

Methodology

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

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.

For information or assistance about this please contact:

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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
HA1. In the past month, which of the following types of content have you shared on social media sites?

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

	Gender			Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18150	8814	9336	6945	6202	5003	5729	7321	4951	9337	8813	5367	6157	6626	9885	8265	1987	16163	3326	14824	12266	5884
Base: All Respondents (wtd)	12000	5978	6022	5289	3867	2844	4171	4632	3045	5772	6228	4370	4327	3303	6257	5743	1280	10720	2054	9946	7815	4185
Pictures	5181	2331	2849	2879	1532	769	1699	2007	1400	2284	2897	1872	1846	1463	2510	2671	584	4596	969	4212	3337	1844
	43%	39%	47%	54%	40%	27%	41%	43%	46%	40%	47%	43%	43%	44%	40%	47%	46%	43%	47%	42%	43%	44%
			A	DE	E			F	F		I					N			S			

Socialogue

HA1. In the past month, which of the following types of content have you shared 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/V/W/X

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

- Column Means:

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

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

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18150	502	1007	501	1007	1001	1023	1000	1001	1001	500	1020	509	1002	1007	501	500	500	503	529	532	1001	500	503	1000
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
Pictures	5181	266	206	171	266	175	217	127	114	178	243	290	265	205	67	269	160	254	238	311	187	239	202	331	201
43%		53%	41%	34%	53%	35%	43%	25%	23%	36%	49%	58%	53%	41%	13%	54%	32%	51%	48%	62%	37%	48%	40%	66%	40%
		BCEFGHIMN PTVX	CEGHINP	GHN	BCEFGHIMN PTUVX	GHN	CEGHINP	N	N	GHN	BCEGHIMNP TVX	BCDEFGHJUM NPQRTUVX	BCEFGHIMN PTVX	CEGHINP		BCEFGHIMN PTVX	GHN	BCEGHIMNP TVX	CEGHIMNP X	ABCDEFGHIJ LMNOPQRT UVX	GHN	BCEGHIMNP TX	GHNP	BCDEFGHIL MNPQRTUV X*	CEGHINP

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Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Total	North	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18150	2001	2010	7006	5598	7512	3550	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Pictures	5181	376	801	1639	1486	1320	1026	879
	43%	38%	53%	36%	42%	33%	51%	59%
		E	ACDE	E	ACE		ACDE	ACDEF

Socialogue

HA1. In the past month, which of the following types of content have you shared on social media sites?

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)	502	207	295	206	167	129	211	197	94	177	325	203	159	140	243	259	66	436	89	413	325	177
Base: All Respondents (wtd)	500	245	255	248	145	106	252	176	72	163	337	327	118	55	225	275	63	437	82	418	293	207
Pictures	266	116	150	141	71	54	130	96	40	78	188	173	68	26	123	143	31	235	35	231	154	112
	53%	47%	59%	57%	49%	51%	52%	54%	56%	48%	56%	53%	57%	46%	55%	52%	50%	54%	43%	55%	52%	54%
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Socialogue

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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																												
	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: All Respondents (unwtd)	1007	403	604	270	345	392	242	508	257	537	470	321	338	348	544	463	105	902	139	868	639	368	630	377	294	307	208	98	100	
Base: All Respondents (wtd)	500	248	252	197	152	151	124	254	121	234	266	131	295	74	253	247	59	441	77	423	315	185	299	201	144	157	112	47	40	
Pictures	206	78	128	118	55	33	48	100	58	89	118	51	124	31	87	120	18	188	27	179	130	76	118	88	64	71	45	15	11	
	41%	32%	51%	60%	36%	22%	39%	39%	48%	38%	44%	39%	42%	42%	34%	49%	31%	43%	35%	42%	41%	41%	40%	44%	45%	45%	40%	31%	29%	
		A		DE	E										N		*		*				b	b		*	*			

Socialogae

HA1. In the past month, which of the following types of content have you shared on social media sites?

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Belgium Total	Belgium																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	North	Center	South	French	Flemish
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Base: All Respondents (unwtd)	501	252	249	124	145	232	173	197	131	203	298	102	262	137	323	178	18	483	46	455	274	227	283	92	126	210	291
Base: All Respondents (wtd)	500	251	249	184	151	165	183	191	126	172	328	172	186	142	295	205	14	486	38	462	260	240	279	92	129	220	280
Pictures	171	86	85	90	47	33	52	71	48	43	128	62	58	50	83	88	5	166	10	161	79	92	83	35	53	93	77
	34%	34%	34%	49%	31%	20%	28%	37%	39%	25%	39%	36%	31%	35%	28%	43%	36%	34%	26%	35%	30%	38%	30%	38%	41%	42%	28%
				DE	E				*		I	*				N	**		*				*	*		Z	

Socialogue

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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)	1007	486	521	478	316	213	246	733	28	447	560	157	567	283	460	547	141	866	180	827	703	304	
Base: All Respondents (wtd)	500	232	268	285	140	75	157	334	8	211	289	157	262	81	205	295	65	435	79	421	328	172	
Pictures	266	111	155	169	67	30	81	180	5	109	156	72	148	46	110	156	38	228	47	219	179	87	
	53%	48%	58%	59%	48%	40%	51%	54%	55%	52%	54%	46%	56%	57%	53%	53%	59%	52%	60%	52%	55%	50%	
			A	DE					**				K	K									

Socialogue

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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
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- Column Means:
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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)	1001	497	504	294	310	397	203	410	388	447	554	373	461	167	530	471	98	903	130	871	669	332	60	68	99	126	-	396	252	
Base: All Respondents (wtd)	500	247	253	178	169	154	108	205	188	206	294	186	223	91	262	238	48	452	64	436	334	166	30	33	49	62	-	197	129	
Pictures	175	62	112	91	55	29	40	68	67	59	116	60	74	41	80	95	14	161	19	156	110	65	11	11	17	22	-	78	36	
	35%	25%	44%	51%	32%	19%	37%	33%	36%	29%	39%	32%	33%	45%	31%	40%	29%	36%	29%	36%	33%	39%	36%	32%	35%	36%	-	39%	28%	
			A	DE	E						I			KL		N	*					*	*	*				b		

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

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1023	485	538	570	365	88	69	267	687	700	323	85	256	682	655	368	98	925	355	668	891	132
Base: All Respondents (wtd)	500	249	251	201	205	94	69	177	254	360	140	295	155	50	287	213	41	459	110	390	403	97
Pictures	217	93	124	105	85	27	29	72	115	155	61	127	64	25	111	105	16	201	42	174	169	47
	43%	37%	49%	52%	41%	29%	41%	41%	45%	43%	44%	43%	41%	50%	39%	49%	39%	44%	39%	45%	42%	49%
	*				*	**	**	*	*		*	*		L		*	**		*			*

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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 (*)

	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)	1000	492	508	357	321	322	265	518	217	399	601	408	277	315	581	419	38	962	69	931	594	406
Base: All Respondents (wtd)	500	247	253	191	158	151	129	264	107	197	303	168	209	124	286	214	18	482	31	469	295	205
Pictures	127	63	63	73	31	23	33	65	29	36	90	37	55	35	60	67	4	123	7	120	66	61
	25%	26%	25%	38%	20%	15%	25%	25%	27%	19%	30%	22%	26%	28%	21%	31%	22%	25%	23%	26%	22%	30%
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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
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- Column Mean:
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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)	1001	513	488	305	338	358	307	314	380	425	576	195	627	179	659	342	80	921	183	818	689	312
Base: All Respondents (wtd)	500	252	248	172	176	152	158	155	188	201	299	113	285	101	324	176	37	463	88	412	338	162
Pictures	114	52	62	66	34	13	39	36	39	33	81	19	71	24	77	37	7	107	23	91	72	42
	23%	21%	25%	39%	19%	9%	25%	23%	21%	17%	27%	17%	25%	24%	24%	21%	20%	23%	26%	22%	21%	26%
				DE	E						I		K				*					

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
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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)	500	249	251	198	153	149	199	217	9	180	320	154	253	93	267	233	33	467	34	466	294	206	
Base: All Respondents (wtd)	500	244	256	202	141	158	199	219	8	178	322	129	294	77	269	231	34	466	34	466	292	208	
Pictures	243	108	135	124	54	64	101	105	1	73	170	68	145	30	122	121	11	232	9	233	133	109	
	49%	44%	53%	61%	39%	41%	51%	48%	11%	41%	53%	52%	49%	39%	46%	52%	31%	50%	28%	50%	46%	53%	
				DE					**		I	M		*			*	P	*	R			

Socialogue

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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

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- 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 (*)

[illegible]

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

	Indonesia Total	Indonesia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	509	251	258	280	183	46	58	268	183	287	222	177	37	295	249	260	71	438	129	380	439	70
Base: All Respondents (wtd)	500	250	250	282	175	44	60	264	176	273	227	176	37	286	242	258	70	430	126	374	428	72
Pictures	265	123	142	172	76	16	35	138	91	139	126	104	20	141	124	141	35	230	77	188	225	40
	53%	49%	57%	61%	44%	37%	58%	53%	52%	51%	55%	59%	54%	49%	51%	55%	50%	54%	61%	50%	53%	55%
				DE		*	*					M	*				*		S			*

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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

	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)	1002	482	520	332	393	277	276	429	297	510	492	368	475	159	508	494	100	902	153	849	630	372	
Base: All Respondents (wtd)	500	250	250	181	186	133	147	217	136	253	247	243	198	58	247	253	48	452	72	428	303	197	
Pictures	205	103	102	97	70	38	62	91	51	91	113	98	80	27	98	106	20	185	33	172	124	81	
	41%	41%	41%	53%	38%	29%	43%	42%	37%	36%	46%	40%	40%	47%	40%	42%	41%	41%	46%	40%	41%	41%	
				DE	E						I						*						

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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

	Japan Total	Japan																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Base: All Respondents (unwtd)	1007	492	515	275	351	381	636	321	50	629	378	318	242	447	491	516	46	961	73	934	656	351	
Base: All Respondents (wtd)	500	251	249	185	155	159	351	133	16	280	220	295	90	115	229	271	24	476	33	467	307	193	
Pictures	67	27	39	40	20	7	45	18	4	32	35	31	17	19	28	39	4	63	5	61	38	29	
	13%	11%	16%	21%	13%	5%	13%	14%	23%	12%	16%	11%	19%	16%	12%	15%	15%	13%	16%	13%	13%	15%	
				DE	E				*				K	K			*		*				

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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)	501	239	262	219	197	85	348	132	21	244	257	150	156	195	276	225	118	383	139	362	344	157
Base: All Respondents (wtd)	500	239	261	270	157	73	401	88	11	209	291	321	103	76	260	240	103	397	121	379	298	202
Pictures	269	121	148	175	66	28	212	49	7	91	178	166	63	40	119	150	60	209	69	199	149	120
	54%	51%	57%	65%	42%	39%	53%	56%	65%	44%	61%	52%	62%	52%	46%	63%	58%	53%	57%	53%	50%	59%
				DE		*		*	**		I					N	*		*			

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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

	Poland Total	Poland																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	235	265	191	157	152	396	97	7	258	242	73	330	97	220	280	48	452	72	428	284	216
Base: All Respondents (wtd)	500	248	252	215	146	140	405	88	7	242	258	104	327	69	210	290	46	454	67	433	272	228
Pictures	160	76	84	89	39	32	132	27	1	66	94	37	104	19	62	98	12	148	17	143	77	83
	32%	31%	33%	41%	27%	23%	32%	31%	15%	27%	36%	36%	32%	27%	29%	34%	25%	33%	26%	33%	28%	36%
				DE				*	**		I	*		*			*		*			

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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 (*)

		Russia																				
	Russia 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)	500	235	265	166	179	155	56	272	172	263	237	130	266	104	267	233	34	466	57	443	329	171
Base: All Respondents (wtd)	500	240	260	211	169	120	62	280	159	243	257	146	265	89	254	246	33	467	58	442	317	183
Pictures	254	93	161	123	83	47	31	149	74	120	134	72	138	43	124	130	20	233	30	223	161	92
	51%	39%	62%	59%	49%	40%	50%	53%	47%	49%	52%	49%	52%	49%	49%	53%	61%	50%	51%	51%	51%	50%
			A	E			*							*			*		*			

Socialogue

HA1. In the past month, which of the following types of content have you shared on social media sites?

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	304	199	305	151	47	239	127	63	305	198	130	116	257	234	269	74	429	98	405	317	186
Base: All Respondents (wtd)	500	283	217	295	155	50	270	107	44	289	211	290	145	65	206	294	69	431	86	414	263	237
Pictures	238	130	108	151	67	19	122	58	20	125	113	127	79	32	86	152	30	208	42	196	119	119
	48%	46%	50%	51%	43%	39%	45%	54%	46%	43%	53%	44%	55%	49%	42%	52%	44%	48%	49%	47%	45%	50%
					*	**		*	**								*		*			

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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)	529	169	360	266	185	78	40	123	366	274	255	249	157	123	283	246	98	431	171	358	459	70
Base: All Respondents (wtd)	500	240	260	287	137	76	61	117	322	227	273	231	152	118	262	238	92	408	154	346	403	97
Pictures	311	123	188	188	88	35	29	75	207	138	172	150	91	69	156	154	55	256	96	215	257	54
	62%	51%	72%	66%	64%	45%	47%	64%	64%	61%	63%	65%	60%	59%	60%	65%	60%	63%	62%	62%	64%	55%
			A	E	E	*	**	*						*			*					*

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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)	532	308	224	172	204	156	85	192	255	349	183	8	141	383	310	222	76	456	115	417	416	116
Base: All Respondents (wtd)	500	252	248	211	179	111	92	183	225	292	208	10	148	342	260	240	60	440	88	412	367	133
Pictures	187	92	95	104	55	28	39	62	85	103	84	-	65	122	95	92	20	167	30	157	130	57
	37%	37%	38%	49%	31%	26%	43%	34%	38%	35%	41%	-	44%	36%	37%	38%	33%	38%	34%	38%	35%	43%
				DE			*					**					*					

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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)	1001	500	501	382	397	222	715	241	45	443	558	649	81	271	485	516	90	911	93	908	545	456
Base: All Respondents (wtd)	500	252	248	205	189	106	355	120	25	215	285	249	115	136	243	257	41	459	47	453	270	230
Pictures	239	116	124	117	87	35	171	55	14	92	148	122	53	64	103	136	18	221	22	217	120	120
	48%	46%	50%	57%	46%	33%	48%	45%	55%	43%	52%	49%	46%	47%	43%	53%	45%	48%	48%	44%	52%	
				DE	E				*	I			*		43%	N	*		*		T	

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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)	500	236	264	177	131	192	200	225	75	165	335	346	76	78	312	188	38	462	56	444	307	193
Base: All Respondents (wtd)	500	253	247	185	143	171	188	211	101	168	332	105	262	132	320	180	47	453	71	429	342	158
Pictures	202	96	106	104	59	38	92	79	31	43	159	44	114	44	145	57	25	177	37	165	132	70
	40%	38%	43%	56%	41%	22%	49%	38%	31%	25%	48%	42%	43%	33%	45%	32%	52%	39%	53%	38%	39%	44%
			*	E*	E*	*	*	*	*	*	I		*	*		*	**		**			*

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	281	222	214	238	51	10	146	347	356	147	136	79	288	326	177	80	423	200	303	385	118
Base: All Respondents (wtd)	500	252	248	262	172	66	9	166	326	337	163	154	103	244	311	189	58	442	170	330	371	129
Pictures	331	166	165	179	110	41	3	107	221	203	128	122	65	144	179	152	38	292	100	231	236	95
	66%	66%	67%	68%	64%	63%	33%	65%	68%	60%	79%	79%	63%	59%	58%	80%	66%	66%	58%	70%	64%	73%
			**	**		*	**	**			**	**	**			**	*	*	**			**

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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																					
	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: All Respondents (unwtd)	1001	481	520	345	310	346	228	590	183	425	576	273	321	407	591	410	83	918	128	873	654	347	
Base: All Respondents (wtd)	500	246	254	185	154	161	113	296	92	208	292	134	160	205	295	205	41	459	64	436	329	171	
Pictures	178	70	109	91	59	28	44	103	31	67	112	43	58	77	102	76	15	163	23	155	124	55	
	36%	28%	43%	49%	39%	17%	39%	35%	34%	32%	38%	32%	36%	38%	35%	37%	38%	35%	37%	36%	38%	32%	
			A	DE	E						I						*						

Socialogue
HA1. In the past month, which of the following types of content have you shared on social media sites?

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)	1000	453	547	294	322	384	144	424	432	639	361	361	355	284	516	484	106	894	135	865	637	363
Base: All Respondents (wtd)	500	247	253	182	158	160	81	210	209	308	192	232	127	141	256	244	50	450	66	434	315	185
Pictures	201	77	124	97	67	37	30	89	83	121	81	87	55	59	92	110	21	180	31	171	128	74
	40%	31%	49%	53%	42%	23%	37%	42%	40%	39%	42%	38%	43%	42%	36%	45%	42%	40%	46%	39%	41%	40%
			A	DE	E											N	*					