

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

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Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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)	18002	500	1000	500	1000	1000	1000	1000	1001	1000	500	1000	500	1000	1000	500	500	500	500	500	500	1001	500	500	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
Call them	7366	256	239	243	348	288	453	282	259	194	400	372	222	329	228	342	428	346	397	192	247	298	301	421	283
	61%	51%	48%	49%	70%	58%	91%	56%	52%	39%	80%	74%	44%	66%	46%	68%	86%	69%	79%	38%	49%	60%	60%	84%	57%
		IS	IS	IS	ABCEGHILNS TUVX	BCHILNST	ABCEGHIJL MNOQRSTU VWX	BCHILNST	ILNS		ABCEGHIKL MNOQSTUVX	ABCEGHILM NOQSTUVX	I	ABCEGHILNS TUX	IS	ABCEGHILNS TUX	ABCEGHIJL MNOQSTUVX	ABCEGHILNS TUVX	ABCEGHILM NOQSTUVX		IS	ABCHILNST	ABCHILNST	ABCEGHIKL MNOQSTUVX	BCHILNST
Text them	3814	224	244	228	125	184	43	204	175	274	38	101	261	153	44	139	61	104	90	272	245	168	175	66	197
	32%	45%	49%	46%	25%	37%	9%	41%	35%	55%	8%	20%	52%	31%	9%	28%	12%	21%	18%	54%	49%	34%	35%	13%	39%
		DEFHJLMNO PQRUVW	DEFHJLMN OPQRUVWX	DEFHJLMNO PQRUVWX	FIJKNPRW	DFHJLMNOPQ RW		DFHJLMNOP QRUW	DFHJLMNOPQ RW	ABCEFGHIK MNOPQRTUV WX		FJNPW	ADEFGHJLM NOPQRUVWX	DFHJKNPQRW		FIJKNPQRW	J	FJNPW	FJN	ACDEFGHJLM NOPQRUVWX	DEFHJLMN OPQRUVWX	DFHJKNPQRW	DFHJKNPQRW	JN	DFHJLMNOP QRUW
Email them	820	20	18	28	26	28	4	14	66	32	62	28	17	18	228	20	11	51	13	36	8	34	24	13	20
	7%	4%	4%	6%	5%	6%	1%	3%	13%	6%	12%	6%	3%	4%	46%	4%	2%	10%	3%	7%	2%	7%	5%	3%	4%
		F	FT	FGPTW	FGPTW	BFGMPRTW			ABCEFGIKL MOPRTUVW X	BFGMPRTW X	ABCEFGIKL MOPRTUVW X	FGMPTW	F	FT	ABCEFGHIK LMOPQRSTU VWX	F		ABCEFGIKL MOPRTVWX		BFGMPRTW X		BFGMPRTW X	FT		FT
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

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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 America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18002	2000	2000	7002	5500	7501	3500	1500
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Call them	7366	570	946	2734	2106	2208	1518	1010
	61%	57%	63%	61%	60%	55%	76%	67%
			AE	AE	AE		ABCDEG	ABCDE
Text them	3814	381	489	1476	1040	1335	374	428
	32%	38%	33%	33%	30%	33%	19%	29%
		BCDEFG	FG	DFG	F	DFG		F
Email them	820	49	65	291	353	458	108	62
	7%	5%	4%	6%	10%	11%	5%	4%
				ABG	ABCFG	ABCDG		
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

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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 (*)

	Argentina Total	Argentina																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
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 Employed	Non Employed	Active	Passive	Inactive	
	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)	500	207	293	260	131	109	166	214	120	144	356	154	166	180	250	250	81	419	103	397	337	163	273	139	88
Base: All Respondents (wtd)	500	245	255	248	140	111	209	206	84	143	357	327	118	55	239	261	75	425	89	411	310	190	261	129	110
Call them	256	141	116	105	78	73	93	105	59	85	171	164	57	35	143	114	43	214	63	193	173	84	137	62	57
	51%	57%	45%	42%	56%	66%	44%	51%	70%	59%	48%	50%	48%	64%	60%	44%	57%	50%	71%	47%	56%	44%	52%	48%	52%
	B								C*						O				KL						
Text them	224	92	132	134	59	31	107	93	24	55	169	149	57	17	86	138	30	194	25	199	122	102	115	63	46
	45%	37%	52%	54%	42%	28%	51%	45%	29%	38%	48%	46%	48%	31%	36%	53%	40%	46%	28%	48%	39%	54%	44%	49%	42%
				E	*	*	H	H	*	*		M	M		N	*	*	*	R		T		*	*	
Email them	20	13	7	9	4	7	10	9	1	4	16	13	4	2	10	9	3	17	1	19	16	4	10	4	7
	4%	5%	3%	4%	3%	6%	5%	4%	1%	3%	4%	4%	3%	4%	4%	4%	4%	4%	1%	5%	5%	2%	4%	3%	6%
					*	*			*	*							*	*	*				*	*	
Sigma	500	245	255	248	140	111	209	206	84	143	357	327	118	55	239	261	75	425	89	411	310	190	261	129	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	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,c,d/e
Minimum Base: 30 (**), Small Base: 100 (*)

	Australia Total	Australia																														
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		METRO	NON-METRO	VIC/TAS	Region				Social Media		
		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 Employed	Non Employed				NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inactive
		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)	1000	460	540	299	350	351	234	484	282	542	458	301	333	366	552	448	132	868	159	841	617	383	650	350	301	360	184	75	80	389	253	358
Base: All Respondents (wtd)	500	248	252	197	155	149	124	255	121	247	253	131	295	74	269	231	60	440	71	429	294	206	309	191	150	188	92	34	35	201	123	176
Text them	244	100	144	135	73	36	57	126	61	92	151	70	136	38	102	141	20	223	24	219	137	106	155	89	81	92	41	16	14	107	63	74
	49%	40%	57%	69%	47%	24%	46%	50%	50%	37%	60%	53%	46%	52%	38%	61%	34%	51%	34%	51%	47%	52%	50%	47%	54%	49%	44%	45%	40%	53%	51%	42%
Call them	239	138	101	56	77	105	63	118	58	143	96	59	150	30	157	82	37	201	44	194	148	91	144	95	62	90	49	18	20	86	57	96
	48%	56%	40%	29%	50%	71%	51%	46%	47%	58%	38%	45%	51%	41%	58%	35%	62%	46%	62%	45%	50%	44%	47%	50%	41%	48%	53%	51%	56%	43%	46%	55%
Email them	18	10	7	5	5	7	4	11	3	12	6	3	9	5	10	8	2	16	3	15	8	9	11	7	7	6	2	1	1	9	3	6
	4%	4%	3%	3%	3%	5%	3%	4%	3%	5%	2%	2%	3%	7%	4%	3%	3%	4%	4%	3%	3%	5%	3%	4%	5%	3%	2%	3%	4%	4%	3%	3%
Sigma	500	248	252	197	155	149	124	255	121	247	253	131	295	74	269	231	60	440	71	429	294	206	309	191	150	188	92	34	35	201	123	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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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		Social Media				
		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 Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inactive	
		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	c	
Base: All Respondents (unwtd)	500	251	249	173	168	159	115	165	126	195	305	112	244	144	284	216	35	465	60	440	298	202	271	49	180	249	251	120	148	232	
Base: All Respondents (wtd)	500	251	249	184	170	145	121	159	124	183	317	172	186	142	273	227	33	467	54	446	282	218	254	52	194	263	237	119	147	234	
Call them	243	140	103	57	94	93	53	83	60	109	135	94	87	62	149	95	17	226	33	210	155	89	119	28	97	135	108	54	54	136	
	49%	56%	41%	31%	55%	64%	44%	52%	48%	60%	42%	55%	47%	44%	55%	42%	51%	49%	61%	47%	55%	41%	47%	53%	50%	51%	46%	45%	37%	58%	
		B			C	C				J					O		*		*		U		*							ab	
Text them	228	94	135	116	72	40	63	69	56	63	165	70	88	70	108	120	16	212	20	208	115	113	119	20	89	114	115	51	87	90	
	46%	37%	54%	63%	42%	28%	52%	43%	45%	34%	52%	41%	47%	49%	40%	53%	49%	45%	37%	47%	41%	52%	47%	39%	46%	43%	48%	43%	59%	38%	
			A	DE	E					I					N		*		*		T		*							bc	
Email them	28	18	11	12	4	12	5	8	9	11	18	8	11	10	16	12	-	28	1	27	12	16	16	4	8	14	14	15	6	8	
	6%	7%	4%	6%	3%	9%	5%	5%	7%	6%	6%	4%	6%	7%	6%	5%	-	6%	2%	6%	4%	7%	6%	8%	4%	5%	6%	12%	4%	3%	
					D										*		*		*			*								bc	
Sigma	500	251	249	184	170	145	121	159	124	183	317	172	186	142	273	227	33	467	54	446	282	218	254	52	194	263	237	119	147	234	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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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		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	463	537	505	288	207	257	702	41	430	570	153	557	290	503	497	145	855	197	803	703	297	708	183	109
Base: All Respondents (wtd)	500	232	268	285	136	79	161	328	12	203	297	157	262	81	236	264	68	432	90	410	337	163	336	95	69
Call them	348	170	178	177	103	67	104	236	8	164	183	110	182	56	169	178	53	294	69	279	250	97	229	72	47
	70%	73%	66%	62%	76%	85%	65%	72%	69%	81%	62%	70%	69%	69%	72%	68%	78%	68%	76%	68%	74%	60%	68%	76%	68%
		B	C			CD			*	I							Q				U				*
Text them	126	50	77	92	27	8	45	79	3	30	97	35	72	20	53	74	13	113	19	107	74	53	88	22	17
	25%	21%	29%	32%	20%	10%	28%	24%	15%	33%	22%	28%	24%	22%	28%	19%	26%	21%	26%	22%	32%	26%	23%	24%	*
Email them		A		DE	E				*	I											T				*
	26	13	13	16	6	4	12	13	1	9	17	12	9	5	14	12	2	24	2	23	13	13	19	1	5
Sigma	5%	5%	5%	6%	4%	5%	8%	4%	7%	4%	6%	8%	3%	6%	6%	4%	3%	6%	3%	6%	4%	8%	6%	1%	8%
							G		*			L		L							T	W		W*	
	500	232	268	285	136	79	161	328	12	203	297	157	262	81	236	264	68	432	90	410	337	163	336	95	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Canada Total	Canada																															
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region										
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inactive	
		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	c	d	e	
Base: All Respondents (unwtd)	1000	479	521	314	309	377	201	351	448	490	510	366	445	189	496	504	112	888	129	871	680	320	65	72	104	135	-	390	234	333	276	391	
Base: All Respondents (wtd)	500	247	253	177	170	152	103	175	223	232	268	186	223	91	246	254	55	445	64	436	344	156	32	36	51	67	-	196	118	173	136	190	
Call them	288	157	131	63	108	117	54	116	118	158	130	115	127	46	146	142	32	256	39	249	199	89	21	21	27	38	-	100	81	90	75	122	
	58%	64%	52%	36%	63%	77%	53%	66%	53%	68%	49%	62%	57%	50%	59%	56%	58%	58%	61%	57%	58%	57%	67%	59%	53%	56%	-	51%	69%	52%	55%	64%	
		B		C		CD		PH		J		M																	XYa			cd	
Text them	184	75	108	105	51	28	38	51	94	63	121	66	81	37	83	100	19	165	20	164	125	59	8	13	22	25	-	86	30	70	54	59	
	37%	31%	43%	59%	30%	19%	37%	29%	42%	27%	45%	35%	36%	41%	34%	40%	34%	37%	31%	38%	36%	38%	26%	35%	43%	37%	-	44%	25%	41%	40%	31%	
		A	DE	E				G		I							*	*					*	*	VB	b		VB		e	e		
Email them	28	14	14	9	11	8	10	8	11	12	17	5	15	8	17	11	4	24	5	23	20	8	2	2	2	5	-	10	7	13	6	9	
	6%	6%	6%	5%	7%	5%	10%	4%	5%	5%	6%	3%	7%	9%	7%	4%	8%	5%	8%	5%	6%	5%	7%	5%	4%	7%	-	5%	6%	7%	5%	5%	
							GH					K											*	*									
Sigma	500	247	253	177	170	152	103	175	223	232	268	186	223	91	246	254	55	445	64	436	344	156	32	36	51	67	-	196	118	173	136	190	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%

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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,V/W/X

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		Social Media					
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 Employed	Non Employed	Active	Passive	Inactive		
	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)	1000	504	496	403	435	162	62	238	700	739	261	93	264	643	673	327	100	900	347	653	894	106	600	319	81	
Base: All Respondents (wtd)	500	249	251	200	201	98	70	164	266	375	125	295	155	50	266	234	52	448	114	386	404	96	203	209	87	
Call them	453	226	227	176	190	87	57	151	246	347	106	272	139	42	241	212	41	412	100	353	368	85	177	199	77	
	91%	91%	90%	88%	95%	88%	**	92%	92%	93%	85%	92%	90%	84%	**	90%	91%	**	79%	92%	88%	91%	**	89%	95%	88%
Text them	43	19	24	24	10	9	12	10	20	25	18	21	15	7	22	21	10	33	13	30	32	10	22	10	11	
	9%	7%	10%	12%	5%	9%	18%	6%	7%	7%	14%	7%	10%	14%	8%	9%	19%	7%	11%	8%	8%	11%	11%	5%	12%	
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
Email them	4	4	*	*	1	3	-	3	1	3	1	3	1	1	4	*	1	3	1	3	4	-	4	*	*	
	1%	2%	*	*	*	3%	-	2%	*	1%	1%	1%	*	2%	1%	*	2%	1%	1%	1%	1%	-	2%	*	*	
	*	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
Sigma	500	249	251	200	201	98	70	164	266	375	125	295	155	50	266	234	52	448	114	386	404	96	203	209	87	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	France Total	France																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	483	517	340	312	348	180	471	221	348	652	383	314	303	582	418	37	963	65	935	624	376	220	318	462
Base: All Respondents (wtd)	500	247	253	191	153	157	93	234	105	164	336	168	209	124	285	215	17	483	29	471	310	190	111	160	230
Call them	282	151	131	58	95	129	48	138	61	116	167	116	107	60	178	105	13	269	19	264	170	112	54	88	140
	56%	61%	52%	31%	62%	82%	51%	59%	59%	70%	50%	69%	51%	48%	62%	49%	75%	56%	65%	56%	55%	59%	49%	55%	61%
		B			C	CD				J		LM			O		Q*		*						V
Text them	204	89	115	127	55	22	42	90	40	43	160	48	97	58	97	107	3	201	8	196	130	74	51	67	85
	41%	36%	45%	67%	36%	14%	45%	39%	38%	26%	48%	29%	47%	47%	34%	50%	14%	42%	27%	42%	42%	39%	46%	42%	37%
			A	DE	E					I		K	K		N	*	P	*	R				X		
Email them	14	7	7	5	3	6	3	5	3	5	9	3	5	6	10	4	2	12	2	12	10	4	5	5	4
	3%	3%	3%	3%	2%	4%	3%	2%	3%	3%	3%	2%	2%	5%	4%	2%	11%	2%	8%	2%	3%	2%	5%	3%	2%
														K			Q*		S*			X			
Sigma	500	247	253	191	153	157	93	234	105	164	336	168	209	124	285	215	17	483	29	471	310	190	111	160	230
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue
HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?
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 (*)

	Germany Total	Germany																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1001	500	501	309	325	367	308	253	250	290	711	183	628	190	716	285	92	909	185	816	706	295	244	340	417
Base: All Respondents (wtd)	500	253	247	172	179	150	157	126	123	136	364	113	285	101	358	142	42	458	88	412	354	146	125	169	206
Call them	259	150	109	61	94	104	79	66	66	86	173	73	138	48	183	76	28	231	52	207	191	68	62	82	115
	52%	60%	44%	36%	52%	70%	51%	53%	54%	64%	47%	65%	48%	47%	51%	53%	66%	51%	59%	50%	54%	46%	50%	49%	56%
		B			C	CD								LM			O*		S		U				
Text them	175	66	109	91	58	26	58	43	37	34	141	30	110	35	121	54	8	167	23	152	115	60	43	66	65
	35%	26%	44%	53%	33%	17%	37%	34%	30%	25%	39%	27%	38%	35%	34%	38%	18%	37%	26%	37%	32%	41%	35%	39%	32%
			A	DE	E						I		K				*	P		R		T			
Email them	66	36	30	20	27	20	20	16	20	16	50	10	38	18	54	13	7	59	13	53	48	19	19	21	26
	13%	14%	12%	11%	15%	13%	13%	13%	16%	12%	14%	9%	13%	18%	15%	9%	16%	13%	15%	13%	13%	13%	16%	12%	12%
Sigma														K	O		*								
	500	253	247	172	179	150	157	126	123	136	364	113	285	101	358	142	42	458	88	412	354	146	125	169	206
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: Socialogue
HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?
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 (*)

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	249	251	174	168	158	187	224	18	202	298	123	257	120	257	243	30	470	32	468	290	210	179	232	89
Base: All Respondents (wtd)	500	244	256	202	147	152	196	220	14	188	312	129	294	77	249	251	28	472	31	469	284	216	183	229	88
Call them	400	204	196	156	116	127	138	194	13	157	243	88	248	64	210	190	24	376	27	373	243	157	142	187	70
	80%	84%	76%	78%	79%	84%	70%	88%	92%	83%	78%	68%	84%	84%	76%	85%	80%	89%	79%	86%	73%	78%	82%	80%	*
Email them	62	27	36	21	20	21	36	18	1	20	43	23	31	9	27	35	2	60	23	39	30	24	8	9	*
	12%	11%	14%	11%	13%	14%	19%	8%	**	11%	14%	18%	10%	12%	11%	14%	7%	13%	8%	13%	8%	18%	16%	11%	**
Text them							G										**		**		T				*
	38	13	24	24	11	3	22	8	-	11	26	19	16	3	12	26	2	36	1	37	18	20	11	17	10
	8%	6%	9%	12%	7%	2%	11%	4%	-	6%	9%	14%	5%	4%	5%	10%	7%	8%	3%	8%	6%	9%	6%	8%	11%
Sigma				E	E		G		**			LM			N		**		**						*
	500	244	256	202	147	152	196	220	14	188	312	129	294	77	249	251	28	472	31	469	284	216	183	229	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	India Total	India																							
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
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 Employed	Non Employed	Active	Passive	Inactive	
		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)	1000	501	499	497	346	157	365	370	265	676	324	4	111	885	510	490	249	751	501	499	778	222	735	182	83
Base: All Respondents (wtd)	500	258	242	276	155	69	190	182	128	312	188	2	61	436	247	253	124	376	244	256	380	120	373	86	41
Call them	372	193	179	191	122	59	142	137	93	240	132	2	46	324	178	194	80	292	165	207	274	98	268	72	32
	74%	75%	74%	69%	79%	85%	75%	75%	73%	77%	70%	**	74%	75%	74%	72%	77%	65%	78%	67%	81%	72%	82%	73%	77%
				C	C	C				J							P	P	R						
Text them	101	47	53	70	24	6	38	34	29	54	46	1	12	88	53	47	35	65	59	41	82	19	84	9	8
	20%	18%	22%	25%	16%	9%	20%	19%	22%	17%	25%	26%	19%	20%	22%	19%	28%	17%	24%	16%	21%	16%	23%	10%	19%
				DE	E					I		**					Q		S				W		*
Email them	28	17	10	16	8	4	11	11	6	18	10	-	3	24	16	12	9	19	20	7	25	3	20	6	2
	6%	7%	4%	6%	5%	6%	6%	6%	5%	6%	5%	-	5%	6%	6%	5%	7%	5%	8%	3%	7%	2%	5%	7%	4%
												**							S		U				*
Sigma	500	258	242	276	155	69	190	182	128	312	188	2	61	436	247	253	124	376	244	256	380	120	373	86	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

		Indonesia																							
	Indonesia Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	236	264	237	196	67	56	263	181	311	189	185	39	276	261	239	77	423	138	362	429	71	318	160	22
Base: All Respondents (wtd)	500	250	250	282	162	57	67	264	168	278	222	191	39	270	256	244	79	421	135	365	421	79	322	155	22
Text them	261	129	131	166	67	28	50	138	72	115	145	107	20	134	119	141	30	231	54	206	204	56	157	88	16
	52%	52%	52%	59%	41%	49%	75%	52%	43%	41%	66%	56%	50%	50%	47%	58%	38%	55%	40%	57%	49%	71%	49%	56%	70%
Call them	222	115	108	106	92	25	16	118	89	155	68	74	19	130	127	96	43	179	74	148	199	23	150	65	7
	44%	46%	43%	37%	57%	45%	23%	44%	53%	56%	31%	39%	48%	48%	50%	39%	55%	42%	55%	41%	47%	29%	47%	42%	30%
Email them				C	*	*	*	F	F	J		*	*		O		Q*		S		U	*			**
	17	6	11	10	3	3	1	9	7	9	8	9	1	7	10	7	5	12	7	10	17	-	15	2	-
Sigma	3%	2%	5%	4%	2%	6%	2%	3%	4%	3%	4%	5%	2%	2%	4%	3%	7%	3%	5%	3%	4%	-	5%	2%	-
						*	*					*	*				*			*	*			**	
	500	250	250	282	162	57	67	264	168	278	222	191	39	270	256	244	79	421	135	365	421	79	322	155	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Italy Total	Italy																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media			
		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 Employed	Non Employed	Active	Passive	Inactive	
		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)	1000	467	533	317	396	287	197	410	255	536	464	314	542	144	462	538	105	895	162	838	626	374	548	208	244	
Base: All Respondents (wtd)	500	250	250	181	188	131	106	211	117	265	235	243	198	58	223	277	51	449	78	422	302	198	273	102	126	
Call them	329	185	144	99	124	106	72	136	75	202	127	173	125	31	165	164	38	291	55	274	205	124	169	68	92	
	66%	74%	58%	55%	66%	81%	67%	65%	64%	76%	54%	71%	63%	53%	74%	59%	*	75%	65%	71%	65%	68%	63%	62%	67%	73%
		B		C		CD				I		LM	M		O		*									
Text them	153	56	97	74	59	20	30	69	36	56	97	67	63	23	49	104	12	141	19	134	85	69	92	31	30	
	31%	22%	39%	41%	31%	15%	28%	32%	31%	21%	41%	27%	32%	40%	22%	38%	23%	31%	25%	32%	28%	35%	34%	31%	24%	
			A		DE					I				K		N	*					T		X		
Email them	18	9	9	8	5	5	5	6	5	7	11	3	10	4	9	9	1	17	3	15	12	6	12	2	4	
	4%	4%	3%	4%	3%	4%	4%	3%	5%	3%	5%	1%	5%	8%	4%	3%	2%	4%	4%	3%	4%	3%	4%	2%	3%	
													K	K			*									
Sigma	500	250	250	181	188	131	106	211	117	265	235	243	198	58	223	277	51	449	78	422	302	198	273	102	126	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Japan Total	Japan																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	514	486	262	352	386	596	337	67	601	399	336	232	432	505	495	51	949	101	899	664	336	67	275	658
Base: All Respondents (wtd)	500	251	249	186	151	163	322	155	23	270	230	295	90	115	232	268	23	477	41	459	313	187	31	132	337
Email them	228	90	138	96	75	58	144	71	14	118	111	126	46	56	89	139	7	221	15	214	132	97	16	55	157
	46%	36%	55%	52%	49%	36%	45%	46%	60%	44%	48%	43%	51%	49%	38%	52%	32%	46%	37%	46%	42%	52%	53%	42%	47%
Call them	228	137	91	63	65	100	149	71	8	129	99	146	35	47	124	104	15	213	23	205	155	73	12	54	162
	46%	54%	37%	34%	43%	61%	46%	46%	34%	48%	43%	49%	39%	41%	53%	39%	63%	45%	56%	45%	49%	39%	37%	41%	48%
		B			C	CD			*			LM			O		Q*		*		U		*		
Text them	44	24	20	27	11	5	29	13	1	23	21	23	9	12	19	24	1	43	3	41	27	17	3	23	18
	9%	9%	8%	15%	7%	3%	9%	9%	6%	9%	9%	8%	10%	10%	8%	9%	5%	9%	7%	9%	9%	9%	10%	17%	5%
				DE	E				*								*		*			*		X	
Sigma	500	251	249	186	151	163	322	155	23	270	230	295	90	115	232	268	23	477	41	459	313	187	31	132	337
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Mexico Total	Mexico																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	255	245	239	161	100	337	142	21	235	265	144	159	197	283	217	134	366	150	350	357	143	295	128	77
Base: All Respondents (wtd)	500	239	261	270	158	72	397	88	15	232	268	321	103	76	256	244	103	397	114	386	320	180	266	132	102
Call them	342	169	173	167	124	51	263	67	12	172	170	212	75	54	186	155	78	263	86	256	233	108	197	82	62
	68%	71%	66%	62%	78%	71%	66%	76%	81%	74%	63%	66%	73%	71%	73%	64%	76%	66%	75%	66%	73%	60%	74%	62%	61%
					C*	*		*	**	I							*	*			U	*	*	*	*
Text them	139	60	79	91	30	17	119	17	3	53	86	93	26	20	62	76	17	121	25	113	81	58	62	42	35
	28%	25%	30%	34%	19%	24%	30%	19%	19%	23%	32%	29%	25%	26%	24%	31%	17%	31%	22%	29%	25%	32%	23%	32%	34%
				D	*	*		*	**								*	P	*			*	*	*	*
Email them	20	10	10	12	4	4	15	4	-	8	12	15	2	2	7	12	7	13	2	17	6	14	7	8	4
	4%	4%	4%	5%	2%	5%	4%	5%	-	3%	4%	5%	2%	3%	3%	5%	7%	3%	2%	4%	2%	8%	3%	6%	4%
					*	*		*	**								*	*			T*	*	*	*	*
Sigma	500	239	261	270	158	72	397	88	15	232	268	321	103	76	256	244	103	397	114	386	320	180	266	132	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

		Poland																									
	Poland Total	Gender		Age			Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media			
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	247	253	167	150	183	319	107	6	289	211	54	358	88	243	257	42	458	62	438	286	214	244	161	95		
Base: All Respondents (wtd)	500	248	252	215	129	157	329	91	6	262	238	104	327	69	217	283	38	462	53	447	262	238	245	163	92		
Call them	428	218	209	175	112	140	278	84	3	237	190	90	283	55	193	235	36	391	48	380	235	193	208	140	80		
	86%	88%	83%	82%	87%	89%	84%	92%	59%	91%	80%	87%	87%	79%	89%	83%	96%	85%	90%	85%	90%	81%	85%	86%	87%		
Text them	61	24	37	37	14	10	43	5	2	17	44	12	38	11	19	42	2	60	5	56	25	36	34	18	9		
	12%	10%	15%	17%	11%	7%	13%	6%	41%	7%	18%	12%	11%	16%	9%	15%	4%	13%	10%	12%	10%	15%	14%	11%	10%		
				E					**		I	*		*			*		*						*		
Email them	11	6	6	3	2	6	8	2	-	7	4	2	6	3	5	6	-	11	-	11	2	9	4	5	2		
	2%	2%	2%	1%	2%	4%	2%	2%	-	3%	2%	2%	2%	4%	2%	2%	-	2%	-	3%	1%	4%	2%	3%	3%		
									**			*		*			*		*		T				*		
Sigma	500	248	252	215	129	157	329	91	6	262	238	104	327	69	217	283	38	462	53	447	262	238	245	163	92		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

		Russia																								
	Russia Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media			
		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 Employed	Non Employed	Active	Passive	Inactive	
		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)	500	246	254	160	177	163	51	247	174	259	241	100	291	109	266	234	31	469	56	444	331	169	156	205	139	
Base: All Respondents (wtd)	500	241	259	211	164	125	63	245	162	231	269	146	265	89	246	254	31	469	57	443	316	184	166	192	142	
Call them	346	181	165	154	102	89	34	166	121	166	180	96	182	68	185	161	26	320	46	299	219	127	114	139	93	
	69%	75%	64%	73%	62%	72%	*	64%	68%	74%	67%	* 65%	69%	76%	75%	63%	** 83%	68%	* 81%	68%	69%	69%	68%	*	72%	66%
		B		D											O				*							
Text them	104	33	71	45	39	20	15	57	29	43	61	34	55	15	37	67	3	101	6	98	64	40	38	34	32	
	21%	14%	27%	21%	24%	16%	24%	23%	18%	19%	23%	24%	21%	17%	15%	26%	8%	22%	11%	22%	20%	22%	23%	18%	22%	
			A				*					*			N		**		*							
Email them	51	27	23	11	24	15	14	22	12	22	29	16	28	6	24	26	3	48	4	46	33	17	14	19	17	
	10%	11%	9%	5%	14%	12%	22%	9%	7%	9%	11%	11%	11%	7%	10%	10%	9%	10%	8%	10%	11%	9%	8%	10%	12%	
				C	C		GH*					*		*			**		*							
Sigma	500	241	259	211	164	125	63	245	162	231	269	146	265	89	246	254	31	469	57	443	316	184	166	192	142	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Saudi Arabia	Saudi Arabia																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	261	239	328	147	25	255	122	51	263	237	116	150	234	193	307	61	439	84	416	283	217	265	155	80
Base: All Respondents (wtd)	500	283	217	295	138	67	302	88	33	257	243	290	145	65	208	292	64	436	85	415	263	237	240	151	109
Call them	397	241	156	216	116	65	239	76	26	219	178	226	117	54	172	225	53	344	64	333	220	176	193	121	82
	79%	85%	72%	73%	84%	98%	79%	86%	80%	85%	73%	78%	81%	83%	83%	77%	82%	79%	76%	80%	84%	75%	81%	80%	75%
		8*			*	**		*	**	1*		*			*	*	**		*			*	*	*	*
Text them	90	34	57	69	20	2	57	11	6	31	59	56	23	11	31	59	8	82	19	72	39	51	37	28	25
	18%	12%	26%	23%	14%	2%	19%	12%	17%	12%	24%	19%	16%	17%	15%	20%	13%	19%	22%	17%	15%	22%	15%	19%	23%
		*	A		*	**		*	**	*	I	*			*		**		*			*	*	*	*
Email them	13	9	4	11	2	-	6	2	1	6	6	7	5	1	4	9	3	10	2	11	4	9	10	2	2
	3%	3%	2%	4%	1%	-	2%	2%	3%	3%	3%	3%	1%	2%	3%	4%	2%	2%	3%	2%	2%	4%	4%	1%	2%
		*			*	**		*	**	*		*			*		**		*			*	*	*	*
Sigma	500	283	217	295	138	67	302	88	33	257	243	290	145	65	208	292	64	436	85	415	263	237	240	151	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

		South Africa																							
	South Africa Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	212	288	265	167	68	34	101	365	218	282	189	166	145	268	232	98	402	148	352	426	74	307	133	60
Base: All Respondents (wtd)	500	240	260	287	144	69	41	102	357	196	304	200	160	140	253	247	98	402	143	357	410	90	310	132	58
Text them	272	102	170	171	75	26	21	59	191	88	183	114	84	74	120	152	51	221	61	211	217	54	168	75	28
	54%	42%	65%	60%	52%	37%	53%	58%	53%	45%	60%	57%	52%	53%	47%	61%	52%	55%	42%	59%	53%	60%	54%	57%	48%
		A	E	E	*	*	*	*	*	I	I	57%	52%	53%	47%	N	*	*	R	*	53%	*	*	*	*
Call them	192	122	70	102	55	35	18	33	141	87	106	74	64	54	110	82	36	156	68	125	162	30	118	52	22
	38%	51%	27%	36%	38%	51%	45%	33%	39%	44%	35%	37%	40%	39%	44%	33%	37%	39%	47%	35%	40%	33%	38%	39%	39%
		B				C*	*	*	*	J					O		*		S			*			*
Email them	36	16	20	13	14	9	1	10	25	21	15	12	12	12	23	13	10	26	15	21	30	6	23	5	7
	7%	7%	8%	5%	10%	12%	2%	10%	7%	11%	5%	6%	8%	9%	9%	5%	11%	6%	11%	6%	7%	6%	8%	4%	13%
					C	C*	*	*	*	J							*				*				W*
Sigma	500	240	260	287	144	69	41	102	357	196	304	200	160	140	253	247	98	402	143	357	410	90	310	132	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	South Korea Total	South Korea																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	260	240	171	212	117	94	188	218	308	192	9	147	344	259	241	66	434	94	406	377	123	154	232	114
Base: All Respondents (wtd)	500	252	248	211	188	102	103	188	209	286	214	10	156	333	242	258	60	440	85	415	362	138	154	230	116
Call them	247	141	105	77	103	66	32	104	111	167	80	3	77	167	145	101	38	209	49	198	195	52	70	123	54
	49%	56%	43%	37%	55%	65%	31%	55%	53%	58%	37%	29%	49%	50%	60%	39%	63%	47%	58%	48%	54%	38%	45%	53%	46%
Text them	245	108	137	130	81	35	69	80	96	114	131	7	77	160	93	152	22	223	34	211	161	84	78	105	62
	49%	43%	55%	62%	43%	34%	67%	43%	46%	40%	61%	71%	49%	48%	39%	59%	37%	51%	40%	51%	45%	61%	51%	46%	53%
			A	DE			GH*				I	**			N	*	P	*			T				
Email them	8	3	5	4	4	1	3	4	2	5	3	-	2	6	4	5	-	8	2	6	6	3	6	1	1
	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	-	1%	2%	1%	2%	-	2%	2%	1%	2%	2%	4%	1%	1%
Sigma							*					**					*		*			W			
	500	252	248	211	188	102	103	188	209	286	214	10	156	333	242	258	60	440	85	415	362	138	154	230	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Spain Total	Spain																								
		Gender		Age			Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive	
		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)	1001	502	499	359	346	296	629	194	32	408	593	647	99	255	521	480	90	911	94	907	530	471	505	273	223	
Base: All Respondents (wtd)	500	252	248	205	168	127	312	100	17	188	312	249	115	136	254	246	47	453	49	451	263	237	257	142	100	
Call them	298	158	140	98	102	98	185	59	9	132	166	165	56	77	165	133	28	270	28	270	160	138	141	89	68	
	60%	63%	56%	48%	61%	77%	59%	58%	56%	70%	53%	66%	49%	56%	65%	54%	59%	60%	57%	60%	61%	58%	55%	62%	68%	
Text them	168	75	93	96	56	16	105	34	6	44	123	73	46	49	70	98	11	156	13	155	83	85	95	44	29	
	34%	30%	37%	47%	33%	13%	34%	33%	36%	24%	40%	29%	40%	36%	27%	40%	25%	34%	26%	34%	32%	36%	37%	31%	29%	
			A	DE	E				**	I			K*	K		N	*		*							
Email them	34	19	16	11	10	13	22	8	1	12	22	11	13	10	19	15	7	27	8	26	20	14	21	10	3	
	7%	7%	6%	5%	6%	10%	7%	8%	8%	6%	7%	5%	11%	7%	8%	6%	16%	6%	17%	6%	8%	6%	8%	7%	3%	
						C			**				K*			Q*		S*				X				
Sigma	500	252	248	205	168	127	312	100	17	188	312	249	115	136	254	246	47	453	49	451	263	237	257	142	100	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Sweden Total	Sweden																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
		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 Employed	Non Employed	Active	Passive	Inactive		
		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)	500	255	245	172	162	166	147	212	70	151	349	329	74	97	334	166	47	453	65	435	339	161	120	140	240		
	500	253	247	185	175	140	136	211	82	147	353	105	262	132	346	154	44	456	68	432	369	131	141	156	203		
	301	175	126	83	109	109	71	128	57	107	194	62	163	76	228	73	27	274	45	256	229	72	60	91	150		
	60%	69%	51%	*5%	63%	78%	*	52%	61%	69%	73%	55%	59%	**	62%	57%	66%	47%	**	60%	60%	66%	59%	62%	55%	*	**
Text them		B			C*										O												
	175	64	110	97	55	23	57	72	23	40	135	39	86	49	99	76	13	162	19	156	124	51	73	57	45		
	35%	25%	45%	52%	32%	16%	*42%	34%	28%	27%	38%	37%	33%	37%	28%	50%	30%	35%	28%	36%	34%	39%	52%	36%	22%		
Email them			A	DE*	E*	*	*	*	*	*		*	*	*	*	N*	**	**	*	*	*	X*	*	*	*		
	24	14	11	6	10	8	8	11	3	*	24	4	13	8	19	5	4	20	4	20	16	8	8	9	8		
	5%	5%	4%	3%	6%	6%	6%	5%	3%	*	7%	3%	5%	6%	6%	3%	10%	4%	6%	5%	4%	6%	5%	6%	4%		
Sigma				*	*	*	*	*	*	*	I		*	*	*	*	**	*	*	*	*	*	*	*	*		
	500	253	247	185	175	140	136	211	82	147	353	105	262	132	346	154	44	456	68	432	369	131	141	156	203		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Turkey Total	Turkey																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	500	278	222	257	181	62	9	146	345	296	204	139	74	287	286	214	74	426	179	321	339	161	296	160	44
Base: All Respondents (wtd)	500	252	248	262	170	67	10	147	342	283	217	144	77	280	270	230	70	430	171	329	325	175	295	161	44
Call them	421	221	200	198	161	61	8	116	297	261	160	113	68	240	249	172	57	364	151	270	284	137	247	140	34
	84%	88%	81%	76%	95%	91%	78%	79%	87%	92%	74%	79%	88%	86%	92%	75%	81%	85%	89%	82%	88%	78%	84%	87%	77%
		B		C		C*	**	G		I		*			O		*				U				*
Text them	66	23	43	57	5	4	1	27	37	15	50	26	6	34	19	47	10	56	15	51	35	31	40	18	8
	13%	9%	17%	22%	3%	5%	12%	18%	11%	5%	23%	18%	8%	12%	7%	21%	15%	13%	9%	16%	11%	18%	13%	11%	17%
			A	DE		*	**	H			I	L	*			N	*				R		T		*
Email them	13	8	5	7	4	3	1	4	8	7	6	4	3	6	3	10	3	10	5	8	6	7	8	3	3
	3%	3%	2%	3%	2%	4%	10%	3%	2%	2%	3%	3%	4%	2%	1%	5%	4%	2%	3%	3%	2%	4%	3%	2%	6%
						*	**						*			N	*								*
Sigma	500	252	248	262	170	67	10	147	342	283	217	144	77	280	270	230	70	430	171	329	325	175	295	161	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	Great Britain	Great Britain																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	504	496	362	285	353	200	538	155	376	624	289	344	367	583	417	67	933	97	903	626	374	354	239	407
Base: All Respondents (wtd)	500	246	254	185	151	164	98	270	78	186	314	143	172	185	287	213	33	467	48	452	315	185	177	120	203
Text them	274	124	150	135	81	58	46	147	47	85	189	75	101	98	140	134	15	260	20	254	177	97	107	64	103
	55%	50%		73%	53%	36%	47%	55%	60%	46%	60%	53%	59%	53%	49%		44%	56%	42%	56%	56%	52%	60%	54%	51%
Call them	194	104	89	40	60	94	45	105	24	88	106	59	64	71	129	65	15	179	22	171	117	76	62	45	86
	39%	42%	35%	21%	39%	58%	46%	39%	31%	47%	34%	41%	37%	38%	45%	30%	44%	38%	46%	38%	37%	41%	35%	38%	43%
		B			C	CD	H			J					O		*		*						V
Email them	32	18	14	10	11	11	7	17	7	13	20	9	7	16	18	14	4	28	6	27	20	12	9	10	14
	6%	7%	6%	5%	7%	7%	7%	6%	9%	7%	6%	6%	4%	9%	6%	7%	12%	6%	12%	6%	6%	6%	5%	8%	7%
Sigma	500	246	254	185	151	164	98	270	78	186	314	143	172	185	287	213	33	467	48	452	315	185	177	120	203
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Global @dvisor: Socialogue

HN2. When you want to communicate with someone by phone, which ONE of the following do you do most often?

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 (*)

	United States	the US																							
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		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 Employed	Non Employed	Active	Passive	Inactive
		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)	1000	459	541	303	324	373	133	481	386	599	401	361	360	279	510	490	125	875	147	853	640	360	413	216	371
Base: All Respondents (wtd)	500	247	253	182	155	163	81	209	209	282	218	232	127	141	251	249	60	440	72	428	316	184	208	108	184
Call them	283	151	131	63	91	128	46	122	114	178	105	139	69	75	151	132	33	250	39	244	176	107	100	59	123
	57%	61%	52%	35%	59%	79%	57%	58%	55%	63%	48%	60%	54%	53%	60%	53%	55%	57%	54%	57%	56%	58%	48%	55%	67%
		B			C	CD									O										VW
Text them	197	83	114	110	58	29	28	82	87	95	102	84	55	58	88	109	23	174	28	169	130	68	99	44	54
	39%	34%	45%	61%	37%	18%	35%	39%	42%	34%	47%	36%	43%	41%	35%	44%	38%	40%	39%	39%	41%	37%	48%	41%	29%
			A	DE	E						I					N							X	X	
Email them	20	13	8	9	6	5	7	6	8	9	11	9	3	8	12	8	4	16	5	16	11	10	9	4	7
	4%	5%	3%	5%	4%	3%	9%	3%	4%	3%	5%	4%	3%	5%	5%	3%	7%	4%	7%	4%	3%	5%	4%	4%	4%
							GH																		
Sigma	500	247	253	182	155	163	81	209	209	282	218	232	127	141	251	249	60	440	72	428	316	184	208	108	184
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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