

Global @divisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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	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)	18002	8793	9209	6873	6088	5041	5132	6960	4797	8906	9096	5084	6354	6564	9797	8205	2081	15921	3355	14647	12180	5822	7843	5075	5084
Base: All Respondents (wtd)	12000	5979	6021	5289	3847	2864	3791	4420	3020	5547	6453	4355	4325	3320	6210	5790	1355	10645	2072	9928	7856	4144	5172	3561	3268
5 - Very important	2203	931	1272	1197	638	368	776	780	537	964	1239	861	727	615	1052	1152	298	1906	487	1717	1379	825	1373	535	296
	18%	16%	21%	23%	17%	13%	20%	18%	18%	17%	19%	20%	17%	19%	17%	20%	22%	18%	23%	17%	18%	20%	27%	15%	9%
4	2777	1308	1469	1443	840	494	849	990	768	1240	1537	948	975	854	1357	1420	352	2425	538	2239	1800	977	1528	807	441
	23%	22%	24%	27%	22%	17%	22%	22%	25%	22%	24%	22%	23%	26%	22%	25%	26%	23%	26%	23%	23%	24%	30%	23%	14%
			A	DE	E				FG					KL		N	Q		S				WX	X	
3	3980	1952	2028	1729	1286	965	1278	1521	927	1861	2119	1488	1426	1066	2026	1954	410	3570	626	3354	2603	1377	1627	1289	1064
	33%	33%	34%	33%	33%	34%	34%	34%	31%	34%	33%	34%	33%	32%	33%	34%	30%	34%	30%	34%	33%	33%	31%	36%	33%
							H	H									P		R				VX		
2	1502	890	612	519	535	448	444	536	420	711	791	501	588	413	861	641	141	1361	224	1278	1038	463	423	544	535
	13%	15%	10%	10%	14%	16%	12%	12%	14%	13%	12%	14%	12%	14%	12%	11%	10%	13%	11%	13%	13%	11%	8%	15%	16%
		B			C	CD			FG					K	O			P		R	U		V		V
1 - Not at all important	1538	897	640	401	548	589	444	594	368	770	767	556	610	371	914	624	155	1383	198	1340	1036	502	221	385	932
	13%	15%	11%	8%	14%	21%	12%	13%	14%	12%	13%	14%	11%	15%	11%	11%	11%	13%	10%	13%	13%	12%	4%	11%	29%
		B			C	CD		F		J		M	M		O			R					V	VW	
Sigma	12000	5979	6021	5289	3847	2864	3791	4420	3020	5547	6453	4355	4325	3320	6210	5790	1355	10645	2072	9928	7856	4144	5172	3561	3268
	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%
Summary																									
Top2Box (5 - Very important/4)	4980	2239	2741	2640	1478	862	1625	1770	1305	2204	2776	1809	1702	1469	2409	2572	649	4331	1025	3955	3179	1802	2901	1342	737
	42%	37%	46%	50%	38%	30%	43%	40%	43%	40%	43%	42%	39%	44%	39%	44%	48%	41%	49%	40%	40%	43%	56%	38%	23%
			A	DE	E		G		G		I			KL		N	Q		S		T	WX	X		
Low2Box (1 - Not at all important/2)	3039	1787	1252	919	1083	1037	888	1129	788	1481	1558	1057	1198	784	1775	1264	296	2744	422	2618	2074	966	643	929	1467
	25%	30%	21%	17%	28%	36%	23%	26%	27%	24%	27%	24%	28%	24%	29%	22%	22%	26%	20%	26%	26%	23%	12%	26%	45%
		B			C	CD		F	F	J			KM		O		P		R		U		V	VW	

[Table of Contents](#)

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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	
5 - Very important	2203	133	60	43	192	43	124	20	66	63	63	151	136	55	36	141	64	105	177	118	36	82	64	177	54
	18%	27%	12%	9%	38%	9%	25%	4%	13%	13%	13%	30%	27%	11%	7%	28%	13%	21%	35%	24%	7%	16%	13%	35%	11%
		BCEGHJMNPTUVX	EGNT	G	ABCEFGHIJLMNOPQSTUVX	G	BCEGHJMNPTUVX		CEGNT	CEGNT	EGNT	BCEGHJMNPTQSTUVX	BCEGHJMNPTQTVX	GNT	G	BCEGHJMNPTQTVX	EGNT	BCEGHJMNPTVX	ABCEFGHIJLMNOPSTUVX	BCEGHJMNPTUVX	G	BCEGHJMNPTX	GNT	ABCEFGHIJLMNOPQSTUVX	GNT
4	2777	93	90	104	121	98	178	64	100	103	117	142	172	96	86	127	120	114	119	142	102	129	112	141	107
	23%	19%	18%	21%	24%	20%	36%	13%	20%	21%	23%	28%	34%	19%	17%	25%	24%	23%	24%	28%	20%	26%	22%	28%	21%
		G	G	G	ABEGHMN	G	ABCEDEGHJLMNOPQRTUVX		G	G	BGN	ABCEDEGHJLMNOPQRTUVX	ABCEDEGHJLMNOPQRTUVWX	G	G	ABEGMN	BGMN	GN	GN	ABCEGHJMNPTX	G	ABCEGHJMNPTX	G	ABCEGHJMNPTX	GN
3	3980	181	162	176	134	161	140	179	157	146	203	159	166	192	191	171	190	190	144	156	204	172	124	125	155
	33%	36%	32%	35%	27%	32%	28%	36%	31%	29%	41%	32%	33%	38%	38%	34%	38%	38%	29%	31%	41%	34%	25%	25%	31%
		DIVW	DVW	DIVW		DVW		DFHIVWX	DW		BDEFHIKRSUVWX	DVW	DVW	BDEFHIKRSUVWX	BDEFHIKRSUVWX	DVW	DEFHIKRSUVWX	DEFHIKRSUVWX		W	BDEFHIKRSUVWX	DIVW			W
2	1502	48	79	85	32	91	42	101	82	70	65	35	22	76	90	41	70	51	30	50	94	53	81	40	76
	13%	10%	16%	17%	6%	18%	8%	20%	16%	14%	13%	7%	4%	15%	18%	8%	14%	10%	6%	10%	19%	11%	16%	8%	15%
		L	ADFKLORSUW	ADFKLORSUW		ADFKLORSUW		ABDFHIJLMNOPRSUWX	W	ADFKLORSUW	DKLORW	L		ADFKLORSUW	ADFKLORSUW	L	DFKLORW	DKL		DL	ADFKLORPORSUW	DKLR	ADFKLORSUW	L	ADFKLORSUW
1 - Not at all important	1538	45	109	92	21	107	16	136	95	118	52	14	4	82	98	19	56	40	29	34	64	119	17	107	
	13%	9%	22%	18%	4%	21%	3%	27%	19%	24%	10%	3%	1%	16%	20%	4%	11%	8%	6%	7%	13%	13%	24%	3%	21%
		DFKLOW	ADFKJLMOPQRSTUW	ADFKJLQPRSTUW	L	ADFKJLMOPQRSTUW	L	ABCEDEFGHIJLMNOPQRTSUWX	ADFKJLQPRSTUW	ACDFHIJLMNOPQRTSUW	DFKLORSW	L		ADFKJLQPRSTUW	ADFKJLQPRSTUW	L	DFKLORSW	DFKLOW	KL	KLW	DFKLORSW	DFKLORSW	ADFKJLMOPQRSTUW	L	ADFKJLMOPQRSTUW
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%
Summary																									
Top2Box (5 - Very important/4)	4980	226	150	147	313	141	303	84	166	166	180	293	308	151	121	269	184	219	296	260	138	211	176	318	162
	42%	45%	30%	29%	63%	28%	61%	17%	33%	33%	36%	59%	62%	30%	24%	54%	37%	44%	59%	52%	28%	42%	35%	64%	32%
		BCEGHJMNPTUVX	GN	G	ABCEGHJMNPOSTUVX	G	ABCEGHJMNPOSTUVX		EGNT	EGNT	BCEGMNT	ABCEGHJMNPOSTUVX	ABCEGHJMNPOSTUVX	GN	G	ABCEGHJMNPOSTUVX	BCEGMNT	BCEGHJMNPTVX	ABCEGHJMNPOSTUVX	BCEGHJMNPTQTVX	G	BCEGHJMNPTX	GN	ABCEGHJMNPOSTUVX	GN
Low2Box (1 - Not at all important/2)	3039	93	188	177	54	198	58	237	177	188	117	48	26	157	188	61	126	91	60	83	158	116	201	56	183
	25%	19%	38%	35%	11%	40%	12%	47%	35%	38%	23%	10%	5%	31%	38%	12%	25%	18%	12%	17%	32%	23%	40%	11%	37%
		DFKLORW	ADFKJLMOPQRSTUW	ADFKJLQPRSUW	L	ADFKJLMOPQRSTUW	L	ABCEDEFGHIJLMNOPQRTSUWX	ADFKJLQPRSUW	ADFKJLMOPQRSTUW	DFKLORSW	L		ADFKJLQPRSUW	ADFKJLMOPQRSTUW	L	ADFKLORSW	DFKLORW	L	DKLW	ADFKJLQPRSUW	DFKLORSW	ADFKJLMOPQRSTUW	L	ADFKJLMOPQRSTUW

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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
5 - Very important	2203	98	467	520	647	441	572	472
	18%	10%	31%	12%	18%	11%	29%	31%
			ACDE	A	ACE		ACDE	ACDE
4	2777	205	341	945	884	768	555	402
	23%	21%	23%	21%	25%	19%	28%	27%
			E	E	ACE		ABCE	ABCE
3	3980	316	486	1539	1213	1372	623	426
	33%	32%	32%	34%	35%	34%	31%	28%
			G	AFG	AFG	AFG		
2	1502	166	122	682	412	636	160	120
	13%	17%	8%	15%	12%	16%	8%	8%
		BDFG		BDFG	BFG	BDFG		
1 - Not at all important	1538	214	85	814	344	783	91	79
	13%	21%	6%	18%	10%	20%	5%	5%
		BCDFG		BDFG	BFG	BDFG		
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (5 - Very important/4)	4980	303	807	1464	1531	1210	1127	875
	42%	30%	54%	33%	44%	30%	56%	58%
			ACDE	E	ACE		ACDE	ABCDE
Low2Box (1 – Not at all important/2)	3039	381	207	1496	756	1418	250	199
	25%	38%	14%	33%	22%	35%	13%	13%
		BCDEFG		BDFG	BFG	BCDFG		

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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
5 - Very important	133	57	76	72	25	36	56	52	24	45	88	94	27	12	59	74	18	115	29	104	76	57	80	29	24
	27%	23%	30%	29%	18%	32%	27%	25%	29%	31%	25%	29%	23%	22%	25%	28%	24%	27%	33%	25%	25%	30%	31%	22%	22%
					*	*			*	*															
4	93	47	46	51	26	15	49	32	12	21	72	63	19	11	28	65	18	75	21	73	58	35	55	17	21
	19%	19%	18%	21%	19%	14%	23%	15%	15%	20%	19%	16%	19%	12%	25%	24%	18%	23%	18%	19%	18%	21%	13%	19%	
					*	*			*	*					N	*	*	*	*				*	*	
3	181	87	94	81	59	41	71	81	29	46	135	113	47	21	93	88	25	156	28	153	108	73	90	53	38
	36%	35%	37%	32%	42%	37%	34%	39%	35%	32%	38%	35%	39%	39%	39%	34%	34%	37%	32%	37%	35%	39%	35%	41%	34%
					*	*			*	*						*	*	*	*				*	*	
2	48	26	22	26	13	10	16	22	10	15	33	27	15	6	29	19	5	43	5	43	35	13	19	16	13
	10%	11%	9%	10%	9%	9%	7%	11%	12%	10%	9%	8%	13%	11%	12%	7%	7%	10%	5%	11%	11%	7%	7%	12%	11%
					*	*			*	*						N	*	*	*	*			*	*	
1 - Not at all important	45	28	16	19	17	10	17	19	8	16	29	28	11	6	31	14	8	37	6	39	34	11	17	14	14
	9%	12%	6%	7%	12%	9%	8%	9%	10%	11%	8%	9%	9%	10%	13%	5%	11%	9%	7%	9%	11%	6%	7%	11%	13%
					*	*			*	*					O	*	*	*	*				*	*	
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%
Summary																									
Top2Box (5 - Very important/4)	226	104	122	123	52	51	105	84	37	66	160	157	46	22	87	139	36	190	50	176	134	92	135	46	45
	45%	42%	48%	50%	37%	46%	50%	41%	43%	46%	45%	48%	39%	41%	36%	53%	48%	45%	56%	43%	43%	48%	51%	36%	42%
					*	*			*	*					N	*	*	*	*			W	*	*	
Low2Box (1 – Not at all important/2)	93	54	39	44	29	19	33	41	18	31	62	56	26	11	60	33	13	79	11	82	68	25	37	30	27
	19%	22%	15%	18%	21%	17%	16%	20%	22%	21%	17%	17%	22%	21%	25%	13%	18%	19%	12%	20%	22%	13%	14%	23%	24%
					*	*			*	*					O	*	*	*	*		U		*	*	

[Table of Contents](#)

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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	c	d	e	
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	293	131	295	74	269	231	60	440	71	429	294	206	309	191	150	188	92	34	35	201	123	176	
5 - Very important	60	17	43	17	17	6	20	23	16	25	35	15	34	11	19	42	9	51	7	54	26	35	38	22	19	30	2	3	41	11	9		
	12%	7%	17%	19%	11%	4%	16%	9%	14%	10%	14%	12%	12%	15%	7%	18%	15%	12%	9%	12%	9%	17%	12%	12%	13%	16%	7%	6%	9%	20%	9%	5%	
		A	DE		E		G								N	*					S					Z		*	*	de			
4	90	32	58	51	24	16	22	49	18	48	42	27	46	18	40	50	11	79	14	76	50	40	61	29	29	33	15	6	7	50	24	17	
	18%	13%	23%	26%	15%	11%	18%	19%	15%	20%	17%	20%	16%	24%	15%	22%	18%	20%	18%	17%	19%	20%	15%	20%	18%	16%	17%	*	20%	25%	19%	10%	
		A	DE											L		N	*											*	*	e			
3	162	85	77	66	51	45	44	82	36	65	97	43	95	24	92	70	15	147	20	142	94	68	98	64	54	63	24	11	10	74	36	53	
	32%	34%	31%	34%	33%	30%	35%	32%	30%	27%	38%	32%	32%	33%	34%	31%	25%	33%	28%	33%	32%	33%	32%	34%	36%	33%	26%	33%	29%	37%	29%	30%	
																*											*	*					
2	79	48	31	25	26	28	15	43	21	44	35	20	52	8	45	34	7	72	8	71	48	31	42	37	23	26	19	6	5	25	28	26	
	16%	19%	12%	12%	17%	19%	12%	17%	17%	18%	14%	15%	18%	11%	17%	15%	12%	16%	11%	17%	16%	15%	14%	15%	14%	14%	20%	18%	14%	12%	23%	15%	
		B										M				*												*	*	v			
1 - Not at all important	109	66	43	18	37	54	22	57	29	64	45	27	68	13	74	35	17	91	23	86	76	33	70	38	25	36	28	9	10	12	25	72	
	22%	27%	17%	9%	24%	36%	18%	22%	24%	26%	18%	21%	23%	18%	27%	15%	29%	21%	32%	20%	26%	16%	23%	20%	17%	19%	30%	26%	29%	6%	20%	41%	
		B			C	CD				J					O		*		5		U						XY	*	*		c	cd	
Sigma	500	248	252	197	155	149	124	255	121	247	293	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%	100%
Summary	150	49	101	88	41	22	43	73	35	73	77	42	80	28	59	92	20	130	21	130	76	75	99	51	48	63	21	8	10	91	34	25	
Top2Box (5 - Very important/4)	30%	20%	40%	45%	26%	15%	35%	28%	29%	30%	31%	32%	27%	38%	22%	40%	33%	30%	29%	30%	26%	33%	32%	27%	32%	34%	23%	23%	28%	45%	28%	14%	
Low2Box (1 - Not at all important/2)		A	DE		E									L		N	*				T					Z		*	*	de			
	188	114	74	42	63	82	37	100	50	108	79	47	120	21	119	69	25	163	30	157	124	64	112	75	48	63	47	15	15	37	53	98	
	38%	46%	29%	22%	41%	55%	30%	39%	41%	44%	31%	36%	41%	29%	44%	30%	41%	37%	43%	37%	42%	31%	36%	40%	32%	33%	51%	44%	43%	18%	43%	56%	
		B			C	CD		F	F	J			M		O		*				U					XY	*	*		c	cd		

Table of Contents

Global @dvisor: Socialogique
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
Proportions/Mean: - Column Proportions:
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L,M,N/O,P/Q,R/S,T/U,V/W/X,Y/Z,a/b/c
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	
5 - Very important	43	17	26	21	11	11	17	12	5	8	35	16	17	10	20	24	4	39	4	40	14	30	27	3	13	18	25	17	9	17	
	9%	7%	11%	12%	6%	8%	14%	8%	4%	4%	11%	9%	9%	7%	7%	10%	12%	8%	6%	9%	5%	14%	11%	6%	7%	7%	11%	14%	6%	7%	
							H				I						*	*	*	*	T		*				b				
4	104	43	61	55	26	23	26	29	26	26	78	41	38	25	45	58	3	100	8	96	52	51	52	14	38	55	49	35	39	30	
	21%	17%	25%	30%	15%	16%	21%	18%	21%	14%	25%	24%	20%	18%	17%	26%	10%	22%	14%	22%	19%	24%	20%	27%	20%	21%	21%	29%	27%	13%	
				DE							I					N	*	*	*	*			*				c		c		
3	176	86	90	57	64	54	38	59	44	72	104	60	67	49	96	80	11	165	22	154	96	80	93	23	61	92	83	48	49	79	
	35%	34%	36%	31%	38%	37%	31%	37%	36%	39%	33%	35%	36%	34%	35%	35%	32%	35%	40%	35%	34%	37%	36%	43%	31%	35%	35%	40%	33%	34%	
																*			*	*			*								
2	85	51	34	23	44	18	15	33	26	32	53	20	35	31	55	30	12	74	14	71	67	18	47	4	34	45	41	14	30	42	
	17%	20%	14%	13%	26%	13%	12%	21%	21%	18%	17%	12%	19%	22%	20%	13%	35%	16%	26%	16%	24%	8%	19%	8%	17%	17%	17%	12%	20%	18%	
					CE									K			Q*		*		U		*								
1 - Not at all important	92	55	37	28	26	38	26	26	23	45	47	35	30	27	57	35	4	88	7	85	53	39	35	8	48	53	39	6	20	65	
	18%	22%	15%	15%	15%	26%	21%	16%	19%	25%	15%	20%	16%	19%	21%	15%	11%	19%	13%	19%	19%	18%	14%	16%	25%	20%	16%	5%	14%	28%	
					CD					J						*	*	*	*	*			*		V			a	ab		
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%
Summary																															
Top2Box (5 - Very important/4)	147	60	87	76	37	34	42	42	31	34	114	57	54	35	65	82	7	140	11	136	66	81	79	17	51	73	75	51	48	48	
	29%	24%	35%	41%	22%	24%	35%	26%	25%	18%	36%	33%	29%	25%	24%	36%	22%	30%	21%	30%	23%	37%	31%	33%	26%	28%	31%	43%	33%	20%	
		A		DE												N	*		*	*	T		*					c			
Low2Box (1 - Not at all important/2)	177	106	71	51	69	57	41	59	49	77	100	55	64	58	112	65	15	162	21	156	120	57	83	12	82	98	79	20	50	107	
	35%	42%	29%	28%	41%	39%	34%	37%	40%	42%	31%	32%	35%	41%	41%	29%	46%	35%	39%	35%	43%	26%	33%	24%	42%	37%	33%	17%	34%	46%	
		B			C	C				J					O		*		*		U		*		VW			a	ab		

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	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
5 - Very important	192	84	108	104	55	33	62	126	5	78	114	60	102	30	91	101	30	162	40	153	133	59	146	29	18
	38%	36%	40%	36%	41%	42%	39%	38%	39%	39%	38%	39%	38%	37%	39%	38%	44%	38%	44%	37%	39%	36%	43%	30%	25%
									*													WX			
4	121	51	70	75	30	16	37	82	2	43	78	32	68	21	53	68	14	107	18	102	79	42	89	19	12
	24%	22%	26%	26%	22%	20%	23%	25%	17%	21%	26%	20%	26%	26%	22%	26%	20%	25%	20%	25%	23%	26%	27%	20%	17%
									*															*	
3	134	69	65	73	39	22	40	90	3	62	72	42	69	23	69	65	17	117	21	113	94	39	78	33	22
	27%	30%	24%	25%	29%	28%	25%	28%	29%	30%	24%	27%	26%	28%	29%	24%	24%	27%	23%	28%	28%	24%	23%	35%	32%
									*	J													V		*
2	32	18	14	19	8	5	11	20	1	12	21	12	16	4	15	18	5	27	7	26	18	14	14	9	9
	6%	8%	5%	7%	6%	6%	7%	6%	9%	6%	7%	8%	6%	5%	6%	7%	7%	6%	7%	6%	5%	9%	4%	10%	13%
									*														V		V*
1 - Not at all important	21	10	11	15	3	3	10	10	1	8	13	11	8	2	9	12	3	18	5	16	13	8	8	4	8
	4%	4%	4%	5%	2%	4%	6%	3%	4%	4%	4%	7%	3%	3%	4%	5%	4%	4%	6%	4%	4%	5%	2%	5%	12%
							G		*																VW*
Sigma	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%
Summary																									
Top2Box (5 - Very important/4)	313	135	177	178	86	49	99	207	7	121	192	92	169	51	144	169	44	269	58	255	212	101	235	48	29
	63%	58%	66%	62%	63%	62%	62%	63%	57%	60%	65%	59%	65%	63%	61%	64%	64%	62%	64%	62%	63%	62%	70%	50%	43%
							A		*														WX		*
Low2Box (1 – Not at all important/2)	54	28	26	35	11	8	22	30	2	20	34	23	24	7	23	30	8	46	12	42	31	22	22	14	17
	11%	12%	10%	12%	8%	10%	13%	9%	14%	10%	11%	14%	9%	8%	10%	11%	11%	11%	13%	10%	9%	14%	7%	15%	25%
									*														V		VW*

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/X/Y/Z/a/b,c/d/e
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,c/d/e
Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total	Canada																																
		Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		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	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		
5 - Very important	43	19	25	19	14	10	7	15	21	18	25	13	20	10	23	20	5	39	5	38	27	17	3	2	2	7	-	22	7	29	8	6		
	9%	8%	10%	11%	8%	6%	7%	9%	10%	8%	9%	7%	9%	11%	9%	8%	8%	9%	8%	9%	8%	11%	10%	5%	5%	10%	-	11%	6%	16%	6%	3%		
4	98	39	59	44	32	22	21	31	46	39	59	34	41	23	43	54	11	87	12	86	65	33	3	8	10	13	-	38	26	50	24	24		
	20%	16%	23%	25%	19%	15%	21%	18%	21%	17%	22%	18%	19%	25%	18%	21%	20%	20%	18%	20%	19%	21%	11%	24%	19%	19%	-	19%	22%	29%	18%	13%		
				A								I											*	*					de					
3	161	74	87	63	49	49	40	55	66	72	90	66	67	28	70	91	16	146	18	143	110	51	8	9	14	22	-	67	41	59	53	50		
	32%	30%	34%	36%	29%	32%	39%	31%	30%	31%	33%	35%	30%	31%	29%	36%	29%	33%	28%	33%	32%	33%	26%	24%	28%	33%	-	34%	35%	34%	39%	26%		
				E			H																											
2	91	48	43	27	35	28	18	32	41	42	48	30	46	15	47	43	11	79	14	77	67	23	7	8	11	30	-	31	24	22	29	40		
	18%	19%	17%	15%	21%	19%	17%	19%	18%	18%	18%	16%	21%	17%	19%	17%	20%	18%	22%	18%	20%	15%	22%	24%	22%	14%	-	16%	20%	12%	21%	21%		
1 - Not at all important	107	67	40	24	40	43	17	41	49	61	46	44	48	14	62	45	13	94	15	92	75	32	10	8	14	16	-	39	21	15	21	71		
	21%	27%	16%	13%	24%	28%	16%	24%	22%	26%	17%	24%	22%	16%	25%	18%	23%	21%	24%	21%	22%	21%	31%	23%	27%	24%	-	20%	18%	8%	16%	37%		
Sigma		B		C		C		F		J		M			O								ab*	*							c	cd		
	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%		
Summary	141	57	84	64	46	32	28	46	67	58	84	46	62	33	67	75	15	126	17	124	92	49	7	10	12	20	-	60	32	78	33	30		
Top2Box (5 - Very important/4)	28%	23%	33%	36%	27%	21%	27%	26%	30%	25%	31%	25%	28%	37%	27%	29%	28%	28%	26%	29%	27%	32%	21%	29%	24%	29%	-	31%	27%	45%	24%	16%		
Low2Box (1 - Not at all important/2)				A																			*	*					de					
	198	115	82	51	75	72	34	74	89	103	95	74	94	29	109	88	24	174	29	168	142	55	17	17	24	26	-	69	45	36	51	111		
	40%	47%	33%	28%	44%	47%	34%	42%	40%	44%	35%	40%	42%	33%	44%	35%	44%	39%	45%	39%	41%	35%	53%	47%	48%	38%	-	35%	38%	21%	37%	58%		
		B		C		C		F		J		M			O								Yab*	*		a				c	cd			

Table of Contents

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	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	
5 - Very important	124	51	73	51	40	33	22	29	72	90	35	72	35	17	70	54	16	108	42	82	102	22	73	44	8	
	25%	20%	29%	25%	20%	33%	32%	18%	27%	24%	28%	24%	23%	34%	26%	23%	31%	24%	37%	21%	25%	23%	36%	21%	9%	
	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	S*	*	*	*	W	*	**	
	178	92	86	65	90	24	20	59	100	140	38	96	63	20	100	79	19	160	39	139	138	41	70	86	23	
	36%	37%	34%	33%	45%	24%	28%	36%	38%	37%	31%	32%	40%	41%	37%	34%	36%	36%	35%	36%	34%	43%	34%	41%	26%	
4	140	63	76	63	48	29	24	54	62	101	39	82	47	11	61	79	15	125	23	117	113	27	37	59	44	
	28%	25%	30%	31%	24%	30%	34%	33%	23%	27%	31%	28%	31%	22%	23%	34%	29%	28%	20%	30%	28%	29%	18%	28%	51%	
	*	*	*	*	*	**	*	*	*	*	*	*	M	*	*	*	**	*	*	*	*	*	*	*	**	
	42	31	10	15	18	9	4	9	29	34	7	34	6	1	26	15	2	39	9	33	39	3	24	12	5	
	8%	13%	4%	7%	9%	9%	5%	6%	11%	9%	6%	12%	4%	3%	10%	7%	4%	9%	8%	9%	10%	3%	12%	6%	6%	
1 - Not at all important	B*	*	*	*	*	**	*	*	*	*	*	LM*	*	*	*	*	**	*	*	*	*	*	*	*	**	
	16	11	5	7	6	4	-	12	4	10	6	12	4	1	9	7	*	16	1	15	14	3	*	9	7	
	3%	4%	2%	3%	3%	4%	-	8%	1%	3%	5%	4%	2%	1%	3%	3%	*	4%	1%	4%	3%	3%	*	4%	8%	
	*	*	*	*	*	**	*	H*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
	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	
Sigma	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%	
	Summary																									
	Top2Box (5 - Very important/4)	303	143	159	116	130	56	42	88	172	230	73	167	98	37	170	133	35	267	82	221	240	63	142	130	30
	61%	58%	63%	58%	65%	57%	60%	54%	65%	61%	58%	57%	63%	74%	64%	57%	67%	60%	72%	57%	59%	66%	70%	62%	35%	
Low2Box (1 - Not at all important/2)		*	*	*	*	*	**	*	*	*	*	*	*	KL	*	*	**	*	S*	*	*	*	*	*	**	
	58	42	15	22	23	13	4	22	32	45	13	46	10	2	36	22	2	56	9	48	52	5	24	21	12	
	12%	17%	6%	11%	12%	13%	5%	13%	12%	12%	10%	16%	6%	4%	13%	9%	4%	12%	8%	12%	13%	6%	12%	10%	14%	
	B*	*	*	*	*	*	**	*	*	*	*	LM*	*	*	*	*	**	*	*	*	*	*	*	*	**	

[Table of Contents](#)

Global @divisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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
5 - Very important	20	10	10	14	5	1	7	5	4	3	17	5	9	5	9	11	*	19	1	19	8	11	9	8	2
	4%	4%	4%	7%	3%	1%	8%	2%	4%	2%	5%	3%	5%	4%	3%	5%	2%	4%	4%	4%	3%	6%	8%	5%	1%
				DE	E		G			I							*				T	X	X		
	64	31	34	38	11	15	14	30	12	15	49	21	27	16	31	34	2	62	2	62	31	34	27	21	15
	13%	12%	13%	20%	8%	9%	15%	13%	11%	9%	15%	13%	13%	13%	11%	16%	10%	13%	7%	13%	10%	18%	25%	13%	7%
				DE	I										N		*		*		T	WX	X		
3	179	83	96	77	51	51	37	86	35	57	122	58	75	46	97	82	4	175	8	171	110	69	48	56	75
	36%	34%	38%	41%	34%	32%	39%	37%	33%	35%	36%	35%	36%	37%	34%	38%	22%	36%	29%	36%	35%	36%	44%	35%	33%
				E													*		*		X				
2	101	49	51	33	35	33	16	48	25	38	63	33	37	31	66	35	3	98	7	93	71	30	16	42	43
	20%	20%	20%	17%	23%	21%	17%	21%	23%	19%	19%	20%	18%	25%	23%	16%	17%	20%	24%	20%	23%	16%	15%	26%	19%
															O		*		*		VX				
1 - Not at all important	136	74	62	29	50	57	20	65	30	52	84	50	60	26	82	54	8	128	10	126	90	46	10	32	94
	27%	30%	25%	15%	33%	36%	21%	28%	29%	32%	25%	30%	29%	21%	29%	25%	49%	26%	35%	27%	29%	24%	9%	20%	41%
					C	C				J		M	M				Q*		*			V	VW		
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%
Summary																									
Top2Box (5 - Very important/4)	84	40	44	51	17	16	21	34	16	17	67	26	36	21	40	44	2	82	3	81	39	45	36	30	18
	17%	16%	17%	27%	11%	10%	23%	15%	15%	11%	20%	16%	17%	17%	14%	21%	12%	17%	11%	17%	13%	24%	33%	19%	8%
				DE			GH								N		*		*		WX				
Low2Box (1 – Not at all important/2)	237	124	113	62	85	90	35	113	54	90	147	83	97	57	148	89	11	225	17	219	161	76	26	74	137
	47%	50%	45%	32%	56%	58%	38%	48%	52%	55%	44%	49%	47%	46%	52%	41%	66%	47%	60%	47%	52%	40%	23%	46%	60%
					C	C		F	F	J					O		Q*		S*		U		V	VW	

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	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
5 - Very important	66	27	38	31	20	15	25	15	15	11	55	14	38	13	48	18	5	61	13	52	41	25	30	22	14
	13%	11%	15%	18%	11%	10%	16%	12%	13%	8%	15%	13%	13%	13%	13%	12%	11%	13%	15%	13%	12%	17%	24%	13%	7%
4	100	47	53	57	26	18	28	27	28	20	80	16	67	18	66	34	10	91	22	79	67	33	33	42	26
	20%	19%	21%	33%	14%	12%	18%	21%	23%	15%	22%	14%	24%	17%	18%	24%	23%	20%	25%	19%	19%	23%	26%	25%	13%
				DE							I		K			N	*					X	X		
3	157	73	83	50	59	48	51	37	38	45	111	40	84	33	107	49	13	143	26	130	111	46	35	56	65
	31%	29%	34%	29%	33%	32%	33%	29%	31%	33%	31%	36%	29%	32%	30%	35%	32%	31%	30%	32%	31%	31%	28%	33%	32%
																*									
2	82	44	38	21	34	27	27	22	18	23	59	20	42	20	64	18	6	76	12	70	63	19	18	27	37
	16%	17%	15%	12%	19%	18%	17%	17%	14%	17%	16%	18%	15%	20%	18%	13%	15%	17%	14%	17%	18%	13%	14%	16%	18%
				C	C																				
1 - Not at all important	95	60	35	13	39	42	25	26	24	36	59	23	54	18	73	23	8	87	14	81	71	24	9	23	63
	19%	24%	14%	8%	22%	28%	16%	20%	20%	26%	16%	20%	19%	18%	20%	16%	19%	19%	16%	20%	20%	16%	7%	14%	31%
		B			C	C				J							*						V	VW	
Sigma	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%
Summary																									
Top2Box (5 - Very important/4)	166	75	91	88	46	32	53	42	43	31	135	30	105	31	114	52	14	152	35	131	108	58	63	63	40
	33%	30%	37%	51%	26%	22%	34%	33%	35%	23%	37%	26%	37%	30%	32%	36%	34%	33%	40%	32%	31%	40%	50%	37%	19%
		A	DE							I			K				S				T	WX	X		
Low2Box (1 – Not at all important/2)	177	104	73	34	74	69	52	47	42	59	118	43	96	38	136	41	14	163	27	151	134	43	27	50	100
	35%	41%	30%	20%	41%	46%	33%	37%	34%	44%	32%	38%	34%	37%	38%	29%	34%	36%	30%	37%	38%	29%	22%	30%	49%
		B			C	C				J					O		*				U		V	VW	

[Table of Contents](#)

Global @divisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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
5 - Very important	63	31	32	36	12	15	26	20	-	15	48	22	29	12	23	40	5	58	4	59	27	36	37	23	3
	13%	13%	13%	18%	8%	10%	13%	9%	**	8%	15%	17%	10%	16%	9%	16%	18%	12%	13%	10%	16%	20%	10%	3%	
				DE					**		I					N	**		**			T	WX		*
4	117	51	66	61	25	31	52	44	8	33	84	32	67	18	55	61	6	111	5	112	62	54	55	51	11
	23%	21%	26%	30%	17%	20%	26%	20%	58%	17%	27%	25%	23%	23%	22%	24%	20%	24%	16%	24%	22%	25%	30%	22%	12%
				DE					**		I						**		**			X		*	
3	203	100	104	61	73	69	69	103	4	95	109	47	128	28	114	89	11	192	17	187	125	78	68	100	36
	41%	41%	41%	30%	50%	46%	35%	47%	30%	50%	35%	36%	44%	37%	46%	35%	40%	41%	55%	40%	44%	36%	37%	44%	41%
				C	C		F	**	J						O	**	**		**						*
2	65	33	31	25	16	23	30	26	2	27	38	16	38	11	33	32	4	60	3	62	36	29	15	33	17
	13%	14%	12%	12%	11%	15%	15%	12%	12%	14%	12%	12%	13%	14%	13%	13%	16%	13%	9%	13%	13%	13%	8%	14%	19%
									**								**		**						V*
1 - Not at all important	52	30	23	18	21	13	19	27	-	19	33	13	31	8	23	29	2	50	2	50	33	19	8	22	22
	10%	12%	9%	9%	14%	8%	10%	12%	**	10%	11%	10%	11%	10%	9%	11%	6%	11%	8%	11%	12%	9%	5%	10%	24%
									**								**		**						VW*
Sigma	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%
Summary																									
Top2Box (5 - Very important/4)	180	82	98	97	37	46	78	64	8	48	132	54	97	30	78	101	11	169	9	171	90	90	92	74	14
	36%	33%	38%	48%	25%	30%	40%	29%	58%	26%	42%	41%	33%	39%	32%	40%	38%	36%	28%	36%	32%	42%	50%	32%	16%
				DE			G		**		I				N	**	**		**		T	WX	X		*
Low2Box (1 - Not at all important/2)	117	63	54	43	37	36	49	53	2	46	71	29	69	19	56	61	6	111	5	112	69	48	23	55	38
	23%	26%	21%	21%	25%	24%	25%	24%	12%	24%	23%	22%	24%	24%	22%	24%	22%	23%	17%	24%	24%	22%	13%	24%	44%
									**								**		**				V		VW*

[Table of Contents](#)

Global @dvisor: Socialogue

HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?

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 (*)

	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
5 - Very important	151	67	83	92	46	14	57	54	40	88	63	*	20	131	73	78	35	116	78	72	113	37	122	23	5
	30%	26%	34%	33%	29%	20%	30%	30%	31%	28%	34%	20%	32%	30%	30%	31%	28%	31%	32%	28%	30%	31%	33%	27%	13%
		A	E	E								**										X	X		*
4	142	71	71	81	44	17	48	55	39	91	51	1	15	126	69	73	37	105	72	70	110	31	117	18	7
	28%	28%	29%	29%	29%	24%	25%	30%	31%	29%	27%	**	24%	29%	28%	29%	30%	28%	29%	27%	29%	26%	31%	20%	17%
												**										WX			*
3	159	88	71	82	50	27	68	56	36	103	56	1	18	141	78	82	42	117	72	87	122	38	111	34	14
	32%	34%	29%	30%	32%	39%	36%	31%	28%	33%	30%	28%	29%	32%	31%	32%	34%	31%	30%	34%	32%	31%	30%	40%	35%
						C	H					**											V		*
2	35	22	12	16	10	9	11	12	12	21	13	-	7	28	19	16	7	28	16	18	25	10	18	10	7
	7%	9%	5%	6%	6%	13%	6%	7%	9%	7%	7%	-	12%	6%	8%	6%	6%	7%	7%	7%	6%	8%	5%	11%	18%
		B				CD	B					**	M										V		V*
1 - Not at all important	14	9	4	6	5	3	7	5	1	9	5	-	2	12	8	6	3	10	6	8	10	3	5	1	7
	3%	4%	2%	2%	3%	4%	4%	3%	1%	3%	3%	-	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%	1%	2%	17%
							H					**													VW*
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%
Summary																									
Top2Box (5 - Very important/4)	293	138	154	172	90	30	104	109	80	179	114	2	34	256	142	150	72	221	150	142	224	69	240	41	12
	59%	54%	64%	62%	58%	44%	55%	60%	62%	57%	61%	72%	56%	59%	58%	59%	58%	59%	61%	56%	59%	57%	64%	47%	30%
		A	E	E								**											WX	X	*
Low2Box (1 – Not at all important/2)	48	31	17	21	15	12	18	17	13	30	18	-	9	39	27	21	10	38	22	26	35	13	23	11	14
	10%	12%	7%	8%	10%	17%	10%	9%	10%	10%	10%	-	15%	9%	11%	8%	8%	10%	9%	10%	9%	11%	6%	13%	35%
		B				CD						**											V		VW*

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 Total	Indonesia																							
			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
5 - Very important		136	58	78	83	38	14	25	73	38	68	68	66	14	56	65	71	23	113	37	99	110	26	94	34	8
		27%	23%	31%	30%	24%	25%	37%	28%	23%	24%	31%	34%	36%	21%	25%	29%	29%	27%	27%	27%	26%	33%	29%	22%	36%
				A				H*					M	M*				*				*				**
4		172	96	76	105	46	20	18	93	61	97	75	57	7	108	96	76	28	144	50	123	152	20	127	42	3
		34%	38%	31%	37%	28%	36%	*	37%	35%	36%	35%	30%	19%	40%	37%	31%	36%	34%	37%	34%	36%	26%	39%	27%	14%
							*	*						*	KL			*				*		W		**
3		166	80	86	75	70	21	22	83	60	101	65	54	16	96	80	86	24	143	40	126	140	26	88	68	10
		33%	32%	34%	27%	43%	37%	33%	31%	36%	36%	29%	28%	41%	36%	31%	35%	30%	34%	30%	35%	33%	33%	27%	44%	47%
					C		*	*						*				*				*		V		**
2		22	12	10	13	8	1	2	11	9	12	10	11	2	9	12	9	1	21	5	16	15	7	10	11	1
		4%	5%	4%	5%	5%	1%	2%	4%	6%	4%	5%	6%	4%	3%	5%	4%	1%	5%	4%	4%	4%	9%	3%	7%	3%
					D		*	*						*				*				*				**
1 - Not at all important		4	4	-	4	-	-	-	4	-	1	3	3	-	1	3	2	3	1	3	1	4	-	3	1	-
		1%	2%	-	2%	-	-	-	2%	-	*	1%	2%	-	*	1%	1%	4%	*	2%	*	1%	-	1%	1%	-
			B				*	*						*				Q*		S		*				**
Sigma		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%
Summary																										
Top2Box (5 - Very important/4)		308	153	155	189	84	35	43	166	99	165	143	123	21	164	161	147	51	257	86	221	261	46	221	76	11
		62%	61%	62%	67%	52%	61%	64%	63%	59%	59%	65%	64%	54%	61%	63%	60%	65%	61%	64%	61%	62%	58%	69%	49%	50%
					D		*	*						*				*				*		W		**
Low2Box (1 – Not at all important/2)		26	16	10	17	8	1	2	15	9	13	13	14	2	10	15	11	4	22	9	17	19	7	13	12	1
		5%	7%	4%	6%	5%	1%	2%	6%	6%	5%	6%	7%	4%	4%	6%	5%	5%	5%	6%	5%	5%	9%	4%	8%	3%
							*	*						*				*				*				**

Global @divisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	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
5 - Very important	55	26	28	30	16	9	15	23	11	25	30	24	24	8	23	31	5	50	8	46	32	22	44	6	5
	11%	11%	11%	16%	9%	7%	14%	11%	10%	9%	13%	10%	12%	13%	10%	11%	10%	11%	11%	11%	11%	11%	16%	6%	4%
				DE													*						WX		
4	96	44	51	45	35	16	22	39	20	39	56	46	36	14	33	63	9	87	15	81	49	47	69	14	13
	19%	18%	21%	25%	18%	12%	21%	18%	18%	15%	24%	19%	18%	23%	15%	23%	18%	19%	20%	19%	16%	24%	25%	14%	10%
				DE	E						I					N	*					T	WX		
3	192	97	95	71	74	47	38	91	38	102	90	86	84	21	92	100	18	174	26	166	119	73	117	37	38
	38%	39%	38%	39%	40%	36%	36%	43%	32%	38%	38%	35%	42%	37%	41%	36%	36%	39%	33%	39%	40%	37%	43%	36%	30%
								H					K				*					X			
2	76	43	32	21	26	29	15	27	22	48	28	41	30	6	37	39	6	70	14	62	46	30	31	25	21
	15%	17%	13%	11%	14%	22%	14%	13%	19%	18%	12%	17%	15%	10%	16%	14%	12%	16%	18%	15%	15%	11%	24%	16%	
								G		J							*						V		
1 - Not at all important	82	39	43	15	37	30	16	30	25	51	31	46	25	10	39	43	12	70	14	67	55	26	12	20	50
	16%	16%	17%	8%	20%	23%	15%	14%	21%	19%	13%	19%	13%	17%	17%	16%	24%	15%	18%	16%	18%	13%	4%	19%	40%
					C	C				G	J						Q*						V	VW	
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%
Summary																									
Top2Box (5 - Very important/4)	151	71	80	75	51	25	37	62	32	65	86	70	59	21	56	94	14	136	24	127	81	69	112	21	17
	30%	28%	32%	41%	27%	19%	35%	30%	27%	24%	37%	29%	30%	36%	25%	34%	28%	30%	30%	30%	27%	35%	41%	20%	14%
					DE	E					I					N	*					T	WX		
Low2Box (1 – Not at all important/2)	157	82	75	35	63	60	31	58	47	99	59	87	55	15	75	82	18	139	28	129	101	57	43	44	70
	31%	33%	30%	19%	33%	46%	30%	27%	41%	37%	25%	36%	28%	27%	34%	30%	36%	31%	36%	31%	33%	28%	16%	44%	56%
					C	CD				FG	J				L		*						V	VW	

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	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
5 - Very important	36	12	24	22	6	8	23	10	2	18	17	23	6	7	11	24	*	35	2	34	22	14	2	11	22
	7%	5%	10%	12%	4%	5%	7%	6%	11%	7%	7%	8%	7%	6%	5%	9%	1%	7%	4%	7%	7%	7%	7%	9%	7%
		A	DE						*							N	*		*				*		
4	86	37	49	40	23	23	52	29	4	43	42	49	17	20	38	48	6	80	7	79	56	30	8	27	52
	17%	15%	20%	22%	15%	14%	16%	19%	18%	16%	18%	17%	19%	17%	16%	18%	26%	17%	17%	17%	18%	16%	24%	20%	15%
				E					*								*		*				*		
3	191	88	103	70	60	61	119	65	6	107	84	118	34	39	85	106	7	184	13	178	109	82	15	47	130
	38%	35%	41%	38%	39%	38%	37%	42%	28%	40%	36%	40%	38%	34%	36%	40%	32%	38%	31%	39%	35%	44%	48%	35%	38%
									*								*		*			T	*		
2	90	49	41	24	33	33	61	26	4	48	42	49	18	23	46	44	5	85	9	81	63	27	4	30	56
	18%	20%	16%	13%	22%	20%	19%	17%	16%	18%	18%	17%	20%	20%	20%	16%	20%	18%	22%	18%	20%	14%	13%	22%	17%
				C					*								*		*				*		
1 - Not at all important	98	65	33	30	30	38	67	25	6	53	45	56	15	27	52	46	5	93	11	87	63	35	2	18	77
	20%	26%	13%	16%	20%	23%	21%	16%	27%	20%	20%	19%	17%	23%	22%	17%	21%	19%	26%	19%	20%	19%	7%	14%	23%
		B				C			*					L			*		*				*		VW
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%
Summary																									
Top2Box (5 - Very important/4)	121	48	73	62	29	31	75	39	7	62	60	72	23	27	49	72	6	115	9	113	78	43	10	38	74
	24%	19%	29%	33%	19%	19%	23%	25%	29%	23%	26%	24%	26%	23%	21%	27%	27%	24%	21%	25%	25%	23%	31%	29%	22%
Low2Box (1 – Not at all important/2)		A	DE						*								*		*			*			
	188	114	73	54	63	71	127	50	10	101	87	105	33	50	98	90	9	178	20	168	126	62	6	48	133
	38%	46%	29%	29%	42%	43%	40%	32%	43%	38%	38%	36%	37%	43%	42%	33%	41%	37%	48%	37%	40%	33%	21%	36%	40%
		B			C	C			*					K	O		*		*			*		V	V

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	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
5 - Very important	141	64	78	63	54	24	114	25	3	76	65	87	32	23	71	71	33	108	38	104	100	41	78	38	26
	28%	27%	30%	23%	34%	33%	29%	28%	17%	33%	24%	27%	31%	30%	28%	29%	32%	27%	33%	27%	31%	23%	29%	28%	25%
					*	*		*	**								*		*		*	X	*	*	
4	127	62	65	60	45	22	93	30	4	62	65	83	25	19	66	61	23	104	27	100	73	54	85	29	12
	25%	26%	25%	22%	29%	30%	23%	34%	27%	27%	24%	26%	24%	24%	26%	25%	22%	26%	24%	26%	23%	30%	32%	22%	12%
					*	*		*	**								*		*		*	*	*	*	
3	171	84	87	111	40	21	138	26	7	71	100	116	30	25	89	82	39	132	38	133	106	65	83	46	42
	34%	35%	33%	41%	25%	28%	35%	29%	44%	31%	37%	36%	29%	33%	35%	34%	38%	33%	34%	34%	33%	36%	31%	35%	41%
				D	*	*		*	**								*		*		*	*	*	*	
2	41	25	17	24	13	4	34	7	1	14	27	24	12	5	23	19	6	35	8	33	27	15	16	12	14
	8%	10%	6%	9%	8%	6%	9%	8%	6%	6%	10%	8%	12%	7%	9%	8%	6%	9%	7%	9%	8%	8%	6%	9%	13%
					*	*		*	**								*		*		*	*	*	*	
1 - Not at all important	19	5	14	13	5	1	17	1	1	9	10	11	3	5	8	12	2	18	3	17	14	5	3	8	8
	4%	2%	6%	5%	3%	2%	4%	1%	5%	4%	4%	4%	3%	6%	3%	5%	1%	4%	2%	4%	4%	3%	1%	6%	8%
					*	*		*	**								*		*		*	*	V*	V*	
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%
Summary																									
Top2Box (5 - Very important/4)	269	125	143	123	100	46	207	54	7	138	130	170	58	41	137	132	56	212	64	204	173	95	164	67	38
	54%	53%	55%	46%	63%	63%	52%	62%	45%	59%	49%	53%	56%	54%	53%	54%	55%	53%	57%	53%	54%	53%	62%	51%	37%
				C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*	C*
Low2Box (1 – Not at all important/2)	61	29	31	36	18	6	51	8	2	23	37	36	15	10	30	30	8	53	11	50	41	20	19	19	22
	12%	12%	12%	13%	12%	8%	13%	9%	11%	10%	14%	11%	15%	13%	12%	12%	8%	13%	10%	13%	13%	11%	7%	15%	22%
					*	*		*	**								*		*		*	*	*	V*	

[Table of Contents](#)

Global @divisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 Total	Poland																							
		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	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
5 - Very important	64	21	42	28	17	19	43	10	3	31	33	13	44	7	26	37	2	61	5	58	40	24	36	18	10
	13%	9%	17%	13%	13%	12%	13%	11%	46%	12%	14%	13%	13%	9%	12%	13%	6%	13%	10%	13%	15%	10%	15%	11%	10%
4	120	55	65	68	24	29	83	18	2	56	64	24	76	20	52	68	8	112	12	108	52	68	77	28	14
	24%	22%	26%	31%	18%	18%	25%	20%	40%	22%	27%	23%	23%	29%	24%	24%	22%	24%	23%	24%	20%	28%	31%	17%	16%
				DE					**			*		*			*		*		20%	28%	31%	17%	16%
3	190	92	98	88	42	60	122	39	-	104	86	51	119	21	75	116	11	180	22	168	89	101	90	76	24
	38%	37%	39%	41%	33%	39%	37%	43%	-	40%	36%	49%	36%	30%	35%	41%	28%	39%	42%	38%	34%	43%	37%	47%	26%
									**			M*		*			*		*				X		*
2	70	45	25	15	25	30	45	14	1	37	33	5	52	12	39	31	7	63	7	63	52	18	26	23	20
	14%	18%	10%	7%	19%	19%	14%	16%	**	14%	14%	5%	16%	18%	18%	11%	18%	14%	13%	14%	20%	8%	11%	14%	22%
		B			C	C			**			*	K	K*	O		*		*		U				V*
1 - Not at all important	56	34	22	16	22	19	35	10	-	34	23	11	36	9	25	32	10	47	6	51	30	27	16	16	24
	11%	14%	9%	7%	17%	12%	11%	11%	-	13%	10%	11%	11%	13%	12%	11%	25%	10%	11%	11%	11%	11%	7%	10%	26%
					C				**			*		*			Q*		*						VW*
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%
Summary																									
Top2Box (5 - Very important/4)	184	77	107	96	40	47	126	28	5	87	97	37	120	27	78	106	11	173	18	166	92	92	113	47	24
	37%	31%	42%	45%	31%	30%	38%	30%	86%	33%	41%	36%	37%	39%	36%	37%	28%	37%	34%	37%	35%	39%	46%	29%	26%
		A		DE					**			*		*			*		*				WX		*
Low2Box (1 - Not at all important/2)	126	79	47	31	46	49	81	24	1	71	56	16	88	22	64	62	17	110	13	113	81	45	42	39	44
	25%	32%	19%	14%	36%	31%	25%	26%	14%	27%	23%	16%	27%	31%	29%	22%	44%	24%	24%	25%	31%	19%	17%	24%	48%
		B			C	C			**			*		K*			Q*		*		U				VW*

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	Russia Total	Russia																								
		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	
5 - Very important	105	37	68	46	36	22	20	50	29	49	55	31	59	15	52	52	9	96	12	93	60	45	41	37	27	
	21%	15%	26%	22%	22%	18%	31%	20%	18%	21%	21%	21%	22%	17%	21%	21%	29%	20%	21%	21%	19%	24%	24%	19%	19%	
			A				*					*					**		*							
	114	48	67	50	41	24	13	59	33	48	67	21	77	16	50	64	6	109	10	105	77	37	39	53	22	
4	23%	20%	26%	24%	25%	19%	20%	24%	20%	21%	25%	14%	29%	18%	20%	25%	19%	23%	17%	24%	24%	20%	24%	28%	16%	
			*			*				*		*	KM	*			**		*				X			
	190	86	104	90	55	46	20	104	56	86	105	58	96	36	90	100	11	179	24	166	118	73	71	66	54	
	38%	36%	40%	43%	33%	37%	32%	42%	34%	37%	39%	40%	36%	40%	37%	39%	36%	38%	43%	37%	37%	40%	42%	34%	38%	
2						*						*		*			**		*							
	51	41	10	16	17	18	7	14	28	25	26	23	17	12	27	24	4	47	9	41	32	19	10	24	17	
	10%	17%	4%	7%	11%	14%	11%	6%	17%	11%	10%	16%	6%	13%	11%	9%	13%	10%	17%	9%	10%	6%	12%	12%		
							G					L*		L*			**		*							
1 - Not at all important	40	29	11	9	16	15	3	19	17	23	17	14	17	10	26	14	1	39	1	38	29	11	6	12	22	
	8%	12%	4%	4%	10%	12%	5%	8%	10%	10%	6%	9%	6%	11%	11%	5%	2%	8%	3%	9%	9%	6%	4%	6%	15%	
			B				C	*				*		*	O		**		*						VW	
	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	
Sigma	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%	
	Summary																									
	Top2Box (5 - Very important/4)	219	84	135	96	77	46	33	109	62	97	122	52	136	32	102	117	15	204	22	197	137	82	80	90	49
Low2Box (1 – Not at all important/2)	44%	35%	52%	46%	47%	37%	51%	44%	38%	42%	45%	35%	51%	36%	42%	46%	48%	44%	38%	45%	43%	45%	46%	47%	35%	
							A					*	KM	*			**		*				X	X		
	91	70	20	25	33	33	10	33	45	48	43	36	33	21	53	38	5	86	11	80	61	29	16	36	39	
	18%	29%	8%	12%	20%	26%	16%	13%	28%	21%	16%	25%	13%	24%	22%	15%	16%	18%	19%	18%	19%	16%	10%	19%	27%	
							C	*				L*		L*			**		*				V	V		

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	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
5 - Very important	177	75	102	102	53	21	104	41	6	93	84	97	54	25	67	110	11	166	19	158	84	93	101	49	27
	35%	27%	47%	35%	39%	32%	35%	46%	18%	36%	35%	34%	37%	39%	32%	37%	17%	38%	22%	38%	32%	39%	42%	32%	25%
		*	A		*	**		*	**	*		*	37%	39%	*		**		*		32%	39%	*	*	*
4	119	74	45	66	39	14	69	17	14	76	44	65	37	17	56	63	32	87	36	84	66	53	55	46	19
	24%	26%	21%	22%	29%	21%	23%	20%	42%	29%	18%	22%	26%	26%	27%	22%	50%	20%	42%	20%	25%	22%	23%	30%	17%
		*			*	**		*	**	J*		*			*		**		S*				*	*	*
3	144	94	50	81	36	27	91	24	8	70	75	94	32	18	60	85	11	133	16	128	78	66	60	46	39
	29%	33%	23%	28%	26%	41%	30%	27%	26%	27%	31%	32%	22%	28%	29%	29%	17%	31%	19%	31%	30%	28%	25%	30%	36%
		*		*	*	**		*	**	*		*			*		**		*			*	*	*	*
2	30	20	10	24	5	1	19	2	5	10	20	17	10	4	14	16	6	25	7	23	17	13	9	9	11
	6%	7%	5%	8%	4%	1%	6%	3%	14%	4%	8%	6%	7%	5%	7%	5%	9%	6%	8%	6%	6%	6%	4%	6%	11%
		*		*	*	**		*	*	*		*			*		**		*			*	*	*	*
1 - Not at all important	29	19	10	21	4	4	17	4	-	9	21	16	12	1	10	19	4	25	7	22	17	12	16	1	12
	6%	7%	5%	7%	3%	5%	6%	5%	-	3%	9%	6%	8%	2%	5%	7%	6%	6%	9%	5%	7%	5%	7%	1%	11%
		*		*	*	**		*	**	*		*	M		*		**		*			*	*	*	W*
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%
Summary																									
Top2Box (5 - Very important/4)	296	149	147	169	93	35	174	58	20	169	128	162	92	42	123	173	43	253	54	242	150	146	155	95	46
	59%	53%	68%	57%	67%	52%	58%	66%	60%	66%	53%	56%	63%	65%	59%	59%	68%	58%	64%	58%	57%	62%	65%	63%	42%
		*	A		*	**		*	**	*		*			*		**		*			X*	X*	*	*
Low2Box (1 – Not at all important/2)	60	40	20	45	10	4	37	6	5	19	41	34	21	5	25	35	10	50	15	45	34	25	25	11	24
	12%	14%	9%	15%	7%	6%	12%	7%	14%	7%	17%	12%	15%	7%	12%	12%	15%	11%	17%	11%	13%	11%	10%	7%	22%
		*		*	*	**		*	**	*	I	*			*		**		*			*	*	*	W*

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

		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
5 - Very important	118	58	60	72	30	16	16	32	70	35	83	53	35	31	57	61	23	95	34	84	87	31	88	24	6
	24%	24%	23%	25%	21%	24%	39%	31%	20%	18%	27%	26%	22%	22%	22%	25%	24%	24%	24%	24%	21%	34%	28%	18%	11%
							H*	H*		I											T*	WX			
	142	66	76	87	32	24	10	31	101	55	87	54	47	41	69	73	35	107	50	92	117	25	105	28	10
	28%	27%	29%	30%	22%	34%	26%	30%	28%	28%	29%	27%	30%	29%	27%	30%	36%	27%	35%	26%	29%	28%	34%	21%	17%
							*	*	*	*	*	*	*	*	*	*	*	*	S			28%	*		*
	156	60	97	91	50	15	10	29	117	65	91	71	45	41	74	82	26	130	40	116	132	24	83	54	19
	31%	25%	37%	32%	35%	22%	26%	28%	33%	33%	30%	35%	28%	29%	29%	33%	26%	32%	28%	33%	32%	27%	27%	41%	33%
			A			*	*	*									*					*		V	*
	50	37	13	22	18	10	2	7	41	20	30	13	20	16	30	20	7	43	10	40	42	7	23	19	8
	10%	15%	5%	8%	13%	14%	4%	7%	12%	10%	10%	7%	13%	12%	12%	8%	7%	11%	7%	11%	10%	8%	7%	15%	13%
			B			*	*	*									*					*		V	*
	34	20	14	15	15	4	2	4	27	21	13	10	13	11	23	11	7	26	9	24	31	3	11	7	15
	7%	8%	5%	5%	10%	6%	6%	4%	8%	11%	4%	5%	8%	8%	9%	4%	7%	7%	7%	7%	8%	3%	4%	6%	26%
						*	*	*		J							*					*			VW*
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%
Summary																									
Top2Box (5 - Very important/4)	260	124	137	159	61	40	26	63	171	90	170	106	82	72	126	134	58	202	84	176	204	56	193	51	16
	52%	52%	53%	55%	43%	58%	64%	61%	48%	46%	56%	53%	51%	52%	50%	54%	59%	50%	59%	49%	50%	62%	62%	39%	28%
				D		D*	*	H*			I						*					*	WX		*
Low2Box (1 – Not at all important/2)	83	57	27	36	33	14	4	11	68	41	43	23	33	27	53	30	14	69	19	64	73	10	34	27	23
	17%	24%	10%	13%	23%	20%	10%	11%	19%	21%	14%	12%	21%	19%	21%	12%	14%	17%	14%	18%	18%	11%	11%	20%	39%
			B		C	*	*	*					K		O		*					*		V	VW*

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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
5 - Very important	36	12	24	23	8	5	10	12	14	20	16	4	14	18	13	23	3	33	7	29	22	14	18	11	7
	7%	5%	10%	11%	4%	5%	10%	6%	7%	7%	8%	37%	9%	5%	5%	9%	4%	8%	8%	7%	6%	10%	11%	5%	6%
4		A	D				*					**										W			
	102	48	53	50	36	16	18	40	43	53	49	-	26	76	49	53	14	88	18	84	73	28	42	47	12
	20%	19%	22%	24%	19%	15%	17%	21%	21%	18%	23%	-	17%	23%	20%	21%	23%	20%	21%	20%	20%	20%	27%	21%	10%
3							*					**					*		*			X	X		
	204	109	96	84	87	34	40	81	84	120	84	3	65	136	108	97	25	179	34	170	157	47	66	95	43
	41%	43%	39%	40%	46%	33%	38%	43%	40%	42%	39%	33%	41%	41%	44%	38%	42%	41%	41%	41%	43%	34%	43%	41%	37%
2					E		*					**					*		*						
	94	54	39	28	37	29	24	30	40	57	37	2	27	65	47	46	10	84	16	77	65	29	23	48	22
	19%	22%	16%	13%	20%	28%	23%	16%	19%	20%	17%	21%	17%	19%	20%	18%	16%	19%	19%	19%	18%	21%	15%	21%	19%
1 - Not at all important					C		*					**					*		*						
	64	29	35	25	20	18	11	24	28	36	28	1	25	38	26	38	9	55	9	55	45	19	5	28	31
	13%	11%	14%	12%	11%	18%	11%	13%	14%	13%	13%	8%	16%	11%	11%	15%	16%	12%	11%	13%	12%	14%	3%	12%	27%
Sigma							*					**					*		*				V	VW	
	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%
Summary																									
Top2Box (5 - Very important/4)	138	60	77	73	44	21	28	52	57	73	65	4	40	94	61	76	16	121	25	113	95	42	60	58	19
	28%	24%	31%	35%	23%	20%	27%	28%	27%	25%	30%	37%	25%	28%	25%	30%	27%	28%	29%	27%	26%	31%	39%	25%	17%
Low2Box (1 - Not at all important/2)				DE			*					**					*		*						
	158	83	75	54	58	47	35	54	68	93	65	3	52	103	73	85	19	139	26	132	110	48	28	76	54
	32%	33%	30%	25%	31%	46%	34%	29%	33%	32%	30%	29%	33%	31%	30%	33%	31%	32%	30%	32%	30%	35%	18%	33%	46%
						CD	*					**					*		*				V	VW	

[Table of Contents](#)

Global @divisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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
5 - Very important		82	31	51	47	24	11	52	17	2	20	63	41	22	20	33	50	8	74	6	76	34	49	56	12	14
		16%	12%	21%	23%	14%	9%	17%	17%	10%	11%	20%	16%	19%	15%	13%	20%	17%	16%	13%	17%	13%	21%	22%	9%	14%
			A	DE						**		I		*		N		*		*				WX		
		129	61	68	61	39	28	84	24	4	45	84	60	34	35	65	64	13	115	15	114	62	67	83	33	12
		26%	24%	27%	30%	23%	22%	27%	24%	25%	24%	27%	24%	30%	26%	26%	26%	29%	25%	30%	25%	24%	28%	32%	23%	12%
					E					**				*			*		*					WX	X	
		172	97	75	66	62	44	105	38	6	67	105	92	36	44	84	89	17	155	18	154	94	79	89	54	29
		34%	38%	30%	32%	37%	35%	34%	38%	38%	36%	34%	37%	31%	32%	33%	36%	36%	34%	36%	34%	36%	33%	35%	38%	29%
			B							**				*			*		*						X	
		53	30	23	15	17	20	32	10	2	25	28	27	12	13	32	20	3	50	5	48	35	17	18	19	16
		11%	12%	9%	8%	10%	16%	10%	10%	12%	13%	9%	11%	11%	10%	13%	8%	7%	11%	11%	11%	13%	7%	7%	13%	16%
					C				**					*		O		*		*		U			V	V
		64	33	30	15	26	23	39	12	2	32	32	29	11	24	41	23	5	59	5	59	38	25	10	23	30
		13%	13%	12%	7%	15%	18%	13%	12%	14%	17%	10%	12%	9%	18%	16%	9%	11%	13%	10%	13%	15%	11%	4%	16%	30%
					C	C				**	J			*	KL	O		*		*				V	VW	
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%
Summary																										
Top2Box (5 - Very important/4)		211	92	119	108	63	40	136	41	6	65	147	100	56	55	97	114	21	190	21	190	96	115	140	46	26
		42%	37%	48%	53%	38%	31%	44%	41%	35%	34%	47%	40%	49%	41%	38%	46%	46%	42%	43%	42%	36%	49%	54%	32%	26%
				A	DE					**		I		*		N		*		*		T		WX		
Low2Box (1 - Not at all important/2)		116	63	53	30	43	43	71	21	4	56	60	56	23	37	73	43	8	108	10	106	74	43	28	43	46
		23%	25%	21%	15%	26%	34%	23%	21%	27%	30%	19%	23%	20%	27%	29%	18%	18%	24%	21%	24%	28%	18%	11%	30%	46%
					C	CD				**	J			*		O		*		*		U			V	VW

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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
Base: All Respondents (wtd)	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
5 - Very important	64	29	34	42	14	7	27	21	6	58	19	30	14	41	22	8	56	8	55	37	27	31	22	11	11
	13%	12%	14%	23%	8%	5%	20%	10%	7%	4%	16%	18%	12%	11%	12%	15%	19%	12%	13%	10%	20%	22%	14%	5%	5%
4	112	42	70	53	36	23	39	39	15	27	85	23	58	31	80	32	7	105	11	100	83	29	55	27	30
	22%	17%	28%	28%	21%	16%	29%	18%	18%	18%	24%	22%	22%	23%	21%	21%	16%	23%	17%	23%	22%	22%	39%	17%	15%
		A		*	*	*	*	*	*	*		*	*	*	*	*	**		*		*	WX*	*	*	*
3	124	58	65	48	40	36	33	53	20	36	87	30	66	27	82	41	13	110	24	100	96	27	41	46	36
	25%	23%	26%	26%	23%	26%	24%	25%	24%	25%	25%	29%	25%	20%	24%	27%	30%	24%	35%	23%	26%	21%	29%	30%	18%
				*	*	*	*	*	*	*		*	*	*	*	*	**		*		*	*	*	*	*
2	81	63	19	25	34	22	15	37	16	28	53	13	46	23	55	27	7	74	10	71	58	23	6	35	40
	16%	25%	8%	13%	20%	16%	11%	18%	19%	19%	15%	12%	17%	17%	16%	17%	16%	16%	15%	16%	16%	18%	4%	22%	20%
	B			*	*	*	*	*	*	*		*	*	*	*	*	**		*		*	V*	V*	V*	V*
1 - Not at all important	119	61	58	18	49	52	22	61	25	49	70	19	62	38	87	32	8	111	14	105	95	25	8	26	85
	24%	24%	24%	10%	28%	37%	16%	29%	31%	34%	20%	18%	24%	29%	25%	21%	19%	24%	20%	24%	26%	19%	6%	17%	42%
				*	C*	C*	*	*	*	J*		*	*	K*	*	*	**		*		*	*	*	VW*	VW*
Sigma	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%
Summary																									
Top2Box (5 - Very important/4)	176	71	104	95	51	30	66	60	21	34	142	42	88	45	122	54	15	160	20	156	120	56	86	49	41
	35%	28%	42%	51%	29%	22%	49%	28%	25%	23%	40%	40%	34%	34%	35%	35%	35%	35%	29%	36%	33%	43%	61%	31%	20%
		A		DE*	*	*	GH*	*	*	*	I	*	*	*	*	*	**		*		*	WX*	*	*	*
Low2Box (1 - Not at all important/2)	201	124	77	43	84	74	37	98	41	77	123	32	108	61	142	59	16	185	24	177	153	48	14	61	126
	40%	49%	31%	23%	48%	53%	27%	47%	50%	53%	35%	31%	41%	46%	41%	38%	35%	41%	36%	41%	41%	37%	10%	39%	62%
		B		*	C*	C*	*	F*	F*	J*		*	*	K*	*	*	**		*		*	*	V*	VW*	VW*

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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
5 - Very important	177	78	99	100	57	20	3	61	114	92	86	55	25	97	91	86	26	152	60	117	110	67	127	44	7
	35%	31%	40%	38%	34%	30%	25%	41%	33%	32%	40%	38%	32%	35%	34%	38%	37%	35%	35%	36%	34%	38%	43%	27%	15%
4	141	82	59	68	49	25	2	32	107	75	66	34	20	87	82	59	20	121	51	90	88	53	85	47	8
	28%	33%	24%	26%	29%	37%	22%	22%	31%	26%	31%	23%	27%	31%	30%	26%	29%	28%	30%	27%	27%	30%	29%	29%	19%
		B				*	**		G				*				*								*
3	125	62	63	69	38	18	2	39	84	76	50	40	22	64	65	60	16	109	41	85	83	43	61	46	18
	25%	25%	26%	26%	23%	27%	22%	26%	25%	27%	23%	28%	29%	23%	24%	26%	23%	25%	24%	26%	25%	24%	21%	29%	41%
						*	**					*					*								V*
2	40	16	23	18	18	3	1	10	28	32	7	9	7	23	22	18	4	36	13	27	33	7	19	15	6
	8%	6%	9%	7%	11%	4%	9%	7%	8%	11%	3%	7%	9%	8%	8%	8%	5%	8%	7%	8%	10%	4%	6%	9%	13%
						*	**			J			*				*				U				*
1 - Not at all important	17	13	4	8	8	1	2	5	9	9	8	5	3	8	11	6	4	13	6	11	11	5	3	8	5
	3%	5%	1%	3%	5%	2%	22%	3%	3%	3%	4%	4%	4%	3%	4%	3%	6%	3%	3%	3%	3%	3%	1%	5%	12%
		B				*	**					*					*						V		V*
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%
Summary																									
Top2Box (5 - Very important/4)	318	161	158	168	106	45	5	93	220	167	152	89	45	185	173	146	46	272	111	207	198	120	212	91	15
	64%	64%	64%	64%	62%	67%	47%	63%	64%	59%	70%	62%	59%	66%	64%	63%	66%	63%	65%	63%	61%	69%	72%	57%	34%
						*	**				I		*				*					WX		X	*
Low2Box (1 – Not at all important/2)	56	29	27	26	26	4	3	15	37	41	15	15	10	32	32	24	8	49	18	38	44	12	22	23	11
	11%	12%	11%	10%	15%	6%	31%	10%	11%	15%	7%	10%	13%	11%	12%	10%	11%	11%	11%	11%	14%	7%	7%	14%	25%
						*	**			J			*				*				U			V	V*

[Table of Contents](#)

Global @divisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	Great Britain Total	Great Britain																							
		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
5 - Very important	63	27	36	35	19	9	14	35	12	22	41	15	23	25	37	26	7	57	10	53	43	20	40	11	12
	13%	11%	14%	19%	13%	5%	14%	13%	15%	12%	13%	10%	14%	14%	13%	12%	20%	12%	21%	12%	14%	11%	23%	9%	6%
				DE	E												*		S*				WX		
4	103	44	59	57	29	17	16	55	18	33	69	24	35	43	46	57	5	98	8	95	64	39	51	25	27
	21%	18%	23%	31%	19%	10%	16%	20%	23%	18%	22%	17%	20%	23%	16%	27%	14%	21%	17%	21%	20%	21%	29%	21%	13%
			A	DE	E										N	*	*		*				WX	X	
3	146	71	75	58	45	44	26	80	24	52	94	46	51	50	86	60	10	136	15	131	100	46	55	40	51
	29%	29%	29%	31%	29%	27%	27%	30%	31%	28%	30%	32%	29%	27%	30%	28%	31%	29%	32%	29%	32%	25%	31%	33%	25%
																	*		*		U			X	
2	70	40	30	20	23	27	14	40	8	23	47	22	21	26	40	30	4	66	5	64	41	29	16	19	35
	14%	16%	12%	11%	15%	16%	14%	15%	10%	12%	15%	15%	12%	14%	14%	14%	12%	14%	11%	14%	13%	15%	9%	16%	17%
		B			C												*		*				V	V	
1 - Not at all important	118	64	54	15	36	67	28	59	16	55	63	36	41	40	78	40	8	110	9	109	67	51	14	25	79
	24%	26%	21%	8%	24%	41%	29%	22%	20%	30%	20%	25%	24%	22%	27%	19%	23%	24%	19%	24%	21%	28%	8%	21%	39%
					C	CD	G			J					O		*		*			T		V	VW
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%
Summary																									
Top2Box (5 - Very important/4)	166	71	95	92	48	26	30	90	30	56	110	39	58	68	83	83	11	155	18	148	107	59	92	36	38
	33%	29%	38%	50%	32%	16%	30%	34%	38%	30%	35%	28%	34%	37%	29%	39%	34%	33%	38%	33%	34%	32%	52%	30%	19%
		A	DE	E										K		N	*		*			WX	X		
Low2Box (1 – Not at all important/2)	188	104	84	35	59	94	42	99	24	78	110	58	63	67	118	70	12	176	15	173	108	80	30	44	113
	38%	42%	33%	19%	39%	57%	43%	37%	31%	42%	35%	41%	37%	36%	41%	33%	35%	38%	30%	38%	34%	43%	17%	37%	56%
		B			C	CD	H			J					O		*		*			T		V	VW

[Table of Contents](#)

Global @dvisor: Socialogue
HN3. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", how important is social media to you?
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 (*)

	United States Total	the US																							
		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
5 - Very important	54	23	31	27	19	8	11	19	25	28	26	22	14	18	28	26	13	42	17	38	31	24	35	11	9
	11%	9%	12%	15%	12%	5%	13%	9%	12%	10%	12%	10%	11%	13%	11%	10%	21%	9%	24%	9%	10%	13%	17%	11%	5%
				E	E												Q		S			X	X		
4	107	45	63	55	33	19	12	45	50	54	53	46	28	33	46	62	15	92	17	90	73	34	66	20	21
	21%	18%	25%	30%	21%	12%	15%	22%	24%	19%	24%	20%	22%	23%	18%	25%	26%	21%	23%	21%	23%	18%	32%	18%	11%
			A	DE	E				F								N					WX	X		
3	155	65	90	54	46	55	28	66	61	86	69	77	34	45	79	77	13	143	19	137	101	54	61	39	55
	31%	26%	36%	30%	30%	34%	34%	32%	29%	31%	32%	33%	27%	32%	31%	31%	21%	32%	26%	32%	32%	30%	29%	36%	30%
			A														P								
2	76	43	33	24	21	31	12	32	31	43	33	33	22	21	39	37	8	67	9	66	43	32	26	18	31
	15%	17%	13%	13%	13%	19%	15%	16%	15%	15%	15%	14%	17%	15%	16%	15%	14%	15%	13%	15%	14%	18%	13%	17%	17%
1 - Not at all important	107	71	36	22	36	49	18	47	43	70	37	55	29	23	59	48	11	96	10	97	68	40	19	19	68
	21%	29%	14%	12%	23%	30%	22%	22%	20%	25%	17%	24%	23%	16%	24%	19%	18%	22%	14%	23%	21%	22%	9%	18%	37%
		B			C	C				J		M	M						R				V	VW	
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%
Summary																									
Top2Box (5 - Very important/4)	162	68	93	82	52	27	22	64	75	83	79	68	42	51	74	88	28	134	34	128	104	58	101	31	30
	32%	28%	37%	45%	34%	17%	28%	31%	36%	29%	36%	29%	33%	36%	30%	35%	47%	30%	47%	30%	33%	31%	49%	29%	16%
		A	DE	E													Q	S				WX	X		
Low2Box (1 – Not at all important/2)	183	114	69	46	57	80	31	79	73	113	70	88	51	45	98	85	19	164	20	163	111	72	46	38	99
	37%	46%	27%	25%	37%	49%	38%	38%	35%	40%	32%	38%	40%	32%	39%	34%	32%	37%	27%	38%	35%	39%	22%	35%	54%
		B			C	CD				J			M						R				V	VW	

[Table of Contents](#)