCEFGHIL MNOPTUVX	BEIJMTV	J	BIJT	J	ABCEFGHIJ KLMNOPQST UVX*	BUJMT

Socialogue

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Proportions/Means: - Column Proportions:

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

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

- Column Means:

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

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

	Total	North	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: Shared Content On Social Media Sites In The Past Month (unwtd)	12420	1153	1784	4219	3945	4022	3131	1319
Base: Shared Content On Social Media Sites In The Past Month (wtd)	8528	594	1316	2802	2532	2243	1705	1285
To show I'm in the know	966	50	156	186	291	218	277	282
	11%	8%	12%	7%	12%	10%	16%	22%
			ACE		ACE	C	ABCDE	ABCDEF

Socialogues

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

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: Shared Content On Social Media Sites In The Past Month (unwtd)	433	171	262	179	139	115	176	172	85	153	280	172	142	119	208	225	53	380	78	355	285	148
Base: Shared Content On Social Media Sites In The Past Month (wtd)	428	204	224	212	123	94	204	156	68	142	286	276	105	47	194	234	51	377	71	357	257	171
To show I'm in the know	39	16	23	21	12	7	23	9	7	11	27	29	7	3	19	19	4	35	5	33	27	12
	9%	8%	10%	10%	9%	7%	11%	5%	10%	8%	10%	10%	7%	6%	10%	8%	8%	9%	8%	9%	11%	7%
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Proportions/Means - Column Proportions:

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

- Column Means:

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

	Australia																												
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: Shared Content On Social Media Sites In The Past Month (unwtd)	586	207	379	212	200	174	136	294	156	293	293	160	205	221	303	283	62	524	85	501	388	198	364	222	174	185	125	52	50
Base: Shared Content On Social Media Sites In The Past Month (wtd)	315	142	173	157	89	69	77	153	85	137	178	77	188	50	144	171	36	279	49	266	201	114	189	126	95	102	71	27	20
To show I'm in the know	16	7	9	10	4	2	4	9	3	5	11	6	6	4	8	8	1	15	2	13	9	7	12	4	5	4	4	1	3
	5%	5%	5%	6%	5%	3%	5%	6%	3%	4%	6%	7%	3%	7%	5%	5%	*	5%	5%	5%	4%	6%	6%	3%	5%	4%	6%	2%	13%

Socialogues

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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

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																											
	Belgium Total		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: Shared Content On Social Media Sites In The Past Month (unwt)	289	139	150	89	91	109	103	112	74	99	190	63	148	78	181	108	9	280	28	261	162	127	151	58	80	136	153	
Base: Shared Content On Social Media Sites In The Past Month (wt)	312	150	162	135	98	79	113	120	79	90	223	113	111	88	176	136	8	305	24	288	164	148	161	65	86	155	158	
To show I'm in the know	26	14	11	8	11	6	12	10	3	9	17	10	11	5	15	11	1	25	4	22	12	14	8	3	15	18	8	
	8%	10%	7%	6%	12%	8%	11%	9%	4%	10%	8%	9%	10%	5%	8%	8%	9%	8%	15%	9%	7%	9%	5%	4%	18%	12%	5%	
				*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	*	*	*	*	*	VW*			





Socialogues

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

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,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: Shared Content On Social Media Sites In The Past Month (unwtd)	561	252	309	218	181	162	123	221	217	229	332	187	261	113	292	269	61	500	79	482	357	204	34	37	54	78	-	220	138
Base: Shared Content On Social Media Sites In The Past Month (wtd)	294	133	161	132	99	62	68	116	110	111	183	99	131	64	151	142	31	263	40	253	186	108	18	18	28	42	-	115	72
To show I'm in the know	21	7	14	14	4	3	6	8	7	7	14	10	8	3	10	11	2	19	2	18	13	8	1	2	2	2	-	12	2
	7%	5%	9%	10%	4%	6%	9%	7%	6%	7%	7%	10%	6%	5%	7%	8%	*	7%	6%	7%	7%	7%	3%	10%	7%	5%	-	11%	3%
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Socialogues

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

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: Shared Content On Social Media Sites In The Past Month (unwtd)	950	446	504	547	332	71	64	238	648	641	309	74	224	652	607	343	97	853	347	603	827	123
Base: Shared Content On Social Media Sites In The Past Month (wtd)	427	202	225	182	182	62	62	152	213	297	130	248	131	48	242	185	36	391	96	330	348	79
To show I'm in the know	44	23	21	13	18	13	7	12	25	36	8	23	14	7	31	13	7	37	14	30	39	5
	10%	11%	10%	7%	10%	21%	11%	8%	12%	12%	6%	9%	11%	14%	13%	7%	20%	9%	15%	9%	11%	6%
	*	*	*	*	**	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	**	**

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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: Shared Content On Social Media Sites In The Past Month (unwtd)	486	242	244	217	141	128	141	248	97	168	318	193	131	162	272	214	13	473	29	457	268	218
Base: Shared Content On Social Media Sites In The Past Month (wtd)	243	122	121	116	69	58	68	127	47	81	162	80	99	64	132	111	6	237	12	230	134	109
To show I'm in the know	27	15	12	12	6	9	9	12	6	11	16	8	13	6	17	10	1	26	4	24	14	13
		11%	13%	10%	11%	8%	16%	13%	10%	12%	13%	10%	13%	9%	13%	9%	15%	11%	29%	10%	11%	12%
									*								**		**			

Socialogues

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	420	198	222	199	131	90	129	129	162	149	271	60	278	82	275	145	31	389	87	333	285	135
Base: Shared Content On Social Media Sites In The Past Month (wtd)	219	102	117	113	68	39	69	69	82	72	147	37	134	48	141	78	15	204	45	174	145	74
To show I'm in the know	17	12	6	9	5	3	5	5	7	5	12	3	9	4	13	4	1	16	4	13	12	5
	8%	11%	5%	8%	8%	7%	8%	7%	8%	6%	8%	9%	7%	9%	9%	5%	6%	8%	8%	8%	8%	7%
		B				*						*		*			**		*			

Socialogues

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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	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: Shared Content On Social Media Sites In The Past Month (unwtd)	364	174	190	162	105	97	151	155	3	112	252	121	187	56	187	177	19	345	16	348	203	161
Base: Shared Content On Social Media Sites In The Past Month (wtd)	364	169	195	166	96	103	151	157	3	110	254	101	217	46	188	176	20	345	17	348	202	162
To show I'm in the know	4	3	1	3	-	1	2	2	-	-	4	2	2	-	2	2	1	3	-	4	2	2
	1%	2%	1%	2%	-	1%	1%	1%	-	-	2%	2%	1%	-	1%	1%	6%	1%	-	1%	1%	1%
						*				**				*		**		**		**		

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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

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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 (\*)

	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: Shared Content On Social Media Sites In The Past Month (unwtd)	899	500	399	484	297	118	333	326	240	588	311	1	110	788	497	402	229	670	445	454	700	199
Base: Shared Content On Social Media Sites In The Past Month (wtd)	442	229	213	255	133	55	171	157	114	268	173	1	60	382	227	214	112	330	210	231	331	111
To show I'm in the know	85	49	36	54	24	8	29	33	23	51	34	-	10	75	53	32	26	59	51	35	69	17
	19%	22%	17%	21%	18%	14%	17%	21%	20%	19%	20%	-	17%	20%	23%	15%	23%	18%	24%	15%	21%	15%
												**			O				S			

Socialogues

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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 (\*)

	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: Shared Content On Social Media Sites In The Past Month (unwtd)	447	219	228	259	151	37	50	236	161	246	201	154	36	257	216	231	68	379	120	327	388	59
Base: Shared Content On Social Media Sites In The Past Month (wtd)	440	219	222	261	144	35	52	233	155	234	206	154	36	250	211	230	67	373	118	323	379	62
To show I'm in the know	41	25	16	32	8	1	3	25	12	18	22	11	5	24	24	16	6	34	12	29	33	8
	9%	11%	7%	12%	5%	3%	6%	11%	8%	8%	11%	7%	14%	10%	12%	7%	10%	9%	10%	9%	9%	13%
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Socialogues

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	716	349	367	275	277	164	199	314	203	341	375	247	348	121	365	351	73	643	117	599	453	263
Base: Shared Content On Social Media Sites In The Past Month (wtd)	356	180	176	148	130	78	105	159	92	168	189	165	147	44	176	180	35	321	55	301	218	139
To show I'm in the know	22	14	8	14	5	3	7	10	6	6	16	9	10	3	10	12	2	20	4	18	11	11
	6%	8%	5%	9%	4%	4%	6%	6%	6%	4%	8%	6%	7%	7%	6%	7%	5%	6%	7%	6%	5%	8%
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Socialogues

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	293	127	166	114	99	80	184	87	22	169	124	84	79	130	140	153	16	277	26	267	198	95
Base: Shared Content On Social Media Sites In The Past Month (wtd)	149	63	86	75	44	30	103	39	8	71	78	82	32	35	67	82	8	141	12	137	89	60
To show I'm in the know	16	8	8	4	8	4	12	4	*	8	8	10	2	4	9	7	1	15	1	15	13	3
	11%	13%	9%	6%	18%	13%	12%	10%	4%	12%	10%	12%	6%	11%	13%	9%	7%	11%	10%	11%	14%	5%
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Socialogues

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	454	215	239	205	174	75	310	125	19	221	233	131	142	181	248	206	113	341	132	322	316	138
Base: Shared Content On Social Media Sites In The Past Month (wtd)	446	218	228	251	132	63	354	82	10	182	264	282	94	71	231	215	100	347	116	331	271	175
To show I'm in the know	42	24	18	22	14	5	32	8	1	22	20	30	5	6	30	12	11	30	12	30	22	19
	9%	11%	8%	9%	11%	9%	9%	10%	12%	12%	8%	11%	6%	9%	13%	5%	11%	9%	10%	9%	8%	11%
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Socialogues

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	314	146	168	147	90	77	244	64	6	143	171	53	203	58	141	173	30	284	48	266	184	130
Base: Shared Content On Social Media Sites In The Past Month (wtd)	322	159	163	168	84	71	258	58	6	136	186	77	204	41	136	186	30	292	45	277	179	143
To show I'm in the know	27	12	16	16	4	7	22	5	-	10	17	6	19	3	9	19	2	26	3	24	6	21
	9%	7%	10%	10%	5%	9%	9%	9%	-	7%	9%	8%	9%	7%	6%	10%	6%	9%	7%	9%	4%	15%
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Socialogue

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	385	169	216	139	140	106	37	217	131	201	184	93	214	78	203	182	30	355	47	338	253	132
Base: Shared Content On Social Media Sites In The Past Month (wtd)	395	176	219	180	133	82	42	231	122	190	205	111	217	67	197	197	30	365	48	346	249	146
To show I'm in the know	72	32	40	31	26	15	7	45	20	29	43	19	44	9	38	34	4	67	6	66	43	29
	18%	18%	18%	17%	20%	18%	16%	19%	17%	15%	21%	17%	20%	13%	19%	17%	14%	18%	12%	19%	17%	20%
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Socialogues

HA2. Why do you typically share content on social media sites?

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	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: Shared Content On Social Media Sites In The Past Month (unwtd)	405	248	157	252	118	35	198	104	50	240	165	98	96	211	189	216	62	343	86	319	257	148
Base: Shared Content On Social Media Sites In The Past Month (wtd)	389	214	175	243	114	32	208	89	37	214	174	217	118	53	156	232	54	335	71	317	195	193
To show I'm in the know	79	39	40	54	20	6	42	15	9	38	42	46	22	12	26	53	9	71	12	67	41	38
	20%	18%	23%	22%	17%	20%	20%	17%	23%	18%	24%	21%	19%	22%	17%	23%	16%	21%	17%	21%	21%	20%
		*		*	**		*	**				*	*		*	*		*				

Socialogue

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	457	142	315	241	156	60	33	110	314	230	227	221	131	105	241	216	86	371	149	308	395	62
Base: Shared Content On Social Media Sites In The Past Month (wtd)	432	202	230	259	115	58	50	106	275	187	246	203	127	102	225	208	82	351	133	299	345	87
To show I'm in the know	51	24	26	35	10	5	11	10	29	20	31	29	14	7	20	30	11	40	11	39	38	12
	12%	12%	11%	14%	9%	9%	22%	10%	11%	10%	13%	14%	11%	7%	9%	15%	13%	11%	8%	13%	11%	14%
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Socialogues

HA2. Why do you typically share content on social media sites?

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																					
	South Korea Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Shared Content On Social Media Sites In The Past Month (unwtd)	385	235	150	132	144	109	57	130	198	258	127	5	94	286	241	144	54	331	90	295	311	74
Base: Shared Content On Social Media Sites In The Past Month (wtd)	364	194	170	162	126	76	65	124	175	216	148	7	103	254	204	160	43	321	69	295	274	91
To show I'm in the know	18	9	8	11	3	4	2	7	9	9	9	2	3	13	10	8	3	15	3	15	13	5
	5%	5%	5%	7%	3%	5%	3%	6%	5%	4%	6%	23%	3%	5%	5%	4%	6%	5%	5%	5%	5%	5%
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Socialogues

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	755	365	390	318	298	139	545	174	36	328	427	485	58	212	354	401	66	689	76	679	403	352
Base: Shared Content On Social Media Sites In The Past Month (wtd)	374	186	189	166	139	69	270	85	20	162	212	186	82	107	176	198	30	345	37	337	195	179
To show I'm in the know	32	22	10	15	11	6	23	7	2	11	21	19	5	8	17	15	3	29	5	27	17	15
	9%	12%	5%	9%	8%	9%	9%	8%	10%	7%	10%	10%	7%	8%	10%	8%	11%	8%	13%	8%	9%	9%
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Socialogue

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	306	139	167	140	82	84	132	134	40	88	218	209	48	49	188	118	23	283	33	273	190	116
Base: Shared Content On Social Media Sites In The Past Month (wtd)	322	160	162	139	94	89	132	135	56	91	231	68	169	86	208	114	29	294	44	279	225	97
To show I'm in the know	17	11	6	12	*	5	3	12	2	10	7	6	6	5	13	4	3	14	3	14	11	6
	5%	7%	3%	8%	1%	5%	2%	9%	4%	11%	3%	8%	4%	6%	6%	3%	10%	5%	7%	5%	5%	6%
	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	*	**	*	*	*

Socialogues

HA2. Why do you typically share content on social media sites?

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: Shared Content On Social Media Sites In The Past Month (unwtd)	457	253	204	199	212	46	8	133	316	329	128	119	77	261	296	161	71	386	185	272	354	103
Base: Shared Content On Social Media Sites In The Past Month (wtd)	464	232	233	253	151	60	7	156	300	315	149	141	101	221	287	177	50	414	158	306	347	117
To show I'm in the know	152	56	96	71	55	26	2	29	122	118	34	37	20	95	106	46	18	135	75	78	112	40
	33%	24%	41%	28%	36%	43%	22%	18%	41%	37%	23%	26%	20%	43%	37%	26%	35%	32%	47%	25%	32%	34%
			**	**		*	**	**			**	**	**	**		**	*	*	**			**

Socialogues

HA2. Why do you typically share content on social media sites?

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	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: Shared Content On Social Media Sites In The Past Month (unwtd)	569	245	324	256	179	134	124	347	98	216	353	142	182	245	332	237	53	516	79	490	393	176
Base: Shared Content On Social Media Sites In The Past Month (wtd)	288	127	161	137	89	62	62	176	50	108	180	71	92	125	168	120	26	261	40	248	200	88
To show I'm in the know	14	8	6	8	4	2	5	6	3	4	10	5	5	4	7	7	-	14	1	13	7	7
	5%	6%	3%	6%	4%	4%	7%	3%	6%	4%	5%	7%	5%	3%	4%	6%	-	5%	1%	5%	4%	8%
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Socialogue

HA2. Why do you typically share content on social media sites?

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 (\*)

	the US																						
	United States		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: Shared Content On Social Media Sites In The Past Month (unwtd)	592	241	351	221	203	168	92	251	249	366	226	188	228	176	294	298	72	520	92	500	378	214	
Base: Shared Content On Social Media Sites In The Past Month (wtd)	300	134	166	137	96	67	52	125	122	175	126	126	84	90	147	153	35	265	47	253	190	110	
To show I'm in the know	29	14	15	23	4	2	6	11	11	11	17	9	7	12	14	15	6	23	8	21	17	12	
	10%	10%	9%	16%	4%	3%	11%	9%	9%	6%	14%	8%	9%	13%	9%	10%	16%	9%	16%	8%	9%	11%	
				DE			*				I						*		S*				