

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	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)	18503	9116	9387	6959	6338	5206	4972	7301	5161	9220	9283	5152	6555	6796	10239	8264	2081	16422	3403	15100	12829	5674	8152	5191	5160
Base: All Respondents (wtd)	12500	6231	6269	5478	3999	3023	3661	4775	3258	5712	6788	4380	4649	3471	6623	5877	1365	11135	2166	10334	8308	4192	5433	3690	3377
A search engine (such as Google)	9188	4570	4618	3920	2983	2285	2542	3511	2538	4138	5050	3050	3535	2603	4917	4272	977	8212	1568	7620	6088	3100	4040	2912	2237
	74%	73%	74%	72%	75%	76%	69%	74%	78%	72%	74%	70%	76%	75%	74%	73%	72%	74%	72%	74%	73%	74%	74%	79%	66%
A social networking site (such as Facebook)	7950	3669	4280	3860	2467	1623	2316	3072	2051	3402	4547	2749	3003	2198	4023	3927	827	7123	1352	6597	5149	2801	4104	2428	1418
	64%	59%	68%	70%	62%	54%	63%	64%	63%	60%	67%	63%	65%	63%	61%	67%	61%	64%	62%	64%	62%	67%	76%	66%	42%
A portal site (for checking emails such as gmail)	6863	3357	3506	2960	2227	1676	1839	2697	1895	3036	3826	2101	2709	2052	3705	3157	720	6142	1169	5694	4565	2298	3263	2192	1407
	55%	54%	56%	54%	56%	55%	50%	56%	58%	53%	56%	48%	58%	59%	56%	54%	53%	55%	54%	55%	55%	60%	59%	42%	
A user generated or upload site (such as YouTube)	5439	2835	2605	2820	1647	972	1644	2064	1389	2141	3298	1852	2011	1577	2779	2660	581	4858	943	4496	3456	1983	2852	1649	938
	44%	45%	42%	51%	41%	32%	45%	43%	43%	37%	49%	42%	43%	45%	42%	45%	43%	44%	44%	44%	42%	47%	52%	45%	28%
A news and information site (such as CNN.com)	5204	2839	2365	2020	1745	1439	1270	2040	1612	2512	2692	1447	2009	1747	3045	2158	581	4622	1052	4151	3711	1493	2602	1638	964
	42%	46%	38%	37%	44%	48%	35%	43%	49%	44%	40%	33%	43%	50%	46%	37%	43%	42%	49%	40%	45%	36%	48%	44%	29%
A weather site (such as weather.com)	4839	2401	2438	1715	1688	1436	1133	1962	1452	2339	2499	1401	2036	1402	2764	2075	478	4361	844	3995	3350	1489	2070	1595	1174
	39%	39%	39%	31%	42%	47%	31%	41%	45%	41%	37%	32%	44%	40%	42%	35%	35%	39%	39%	39%	40%	36%	38%	43%	35%
A shopping site (such as Amazon.com)	4363	2101	2262	1897	1466	1000	880	1765	1517	2108	2255	1324	1531	1509	2371	1992	462	3901	862	3501	3098	1265	2135	1268	959
	35%	34%	36%	35%	37%	33%	24%	37%	47%	37%	33%	30%	33%	43%	36%	34%	34%	35%	40%	34%	37%	30%	39%	34%	28%
An auction site (such as eBay)	3213	1762	1451	1426	1073	715	962	1219	856	1474	1740	1069	1252	892	1813	1400	399	2814	640	2573	2185	1029	1629	918	666
	26%	28%	23%	26%	27%	24%	26%	26%	26%	26%	26%	24%	27%	26%	27%	24%	24%	29%	25%	30%	25%	26%	30%	25%	20%
A classifieds site (such as Craigslist)	2675	1386	1289	1163	880	632	738	1070	712	1225	1450	902	1127	646	1520	1155	309	2366	506	2168	1810	865	1380	797	497
	21%	22%	21%	21%	22%	21%	20%	22%	22%	21%	21%	21%	24%	19%	23%	20%	23%	21%	23%	21%	22%	21%	25%	22%	15%
An online music site (such as iTunes)	2319	1179	1140	1221	703	395	564	909	740	973	1346	721	883	715	1236	1083	314	2004	536	1783	1596	723	1317	652	351
	19%	19%	18%	22%	18%	13%	15%	19%	23%	17%	20%	16%	19%	21%	19%	18%	23%	18%	25%	17%	19%	17%	24%	18%	10%
Blogs in general	2319	1150	1168	1163	736	420	635	897	664	1000	1318	725	759	835	1186	1133	314	2005	495	1823	1531	787	1434	623	262
	19%	18%	19%	21%	18%	14%	17%	19%	20%	18%	19%	17%	16%	24%	18%	19%	23%	18%	23%	18%	19%	26%	17%	7%	8%
Brand retail site	2257	1102	1155	946	759	553	473	876	787	1089	1168	669	823	766	1239	1018	274	1983	504	1753	1608	649	1263	609	385
	18%	18%	18%	17%	19%	18%	13%	18%	24%	19%	17%	15%	18%	22%	19%	17%	20%	18%	23%	17%	19%	15%	23%	16%	11%
A TV or video site (such as Hulu)	2204	1142	1062	1090	663	451	565	849	692	922	1282	700	818	686	1224	980	247	1957	457	1747	1476	729	1260	600	344
	18%	18%	17%	20%	17%	15%	15%	18%	21%	16%	19%	16%	18%	20%	18%	17%	18%	18%	21%	17%	18%	17%	23%	16%	10%
A sports site (such as ESPN.com)	2174	1705	470	944	725	505	490	856	733	1075	1099	626	785	763	1397	777	269	1906	508	1666	1584	590	1168	592	414
	17%	27%	7%	17%	18%	17%	13%	18%	22%	19%	16%	14%	17%	22%	21%	13%	20%	17%	23%	16%	19%	14%	21%	16%	12%
A gaming site (such as Gamespot.com)	1688	941	747	855	509	324	526	640	443	693	996	609	635	445	892	796	192	1497	355	1333	1102	586	889	473	327
	14%	15%	12%	16%	13%	11%	14%	13%	14%	12%	15%	14%	14%	13%	13%	14%	14%	13%	16%	13%	13%	14%	16%	13%	10%
A financial site (such as Bloomberg.com)	1475	990	485	538	538	400	229	574	616	826	649	316	500	659	1003	473	249	1226	470	1005	1169	307	877	403	195
	12%	16%	8%	10%	13%	13%	6%	12%	19%	14%	10%	7%	11%	19%	15%	8%	18%	11%	22%	10%	14%	7%	16%	11%	6%
An entertainment blog (such as TMZ)	1152	525	627	668	323	161	325	437	350	470	683	355	399	398	584	568	155	997	252	900	793	359	712	285	155
	9%	8%	10%	12%	8%	5%	9%	9%	11%	8%	10%	8%	9%	11%	9%	10%	11%	9%	12%	9%	10%	9%	13%	8%	5%
An online review site (like Yelp.com)	1125	614	511	567	351	206	229	445	398	533	592	348	346	431	649	476	167	958	317	807	835	290	757	256	112
	9%	10%	8%	10%	9%	7%	6%	9%	12%	9%	9%	8%	7%	12%	10%	8%	12%	9%	15%	8%	10%	7%	14%	7%	3%
A photo sharing site (such as Flickr)	1060	525	536	592	305	164	276	403	337	446	615	316	342	402	590	470	170	891	286	774	758	303	729	218	113
	8%	8%	9%	11%	8%	5%	8%	8%	10%	8%	9%	7%	7%	12%	9%	8%	12%	8%	13%	7%	9%	7%	13%	6%	3%
A curation site (such as Tumblr/Pinterest)	1027	451	577	592	292	144	231	373	392	418	609	299	326	402	525	502	166	862	270	758	699	328	660	257	110
	8%	7%	9%	11%	7%	5%	6%	8%	12%	7%	9%	7%	7%	12%	8%	9%	12%	8%	12%	7%	8%	8%	12%	7%	3%
A fashion blog site	1011	296	715	613	252	146	279	385	296	417	594	312	334	365	449	562	153	858	265	746	667	345	662	260	89
	8%	5%	11%	11%	6%	5%	8%	8%	9%	7%	9%	7%	7%	11%	7%	10%	11%	8%	12%	7%	8%	8%	12%	7%	3%
A dating site (such as Match.com)	615	403	212	259	213	142	191	232	170	172	442	181	248	186	445	170	104	510	161	454	442	173	345	165	105
	5%	6%	3%	5%	5%	5%	5%	5%	5%	3%	7%	4%	5%	5%	7%	3%	8%	5%	7%	4%	5%	4%	6%	4%	3%
None of the above	413	233	180	170	122	121	177	117	70	184	228	214	134	64	199	213	22	390	29	384	228	185	66	49	298
	3%	4%	3%	3%	3%	4%	5%	2%	2%	3%	3%	5%	3%	2%	3%	4%	2%	4%	1%	4%	3%	4%	1%	1%	9%
Sigma	70574	36176	34398	31997	22667	15910	18515	27393	20710	31594	38980	22286	26545	21743	38555	32019	8130	62443	13844	56730	47899	22675	36215	20840	13519
	565%	581%	549%	584%	567%	526%	506%	574%	636%	553%	574%	509%	571%	626%	582%	545%	595%	561%	639%	549%	577%	541%	667%	565%	400%

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HA4. Which of the following types of websites do you regularly (once a week or more often) visit?

Proportions/Means: - Column Proportions:

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

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

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

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Norway	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	Y
Base: All Respondents (unwtd)	18503	501	1000	500	1000	1000	1000	1000	1000	1000	500	1000	500	1000	1000	500	500	501	500	501	500	500	1000	500	500	1000
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
A search engine (such as Google)	9188	391	410	426	364	390	345	390	408	412	336	351	202	380	280	347	427	399	287	344	425	356	368	396	413	342
	74%	78%	82%	85%	73%	78%	69%	78%	82%	82%	67%	70%	40%	76%	56%	69%	85%	80%	57%	69%	85%	71%	74%	79%	83%	68%
		FJKLNORSUY	DFJKLNMORSUYVY	ADEFGIKLMNQORSUVY	JLNRY	DFJKLNMORSUYVY	LNR	DFJKLNMORSUYVY	DFJKLNMORSUYVY	DEFGIKLMNQORSUVY	LNR	LNR		FJKLNORSY	L	LNR	ADEFGIKLMNQORSUVY	DFJKLNMORSUYVY	L	LNR	ADEFGIKLMNQORSUVY	LNR	JLNRY	FJKLNORSUY	DEFGIKLMNQORSUVY	LNR
A social networking site (such as Facebook)	7950	388	328	308	363	323	185	271	257	306	389	348	391	331	130	386	365	310	357	351	386	139	323	308	410	296
	64%	78%	66%	62%	73%	65%	37%	54%	51%	61%	78%	70%	78%	66%	26%	77%	73%	62%	71%	70%	77%	28%	65%	62%	82%	59%
		BCEFGHIKLMNQORSUVY	FGHNUY	FGHNU	BCEFGHIKLMNQORSUVY	FGHNUY	NU	FNU	FNU	FGHNU	BCEFGHIKLMNQORSUVY	CEFGHIKLMNQORSUVY	BCEFGHIKLMNQORSUVY	FGHNUY		BCEFGHIKLMNQORSUVY	BCEFGHIKLMNQORSUVY	FGHNU	BCEFGHIKLMNQORSUVY	CEFGHIKLMNQORSUVY	BCEFGHIKLMNQORSUVY	FGHNUY	FHNU	BCEFGHIKLMNQORSUVY	FGHNU	
A portal site (for checking emails such as gmail)	6863	270	257	279	261	273	257	283	185	272	339	262	294	284	135	238	365	351	311	218	304	329	339	287	218	251
	55%	54%	51%	56%	52%	55%	51%	57%	37%	54%	68%	52%	59%	57%	27%	48%	73%	70%	62%	44%	61%	66%	68%	57%	44%	50%
		HNSX	HNSX	HNSX	HNSX	HNSX	HN	BHNSX	N	HNSX	ABCEFGHIKLMNQORSUVY	HNSX	BDHKNSX	BHNSX		HN	ABCEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	HN	BDEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	HNSX	HN	HNSX	
A user generated or upload site (such as YouTube)	5439	312	211	210	232	225	126	168	209	211	260	245	266	205	188	278	205	239	157	235	233	147	222	188	278	191
	44%	62%	42%	42%	46%	45%	25%	34%	42%	42%	52%	49%	53%	41%	38%	56%	41%	48%	31%	47%	47%	29%	44%	38%	56%	38%
		BCEFGHIKLMNQORSUVY	FGRU	FGRU	FGMNRUWY	FGNRUY		F	FGRU	FGRU	BCEFGHIKLMNQORSUVY	BCEFGHIKLMNQORSUVY	BCEFGHIKLMNQORSUVY	FGRU	FRU	BCEFGHIKLMNQORSUVY	FGRU	FGHNMNRUY		FGNRUY	FGNRUY		FGNRUY	FU	BCEFGHIKLMNQORSUVY	FGRU
A news and information site (such as CNN.com)	5204	167	131	203	246	154	227	98	173	200	299	187	302	181	261	145	360	207	207	119	201	185	205	309	291	147
	42%	33%	26%	41%	49%	31%	45%	20%	35%	40%	60%	37%	60%	36%	52%	29%	72%	41%	41%	24%	40%	37%	41%	62%	58%	29%
		BGS	G	ABEGHOSY	ABCEGHKLMNQORSUVY	BGS	ABEGHKMOSUY		BGSY	ABEGHOSY	ABCEFGHIKLMNQORSUVY	BEGOSY	ABCEFGHIKLMNQORSUVY	BEGOSY	ABCEGHKLMNQORSUVY	G	ABCEFGHIKLMNQORSUVY	ABEGHOSY	ABEGHOSY	BEGHOSY	BEGOSY	ABEGHOSY	ABCEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	G	
A weather site (such as weather.com)	4839	121	185	193	139	259	180	241	246	229	277	102	53	229	253	82	366	194	284	55	190	157	192	242	181	189
	39%	24%	37%	39%	28%	52%	36%	48%	49%	46%	55%	20%	11%	46%	51%	16%	73%	39%	57%	11%	38%	31%	38%	48%	36%	38%
		LOS	ADKLOS	ADKLOS	KLOS	ABCEFGHIKLMNQORSUVY	ADKLOS	ABCEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	LS		ABCEFGHIKLMNQORSUVY	ABCEFGHIKLMNQORSUVY	L	ABCEFGHIKLMNQORSUVY	ADKLOS	ABCEFGHIKLMNQORSUVY	ADKLOS	ADKLOS	ADKLOS	ADKLOS	ADKLOS	ADKLOS	
A shopping site (such as Amazon.com)	4363	77	131	97	199	125	372	215	317	327	54	215	194	161	214	47	74	79	165	109	148	247	140	109	319	230
	35%	15%	26%	19%	40%	25%	74%	43%	63%	65%	11%	43%	39%	32%	43%	9%	15%	16%	33%	22%	30%	49%	28%	22%	64%	46%
		O	ACIOPOQ	JO	ABCEGHIKLMNQORSUVY	ACIOPOQ	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	O	JO	ABCEGHIKLMNQORSUVY	ACIOPOQ	ACIOPOQ	ABCEGHIKLMNQORSUVY	ACIOPOQ	ACIOPOQ	ABCEGHIKLMNQORSUVY	ABCEGHIKLMNQORSUVY	
An auction site (such as eBay)	3213	277	211	107	47	94	73	83	221	235	166	148	40	167	75	154	57	240	46	98	114	96	109	83	153	120
	26%	55%	42%	21%	9%	19%	15%	17%	44%	47%	33%	30%	8%	33%	15%	31%	11%	48%	9%	20%	23%	19%	22%	17%	31%	24%
		BCEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DFGLNPR		DLNPR	DLR	DLPR	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY	DLPR	DFGLNPR	DLPR	DFGLNPR	DLR	DEFGHIKLMNQORSUVY	DEFGHIKLMNQORSUVY
A classifieds site (such as Craigslist)	2675	121	41	76	147	126	128	147	70	19	250	69	74	154	27	62	216	127	93	117	80	32	124	133	106	136
	21%	24%	8%	15%	29%	25%	26%	29%	14%	4%	50%	14%	15%	31%	5%	12%	43%	25%	19%	23%	16%	6%	25%	27%	21%	27%
		BCHIKLNORTU	IN	BINU	BCHIKLNORSUVY	BCHIKLNORTU	BCHIKLNORTU	BCHIKLNORSUVY	BINU		ABCEFGHIKLMNQORSUVY	BINU	BINU	ABCEHIKLMNQORSUVY	BINU	BCHIKLNORTU	ABCEFGHIKLMNQORSUVY	BCHIKLNORTU	BCHIKLNORTU	BCHIKLNORTU	I	BCHIKLNORTU	BCHIKLNORTU	BCHIKLNORTU	BCHIKLNORTU	BCHIKLNORTU
An online music site (such as iTunes)	2319	86	114	51	149	81	162	51	58	104	46	157	87	59	39	117	91	63	118	74	127	86	79	93	138	90
	19%	17%	23%	10%	30%	16%	32%	10%	12%	21%	9%	31%	17%	12%	8%	23%	18%	13%	24%	15%	25%	17%	16%	19%	28%	18%
		CGHJMN	ACEGHJLMNQORSUVY		ABCEGHJLMNQORSUVY	CGHJMN	ABCEGHJLMNQORSUVY		N	CEGHJLMNQORSUVY		ABCEGHJLMNQORSUVY	CGHJMNQ	N		CEGHJLMNQORSUVY	CGHJMNQ	N	ACEGHJLMNQORSUVY	GIN	ACEGHJLMNQORSUVY	CGHJMN	CGHJMN	CGHJMN	ACEGHJLMNQORSUVY	CGHJMNQ
Blogs in general	2319	100	66	45	112	48	121	49	50	75	66	132	195	88	122	80	67	92	51	70	83	187	140	81	145	56
	19%	20%	13%	9%	22%	10%	24%	10%	10%	15%	13%	26%	39%	18%	24%	16%	13%	18%	10%	14%	17%	37%	28%	16%	29%	11%
		BCEGHJPRS	CEG		BCEGHJLMNQORSUVY		BCEGHJLMNQORSUVY			CEGHRY	CE	ABCEGHJLMNQORSUVY	ABCEFGHIKLMNQORSUVY	BCEGHJRY	BCEGHJLMNQORSUVY	CEGHRY		BCEGHJRY		CE	CEGHRY	ABCEGHJLMNQORSUVY	ABCEGHJLMNQORSUVY	CEGHRY	ABCEGHJLMNQORSUVY	
Brand retail site	2257	92	102	97	111	88	116	136	63	144	64	151	71	52	27	46	84	55	120	64	112	120	49	145	104	
	18%	18%	20%	19%	22%	18%	23%	27%	13%	29%	13%	30%	14%	10%	5%	9%	17%	11%	24%	13%	22%	9%	24%	10%	29%	21%
		HJMNQORSUW	HJLMNQORSUW	HJLMNQORSUW	EHJLMNQORSUW	HJMNQORSUW	HJLMNQORSUW	ABCEGHJLMNQORSUVY	NU	ABCEGHJLMNQORSUVY	NU	ABCEGHJLMNQORSUVY	MNOU	N		N	MNOQUW	N	EHJLMNQORSUW	N	EHJLMNQORSUW	N	AEHJLMNQORSUW	N	ABCEGHJLMNQORSUVY	HJLMNQORSUW
A TV or video site (such as Hulu)	2204	85	28	26	98	57	241	32	47	49	68	98	76	46	84	114	100	132	46	40	102	112	148	193	97	
	18%	17%	6%	5%	20%	11%	48%	6%	9%	10%	14%	20%	17%	15%	9%	17%	23%	20%	26%	9%	8%	20%	22%	30%	39%	19%
		BCEGHINST			BCEGHJLMNQORSUVY	BCGT	ABCEGHJLMNQORSUVY		BCG	BCG	BCGHINT	BCEGHJLMNQORSUVY	BCEGHINST	BCEGHINST	BCG	BCEGHINST	BCEGHJLMNQORSUVY	BCEGHJLMNQORSUVY	BCEGHINST	C		BCEGHJLMNQORSUVY	ABCEGHJLMNQORSUVY	ABCEGHJLMNQORSUVY	ABCEGHJLMNQORSUVY	ABCEGHJLMNQORSUVY
A sports site (such as ESPN.com)	2174	101	56	80	115	78	77	60	91	76	79	133	105	66	92	73	125	87	57	61	76	94	126	29	136	101
	17%	20%	11%	16%	23%	16%	15%	12%	18%	15%	16%	27%	21%	13%	18%	15%	25%	17%	11%	12%	15%	19%	25%	6%	27%	20%
		BGIMRSW	W	BGW	BCEFGHIJLMNQORSUVY	BGW	W	W	BGMRSW	BGW	BW	ABCEFGHIJLMNQORSUVY	BCEFGHIJLMNQORSUVY	W	BGMRSW	W	BCEFGHIJLMNQORSUVY	BGRW	W	W	BW	BGMRSW	BCEFGHIJLMNQORSUVY	ABCEFGHIJLMNQORSUVY	BEGIMRSTW	W
A gaming site (such as Gamespot.com)	1688	92	46	35	103	66	82	58	71	36	79	78	80	622												

			PV		BCGPV	GPV	ABCDEGHIJLMNOPQRSTU VWXYZ		BCGPVW	BCGPV	ABCDEGHIOP QRSTUVW	ABCDEGHIJN OPQRSTUVW Y	ABCDEGHIOP QRSTUVWY	ABCDEGHIJL NOPQRSTUV WXYZ	ABCDEGHIOP QRSTUVW			BCGPVW	BCGPV	BCGPV	GPV	ABCGPVW			ABCDEGHIOP QRSTUVWY	ABCDEGHIOP QRTVW
A photo sharing site (such as Flickr)	1060	39	26	15	56	26	46	18	26	34	31	114	58	20	18	44	21	33	56	40	33	49	51	72	103	32
	8%	8%	5%	3%	11%	5%	9%	4%	5%	7%	6%	23%	12%	20	4%	9%	4%	7%	11%	8%	7%	10%	10%	14%	21%	6%
		CGMN			BCEGHUMNP QTY	C	CEGMNP		C	CGMN	CGN	ABCDEFGHIJLMNOPQRSTU VWY	BCEGHUMNP QTY			BCEGHMNP		CGMN	BCEGHUMNP QTY	CGMN	CGMN	BCEGHUMNP Y	BCEGHUMNP QTY	ABCEGHUMN PQSTY	ABCDEFGHIJLMNOPQRSTU YY	CGMN
A curation site (such as Tumblr/Pinterest)	1027	29	42	15	32	55	55	13	20	32	11	58	33	17	8	38	30	20	30	22	70	155	40	32	97	73
	8%	6%	8%	3%	6%	11%	11%	3%	4%	6%	2%	12%	7%	3%	2%	8%	6%	4%	6%	4%	14%	31%	8%	6%	19%	15%
		GJN	CGHJMNQS		CGHJMN	ACDGHJLMN PQRSVW	ACDGHJLMN QRS		N	CGHJMN		ABCDEGHIJLM NPQRSVW	CGHJMN	N		CGHJMNQ	CGJN	N	CGJMN	N	ABCDGHJLM NOPQRSVW	ABCDEFGHIJK LMNOPQRST VWAY	CGHJMNQS	GJN	ABCDEFGHIJK LMNOPQRST VWY	W
A fashion blog site	1011	41	21	17	74	17	77	13	19	21	32	97	99	25	19	55	14	38	25	43	39	46	51	29	80	17
	8%	8%	4%	3%	15%	3%	15%	3%	4%	4%	6%	19%	20%	5%	4%	11%	3%	8%	5%	9%	8%	9%	10%	6%	16%	3%
		BCEGHINPY			ABCEGHJUMN PQRSTUVWY		ABCEGHJUMN PQRSTUVWY				CEGHPY	ABCDEGHJUM NOPQRSTUV WY	ABCDEGHJUM NOPQRSTUV WY	G		BCEGHJUMNP RWY		BCEGHINPY	G	BCEGHIMNPY	BCEGHINPY	BCEGHIMNPR Y	BCEGHJUMNP RWY	G	ABCEGHJUMN PQRSTUVWY	
A dating site (such as Match.com)	615	22	24	22	30	19	33	19	13	11	34	38	23	13	5	21	11	25	59	35	22	8	19	29	57	20
	5%	4%	5%	4%	6%	4%	7%	4%	3%	2%	7%	8%	5%	3%	1%	4%	2%	5%	12%	7%	4%	2%	4%	6%	11%	4%
		NU	HIMNU	INU	EGHIMNPUV	NU	HIMNPU	NU	N		EGHIMNPUV Y	ABCEGHJLMN OPTUVY	INU	N		NU		HIMNPU	ABCEFGHIJK LMNOPSTU VWY	EGHIMNPUV	INU		NU	HIMNPU	ABCEFGHIJK LMNOPSTU VWY	INU
None of the above	413	14	16	12	23	23	13	29	26	17	2	10	9	23	36	15	4	8	18	23	11	11	21	8	5	33
	3%	3%	3%	2%	5%	3%	3%	6%	5%	3%	*	2%	2%	5%	7%	3%	1%	2%	4%	5%	2%	2%	4%	2%	1%	7%
		J	JPX	J	CJKLPQTUWX	CJKLPQTUWX	J	ABCFUJKLOPQ TUWX	CJKLPQTUWX	JPQX		J	J	CJKLPQTUWX	ABCEFIJLM OPQRSTUWX	JP			JPX	JKLPQX	J	J	JKLPQX			ABCFUJKLOPQ RTUVWX
Sigma	70574	2891	2515	2382	3076	2626	3303	2438	2671	2903	3099	3265	2940	2747	2178	2440	3208	2937	2772	2256	2910	2813	2928	2735	3821	2722
	565%	578%	503%	476%	615%	525%	661%	488%	534%	581%	620%	653%	588%	549%	436%	488%	642%	587%	554%	451%	582%	563%	586%	547%	764%	544%

Socialogue

HA4. Which of the following types of websites do you regularly (once a week or more often) visit?

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)	18503	2000	2001	7501	5500	7500	3500	1501
Base: All Respondents (wtd)	12500	1000	1500	5000	3500	4000	2000	1500
A search engine (such as Google)	9188	732	1102	3943	2231	2889	1346	1181
	74%	73%	73%	79%	64%	72%	67%	79%
		DF	DF	ABDEF		DF	D	ABDEF
A social networking site (such as Facebook)	7950	619	1137	3170	1877	2272	1253	1147
	64%	62%	76%	63%	54%	57%	63%	76%
		DE	ACDEF	DE		D	DE	ACDEF
A portal site (for checking emails such as gmail)	6863	525	770	2983	1846	1994	1092	739
	55%	52%	51%	60%	53%	50%	55%	49%
		E		ABDEFG	EG		EG	
A user generated or upload site (such as YouTube)	5439	416	822	2116	1339	1553	759	747
	44%	42%	55%	42%	38%	39%	38%	50%
		DEF	ACDEFG	DEF				ACDEF
A news and information site (such as CNN.com)	5204	300	558	2235	1500	1420	867	611
	42%	30%	37%	45%	43%	36%	43%	41%
			A	ABEG	ABE	A	ABE	AE
A weather site (such as weather.com)	4839	448	342	2409	1214	1931	704	427
	39%	45%	23%	48%	35%	48%	35%	28%
		BDFG		ABDFG	BG	ABDFG	BG	B
A shopping site (such as Amazon.com)	4363	355	323	1573	1537	1755	950	576
	35%	35%	22%	31%	44%	44%	48%	38%
		BC		B	ABCG	ABCG	ABCDEG	BC
An auction site (such as eBay)	3213	214	477	1468	689	1041	313	365
	26%	21%	32%	29%	20%	26%	16%	24%
		F	ADEFG	ADEFG	F	ADF		DF
A classifieds site (such as Craigslist)	2675	263	330	1316	463	773	437	303
	21%	26%	22%	26%	13%	19%	22%	20%
		BDEFG	DE	BDEFG		D	DE	D

An online music site (such as iTunes)	2319	171	351	696	762	600	585	338
	19%	17%	23%	14%	22%	15%	29%	23%
		CE	ACE		ACE		ABCDEG	ACE
Blogs in general	2319	104	292	752	873	538	416	298
	19%	10%	19%	15%	25%	13%	21%	20%
			ACE	AE	ABCEFG	A	ACE	ACE
Brand retail site	2257	192	248	865	631	734	497	320
	18%	19%	17%	17%	18%	18%	25%	21%
							ABCDEG	BCDE
A TV or video site (such as Hulu)	2204	154	267	770	734	536	570	279
	18%	15%	18%	15%	21%	13%	28%	19%
		E	CE	E	ABCE		ABCDEG	ACE
A sports site (such as ESPN.com)	2174	179	288	819	614	622	382	274
	17%	18%	19%	16%	18%	16%	19%	18%
		E	CE		E		CE	E
A gaming site (such as Gamespot.com)	1688	126	253	567	509	482	336	232
	14%	13%	17%	11%	15%	12%	17%	15%
			ACE		CE		ACDE	ACE
A financial site (such as Bloomberg.com)	1475	78	111	529	574	293	371	183
	12%	8%	7%	11%	16%	7%	19%	12%
				ABE	ABCEG		ABCEG	ABE
An entertainment blog (such as TMZ)	1152	77	126	340	463	261	269	145
	9%	8%	8%	7%	13%	7%	13%	10%
			E		ABCEG		ABCEG	CE
An online review site (like Yelp.com)	1125	79	75	337	492	363	323	142
	9%	8%	5%	7%	14%	9%	16%	9%
		B		B	ABCEG	BC	ABCEG	BC
A photo sharing site (such as Flickr)	1060	58	138	322	366	230	272	175
	8%	6%	9%	6%	10%	6%	14%	12%
			ACE		ACE		ABCDE	ACE
A curation site (such as Tumblr/Pinterest)	1027	128	100	229	380	247	175	190
	8%	13%	7%	5%	11%	6%	9%	13%
		BCDEF	C		BCEF	C	BCE	BCEF
A fashion blog site	1011	34	170	261	385	157	273	162
	8%	3%	11%	5%	11%	4%	14%	11%
			ACE	AE	ACE		ACDEG	ACE
A dating site (such as Match.com)	615	39	74	197	191	159	161	114
	5%	4%	5%	4%	5%	4%	8%	8%
					ACE		ABCDE	ABCDE
None of the above	413	56	53	151	114	206	64	40
	3%	6%	4%	3%	3%	5%	3%	3%
		BCDFG				BCDFG		
Sigma	70574	5348	8406	28047	19785	21057	12415	8987
	565%	535%	560%	561%	565%	526%	621%	599%

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Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 (*)

	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	Age 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)	501	214	287	219	166	116	187	210	104	174	327	168	180	153	239	262	73	428	82	419	355	146	323	128	50
Base: All Respondents (wtd)	500	245	255	248	148	104	223	209	68	154	346	327	118	55	226	274	64	436	61	439	315	185	302	139	59
A search engine (such as Google)	391	199	192	205	109	76	170	168	54	111	280	246	102	43	173	218	52	339	53	338	247	144	254	113	23
	78%	81%	75%	83%	74%	73%	76%	80%	79%	72%	81%	75%	86%	79%	76%	80%	81%	78%	86%	77%	79%	78%	84%	81%	40%
						*			*				K				*		*			X	X*	*	
A social networking site (such as Facebook)	388	175	213	184	113	91	155	179	54	129	259	248	98	42	168	220	48	340	53	335	251	137	248	110	31
	78%	71%	84%	74%	76%	87%	69%	86%	80%	84%	75%	76%	83%	76%	74%	80%	75%	78%	86%	76%	80%	74%	82%	79%	53%
						F		F	C*								*		*			X	X*	*	
A user generated or upload site (such as YouTube)	312	143	169	168	89	55	139	132	41	85	228	202	81	30	141	171	39	273	43	269	189	123	207	84	21
	62%	58%	66%	68%	60%	53%	62%	63%	61%	55%	66%	62%	68%	54%	62%	63%	61%	63%	70%	61%	60%	67%	69%	60%	36%
					E	*			*				M				*		*			X	X*	*	
An auction site (such as eBay)	277	130	147	128	84	65	108	128	41	90	187	177	69	30	134	143	35	242	38	239	183	94	182	76	18
	55%	53%	58%	52%	57%	62%	48%	61%	60%	58%	54%	54%	59%	54%	59%	52%	54%	55%	61%	54%	58%	51%	60%	55%	30%
						*			F	*							*		*			X	X*	*	
A portal site (for checking emails such as gmail)	270	129	141	117	84	70	96	128	47	80	190	158	78	34	149	122	43	227	48	222	190	80	176	77	17
	54%	53%	55%	47%	57%	67%	43%	61%	F*	52%	55%	48%	66%	62%	66%	44%	67%	52%	78%	51%	60%	43%	58%	55%	29%
						F		F	C*				K	O			*		S*		U		X	X*	*
A news and information site (such as CNN.com)	167	89	78	71	57	39	43	96	28	50	117	93	49	25	91	76	22	144	25	142	117	50	124	38	5
	33%	36%	31%	29%	39%	37%	19%	46%	41%	32%	34%	28%	42%	45%	40%	28%	35%	33%	41%	32%	37%	27%	41%	28%	8%
						*		F	F*				K	K	O		*		*			WX	X*	*	
A weather site (such as weather.com)	121	53	68	47	40	33	43	63	15	47	74	71	31	19	60	60	23	98	18	103	89	31	85	28	8
	24%	22%	27%	19%	27%	32%	19%	30%	21%	30%	21%	22%	26%	34%	27%	22%	36%	22%	30%	23%	28%	17%	28%	20%	14%
						C*		F	*								*		*			U		*	*
A classifieds site (such as Craigslist)	121	68	53	56	38	26	43	59	19	39	82	67	38	15	57	64	17	104	19	102	81	40	76	41	4
	24%	28%	21%	23%	26%	25%	19%	28%	28%	25%	24%	21%	32%	28%	25%	23%	26%	24%	31%	23%	26%	22%	25%	30%	7%
						*		*					K				*		*			X	X*	*	
A sports site (such as ESPN.com)	101	74	26	41	37	23	26	56	19	28	73	53	32	15	60	40	12	89	11	90	69	31	70	27	4
	20%	30%	10%	17%	25%	22%	11%	27%	28%	18%	21%	16%	27%	27%	27%	15%	19%	20%	17%	21%	22%	17%	23%	19%	7%
		B			*			F	F*				K	K	O		*		*			X	*	*	
Blogs in general	100	53	48	50	25	25	42	48	11	34	67	68	22	11	52	49	20	80	25	76	61	40	66	31	4
	20%	22%	19%	20%	17%	24%	19%	23%	16%	22%	19%	21%	18%	20%	23%	18%	31%	18%	40%	17%	19%	21%	22%	22%	6%
						*		*									Q*		S*			X	X*	*	
A gaming site (such as Gamespot.com)	92	39	53	44	26	22	46	36	10	24	68	67	18	8	39	53	18	74	12	80	50	42	52	35	5
	18%	16%	21%	18%	17%	22%	20%	17%	15%	15%	20%	20%	15%	14%	17%	19%	28%	17%	19%	18%	16%	23%	17%	25%	9%
						*		*					*				*		*					*	*
Brand retail site	92	49	43	42	25	24	34	39	19	27	65	56	25	11	45	46	10	82	11	81	61	31	62	21	9
	18%	20%	17%	17%	17%	23%	15%	19%	28%	18%	19%	17%	21%	20%	20%	17%	15%	19%	18%	18%	19%	17%	20%	15%	16%
						*			F*								*		*				*	*	*
An online music site (such as iTunes)	86	32	53	48	20	18	32	42	12	22	63	53	21	11	47	39	14	72	16	69	53	33	60	19	6
	17%	13%	21%	19%	13%	17%	14%	20%	17%	14%	18%	16%	18%	20%	21%	14%	22%	16%	27%	16%	17%	18%	20%	14%	11%
						*		*									*		*				*	*	*
A TV or video site (such as Hulu)	85	39	45	50	24	11	37	39	8	15	69	54	20	10	43	42	17	68	13	72	48	37	65	14	5
	17%	16%	18%	20%	16%	11%	17%	19%	12%	10%	20%	17%	17%	19%	19%	15%	27%	16%	21%	16%	15%	20%	22%	10%	9%
						*		*									*		*				*	*	*
A shopping site (such as Amazon.com)	77	37	40	40	21	17	25	40	12	25	52	44	22	10	44	33	12	65	19	58	55	22	57	16	4
	15%	15%	15%	16%	14%	16%	11%	19%	17%	16%	15%	14%	19%	19%	20%	12%	18%	15%	31%	13%	17%	12%	19%	11%	7%
						*		*									*		S*				*	*	*
A fashion blog site	41	5	36	25	6	10	14	23	4	11	30	27	12	2	19	22	8	33	8	33	25	16	31	10	1
	8%	2%	14%	10%	4%	10%	6%	11%	6%	7%	9%	8%	11%	3%	8%	8%	13%	7%	12%	8%	8%	9%	10%	7%	1%
			A		*			*					M				*		*			*	*	*	*
A photo sharing site (such as Flickr)	39	22	17	21	11	7	11	22	6	9	30	22	12	6	24	15	5	34	9	30	27	12	27	8	4
	8%	9%	7%	9%	8%	6%	5%	10%	9%	6%	9%	7%	10%	10%	11%	6%	8%	8%	15%	7%	9%	7%	9%	6%	7%
						*		*									*		*				*	*	*
A curation site (such as Tumblr/Pinterest)	29	11	19	17	6	6	15	11	3	4	25	18	8	3	17	13	4	26	4	26	19	11	20	9	1
	6%	4%	7%	7%	4%	6%	7%	5%	5%	3%	7%	5%	7%	5%	7%	5%	6%	6%	6%	6%	6%	6%	7%	6%	1%
						*		*									*		*				*	*	*
A financial site (such as Bloomberg.com)	24	12	11	10	10	5	10	7	6	5	18	10	7	6	13	10	5	19	7	16	17	6	19	2	2
	5%	5%	4%	4%	6%	4%	5%	3%	9%	3%	5%	3%	6%	11%	6%	4%	7%	4%	12%	4%	6%	3%	6%	1%	4%
						*		*					K				*		S*			*	*	*	*
A dating site (such as Match.com)	22	16	7	5	13	5	12	7	3	3	19	16	4	3	16	6	4	19	4	18	14	8	10	8	5
	4%	6%	3%	2%	9%	5%	5%	3%	4%	2%	6%	5%	3%	5%	7%	2%	5%	4%	7%	4%	5%	4%	3%	6%	8%
					C				*						O		*		*				*	*	*
An entertainment blog (such as TMZ)	22	8	14	15	4	3	7	13	2	7	15	12	7	3	11	11	2	20	3	19	14	9	17	2	3
	4%	3%	6%	6%	3%	3%	3%	6%	3%	4%	4%	4%	6%	5%	5%	4%	3%	5%	6%	4%	4%	5%	6%	2%	5%
						*		*									*		*				*	*	*

Sociolague

HMA: Which of the following types of websites do you regularly (once a week or more often) visit?

Proportions/Means - Column Proportions:

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

	Australia Total	Australia																																
		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	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SAT/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	421	579	336	341	323	222	511	267	516	484	304	317	379	525	475	107	893	123	877	623	377	614	386	291	322	214	90	83	384	270	346		
Base: All Respondents (wtd)	500	248	252	197	157	146	122	299	120	233	267	131	295	74	260	240	47	453	56	444	299	201	294	206	140	158	113	44	45	190	137	174		
A search engine (such as Google)	410	202	208	158	126	125	93	212	105	189	221	109	240	61	216	194	37	373	41	369	248	162	233	177	110	132	94	35	38	154	119	136		
	82%	82%	82%	81%	80%	86%	76%	82%	87%	81%	83%	83%	81%	83%	81%	81%	78%	82%	73%	83%	83%	81%	79%	86%	78%	84%	84%	79%	86%	81%	87%	78%		
A social networking site (such as Facebook)	328	148	180	149	99	79	72	172	83	146	181	84	192	51	152	176	28	300	32	296	193	135	195	133	92	104	73	28	31	151	98	78		
	66%	60%	71%	70%	63%	54%	59%	67%	70%	63%	68%	64%	65%	69%	58%	73%	59%	66%	57%	67%	64%	67%	66%	64%	66%	65%	63%	68%	60%	63%	68%	60%	71%	45%
A portal site (for checking emails such as gmail)	257	124	134	102	83	72	51	138	68	116	141	66	153	38	136	121	20	237	27	230	158	99	145	112	77	80	56	20	24	110	76	72		
	51%	50%	53%	52%	53%	49%	42%	53%	53%	57%	50%	53%	50%	52%	51%	52%	43%	52%	49%	52%	53%	49%	49%	55%	55%	50%	50%	46%	54%	58%	55%	41%		
An auction site (such as eBay)	211	101	111	84	74	53	45	109	57	97	115	57	124	31	109	102	22	190	24	187	128	83	117	94	61	66	52	15	17	85	58	68		
	42%	41%	44%	43%	47%	36%	37%	42%	48%	41%	43%	43%	42%	42%	43%	46%	42%	43%	42%	43%	42%	40%	46%	44%	42%	46%	35%	38%	45%	43%	39%			
A user generated or upload site (such as YouTube)	211	109	102	106	60	44	55	103	52	82	129	61	116	33	108	102	15	196	16	195	116	94	132	79	52	69	46	20	24	96	66	48		
	42%	44%	40%	54%	38%	30%	45%	40%	43%	35%	48%	47%	39%	45%	42%	43%	32%	43%	28%	44%	39%	47%	45%	38%	37%	43%	41%	46%	53%	51%	49%	28%		
A weather site (such as weather.com)	185	97	88	53	68	65	41	88	56	92	93	39	118	29	115	71	19	166	23	162	117	68	93	92	60	54	44	13	14	80	54	51		
	37%	39%	35%	27%	43%	44%	34%	34%	34%	47%	40%	35%	29%	40%	39%	44%	29%	39%	37%	42%	36%	39%	34%	32%	45%	43%	34%	39%	30%	30%	42%	40%	29%	
A shopping site (such as Amazon.com)	131	62	69	51	43	37	24	67	39	63	67	30	81	21	71	60	14	117	18	113	87	44	76	55	33	48	31	8	11	54	36	41		
	26%	25%	27%	26%	27%	25%	20%	26%	33%	27%	25%	22%	27%	28%	27%	25%	30%	26%	32%	25%	29%	22%	26%	27%	24%	30%	28%	18%	24%	28%	26%	23%		
A news and information site (such as CNN.com)	131	69	62	48	41	42	25	59	47	56	75	27	77	27	75	56	13	118	17	114	85	46	81	50	43	41	26	9	11	58	41	32		
	26%	28%	25%	24%	26%	29%	20%	23%	24%	28%	21%	26%	36%	29%	23%	28%	26%	31%	26%	28%	23%	27%	24%	31%	26%	23%	21%	25%	31%	30%	18%			
An online music site (such as iTunes)	114	57	57	56	33	25	26	58	30	51	63	27	68	18	58	56	10	104	11	103	67	47	64	50	28	42	27	7	11	49	35	30		
	23%	23%	23%	29%	21%	17%	22%	22%	25%	22%	24%	21%	23%	25%	22%	23%	20%	23%	20%	23%	22%	24%	22%	24%	20%	26%	24%	15%	24%	26%	26%	17%		
Brand retail site	102	49	54	34	40	28	23	52	28	47	56	23	61	18	55	47	10	93	12	90	59	43	59	43	28	38	19	6	11	43	33	27		
	20%	20%	21%	17%	26%	19%	19%	20%	23%	20%	21%	18%	21%	24%	21%	20%	21%	20%	22%	20%	21%	20%	21%	20%	21%	20%	17%	13%	24%	23%	24%	15%		
Blogs in general	66	38	28	30	18	18	16	31	19	28	38	14	39	13	32	34	6	60	6	60	36	30	38	28	19	20	16	6	6	38	17	11		
	13%	15%	11%	15%	11%	12%	13%	12%	16%	12%	14%	11%	13%	18%	12%	14%	12%	13%	10%	14%	12%	15%	13%	14%	14%	13%	14%	13%	13%	20%	13%	6%		
A sports site (such as ESPN.com)	56	47	9	19	19	18	7	32	17	28	27	15	30	11	36	20	6	50	7	49	37	19	37	19	16	16	10	5	8	25	17	14		
	11%	19%	3%	10%	12%	12%	6%	12%	14%	12%	10%	11%	10%	15%	14%	8%	12%	11%	13%	11%	12%	10%	13%	9%	11%	10%	9%	12%	19%	13%	13%	8%		
A gaming site (such as Gamespot.com)	46	34	13	25	12	9	13	27	7	20	27	11	29	6	28	18	3	43	5	41	30	17	26	21	13	14	8	3	8	20	11	15		
	9%	14%	5%	13%	8%	6%	11%	10%	5%	8%	10%	9%	10%	8%	11%	8%	7%	10%	9%	10%	8%	9%	10%	9%	9%	7%	8%	18%	11%	8%	8%			
A curation site (such as Tumblr/Pinterest)	42	13	29	28	8	6	10	19	13	15	26	13	21	8	9	33	4	38	4	38	17	24	26	15	13	15	6	1	7	18	16	7		
	8%	5%	11%	14%	5%	4%	8%	7%	11%	7%	10%	10%	7%	11%	3%	14%	8%	8%	7%	9%	6%	12%	9%	7%	9%	9%	6%	1%	16%	10%	12%	4%		
A classifieds site (such as Craigslist)	41	21	20	30	12	9	7	24	10	15	25	12	23	6	21	19	6	35	7	34	23	17	29	11	12	11	12	2	4	21	9	11		
	8%	8%	8%	10%	8%	6%	6%	8%	8%	7%	9%	9%	9%	8%	8%	8%	13%	8%	12%	8%	8%	9%	10%	5%	9%	7%	10%			11%	7%	6%		
An entertainment blog (such as TMZ)	30	9	21	20	7	2	2	17	11	8	22	10	14	5	12	18	3	26	3	27	18	11	21	9	9	10	7	-	4	16	9	5		
	6%	3%	8%	10%	4%	2%	2%	6%	9%	3%	8%	8%	5%	7%	5%	7%	6%	5%	6%	5%	6%	6%	7%	4%	6%	6%			9%	9%	6%	3%		
A TV or video site (such as Hulu)	28	14	14	13	9	6	6	19	3	10	18	8	14	7	15	13	2	26	2	26	16	12	19	9	9	9	6	3	2	17	7	4		
	6%	6%	6%	7%	6%	4%	5%	7%	3%	4%	7%	6%	5%	9%	6%	5%	5%	6%	4%	6%	5%	6%	6%	5%	6%	5%	5%	7%	4%	9%	5%	2%		
A photo sharing site (such as Flickr)	26	15	11	17	4	5	8	15	3	10	16	7	14	5	11	15	3	23	5	21	14	12	15	11	6	11	5	1	4	17	4	5		
	5%	6%	4%	9%	2%	3%	6%	6%	2%	4%	6%	6%	5%	6%	4%	6%	7%	5%	8%	5%	5%	6%	5%	5%	4%	7%	5%	2%	8%	9%	3%	3%		
A dating site (such as Match.com)	24	18	6	5	13	6	8	14	2	2	22	4	17	3	17	7	1	23	4	20	11	13	13	10	12	6	4	-	2	13	5	6		
	5%	7%	2%	3%	8%	4%	7%	5%	2%	1%	8%	3%	6%	4%	7%	3%	2%	5%	6%	5%	4%	6%	5%	5%	5%	9%	4%	3%	-	5%	7%	4%	4%	
A fashion blog site	21	7	14	14	5	2	6	11	4	9	12	3	10	7	8	13	2	19	3	18	11	11	14	8	5	9	3	1	3	11	9	2		
	4%	3%	6%	7%	3%	2%	5%	4%	3%	4%	4%	3%	4%	10%	3%	5%	5%	4%	5%	4%	4%	5%	5%	4%	3%	3%	6%	3%	6%	6%	7%	1%		
A financial site (such as Bloomberg.com)	20	14	6	13	2	5	5	10	5	7	13	4	10	6	12	8	5	15	7	13	13	7	16	4	6	6	3	2	2	10	5	5		
	4%	6%	3%	6%	1%	4%	4%	4%	4%	3%	5%	3%	3%	8%	5%	3%	10%	3%	12%	3%	4%	4%	5%	2%	4%	4%	3%	5%	4%	5%	3%	3%		
An online review site (like Yelp.com)	19	10	9	12	5	3	5	11	4	5	14	5	9	5	10	9	1	18	4	16	12	8	16	4	6	8	4	*	2	14	3	2		
	4%	4%	4%	6%	3%	2%	4%	4%	4%	4%	2%	5%	4%	3%	7%	4%	4%	3%	4%	7%	4%	4%	5%	2%	4%	4%	5%	3%	*	5%	7%	2%	1%	
None of the above	16	9	7	5	1	6	5	5	7	4	8	6	9	2	6	10	-	16	-	16	9	7	12	4	4	8	3	3	3	-	2	3	11	
	3%	3%	3%	3%	4%	4%	4%	4%	3%	3%	3%	4%	3%	2%	2%	4%	-	4%	-	4%	3%	4%	4%	4%	4%	2%	3%	3%	3%	7%	-	2%	6%	
Sigma	2515	1264	1250</																															

Socialogue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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

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	Gender		Age			Household Income			Marital Status			Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		North	Region Center	South	Language		Active	Social Media		Inactive
		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	French				Flemish	Passive				
		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	253	247	150	175	175	124	170	100	188	312	125	229	146	301	199	26	474	50	450	304	196	-	-	-	-	214	286	100	148	252	
Base: All Respondents (wt)	500	251	249	184	159	157	132	171	90	179	321	172	186	142	291	209	22	478	44	456	288	212	-	-	-	-	209	291	101	145	255	
A search engine (such as Google)	426	214	212	157	138	132	110	147	79	149	277	151	150	126	249	177	21	405	37	390	244	182	-	-	-	-	175	251	73	132	221	
	85%	85%	86%	85%	87%	84%	84%	86%	88%	83%	86%	88%	81%	89%	86%	85%	83%	86%	85%	86%	85%	86%	-	-	-	-	84%	86%	72%	91%	87%	
A social networking site (such as Facebook)	308	153	155	139	92	77	84	107	52	89	219	105	112	92	170	138	10	298	25	283	177	131	-	-	-	-	134	174	76	a	a	
	62%	61%	62%	76%	58%	49%	64%	63%	57%	49%	68%	61%	60%	64%	59%	66%	44%	62%	57%	62%	61%	62%	-	-	-	-	64%	60%	75%	68%	53%	
A portal site (for checking emails such as gmail)	279	139	139	111	94	73	73	99	49	85	194	84	100	94	175	103	11	268	25	253	160	119	-	-	-	-	136	143	58	93	128	
	56%	55%	56%	60%	59%	47%	55%	58%	54%	47%	60%	49%	54%	66%	60%	49%	47%	56%	57%	56%	55%	56%	-	-	-	-	65%	49%	58%	64%	50%	
A user generated or upload site (such as YouTube)	210	123	87	92	72	45	57	78	34	61	149	62	77	71	120	90	10	200	15	195	113	97	-	-	-	-	93	117	41	75	94	
	42%	49%	35%	50%	46%	29%	43%	46%	38%	34%	46%	36%	41%	50%	41%	43%	45%	42%	33%	43%	39%	45%	-	-	-	-	45%	40%	41%	52%	37%	
A news and information site (such as CNN.com)	203	110	93	84	62	58	40	77	49	77	126	49	76	78	120	83	9	195	22	181	124	79	-	-	-	-	74	129	49	73	82	
	41%	44%	38%	45%	39%	37%	30%	45%	54%	43%	39%	29%	41%	55%	41%	40%	39%	41%	51%	40%	43%	37%	-	-	-	-	35%	44%	48%	51%	32%	
A weather site (such as weather.com)	193	104	88	65	75	53	47	74	40	77	116	48	78	67	116	77	7	186	19	174	127	66	-	-	-	-	87	106	35	71	86	
	39%	42%	36%	35%	47%	34%	36%	43%	44%	43%	36%	28%	42%	47%	40%	37%	32%	39%	43%	38%	44%	31%	-	-	-	-	42%	36%	35%	49%	34%	
An auction site (such as ebay)	107	62	45	33	37	37	33	39	17	34	73	44	35	28	71	36	7	100	14	93	60	47	-	-	-	-	61	46	23	32	52	
	21%	25%	18%	18%	23%	24%	25%	23%	19%	19%	23%	25%	19%	20%	24%	17%	33%	21%	32%	20%	21%	22%	-	-	-	-	29%	16%	23%	22%	20%	
Brand retail site	97	46	51	29	37	31	24	36	21	34	63	36	30	32	58	40	4	93	9	88	57	40	-	-	-	-	47	50	20	29	48	
	19%	18%	21%	16%	24%	20%	18%	21%	23%	19%	20%	21%	16%	23%	20%	19%	19%	20%	21%	19%	20%	19%	-	-	-	-	23%	17%	20%	20%	19%	
A shopping site (such as Amazon.com)	97	53	44	34	36	27	27	36	19	28	69	31	26	40	66	31	7	90	10	86	59	38	-	-	-	-	61	35	23	30	43	
	19%	21%	18%	19%	22%	17%	21%	21%	21%	15%	21%	18%	14%	28%	23%	15%	31%	19%	23%	19%	20%	18%	-	-	-	-	29%	12%	23%	21%	17%	
A sports site (such as ESPN.com)	80	62	18	29	22	30	14	30	20	36	44	22	31	27	49	31	2	79	36	8	72	54	-	-	-	-	40	50	17	27	36	
	16%	25%	7%	15%	14%	19%	11%	18%	22%	20%	14%	13%	17%	19%	17%	15%	7%	16%	19%	16%	19%	12%	-	-	-	-	14%	17%	17%	19%	14%	
A classifieds site (such as Craigslist)	76	45	32	24	36	16	26	32	13	21	55	30	26	20	53	23	5	72	13	63	44	32	-	-	-	-	33	44	17	25	34	
	15%	18%	13%	13%	23%	10%	20%	19%	14%	12%	17%	17%	14%	14%	18%	11%	21%	15%	30%	14%	15%	15%	-	-	-	-	16%	15%	17%	17%	14%	
An online music site (such as iTunes)	51	36	15	22	19	9	9	13	11	16	35	15	21	14	31	20	3	48	8	43	31	20	-	-	-	-	22	29	14	14	23	
	10%	14%	6%	12%	12%	6%	7%	8%	12%	9%	11%	9%	12%	10%	11%	9%	13%	10%	19%	9%	11%	9%	-	-	-	-	10%	10%	14%	10%	9%	
Blogs in general	45	24	21	24	12	9	13	14	6	11	34	16	15	14	26	19	1	43	2	42	20	24	-	-	-	-	22	23	14	13	18	
	9%	10%	8%	13%	7%	6%	10%	8%	6%	6%	11%	9%	8%	10%	9%	9%	5%	9%	6%	9%	7%	11%	-	-	-	-	10%	8%	14%	9%	7%	
A financial site (such as Bloomberg.com)	36	30	6	9	10	17	7	13	12	15	20	5	13	18	31	5	5	31	8	28	30	6	-	-	-	-	12	23	17	12	7	
	7%	12%	2%	5%	6%	11%	6%	7%	14%	9%	6%	3%	7%	13%	11%	2%	22%	6%	18%	6%	10%	3%	-	-	-	-	6%	8%	17%	8%	3%	
A gaming site (such as Gamespot.com)	35	23	12	16	11	9	12	13	3	7	29	15	12	9	24	11	1	35	3	33	17	19	-	-	-	-	26	9	7	8	21	
	7%	9%	5%	8%	7%	6%	9%	8%	3%	4%	9%	9%	6%	6%	8%	5%	3%	7%	6%	7%	6%	9%	-	-	-	-	13%	3%	7%	6%	8%	
A TV or video site (such as Hulu)	26	12	14	13	3	9	13	9	2	5	1	8	10	7	14	12	-	26	4	22	13	13	-	-	-	-	14	12	6	10	9	
	5%	5%	6%	7%	2%	6%	10%	5%	2%	3%	6%	5%	6%	5%	5%	6%	-	5%	9%	5%	4%	6%	-	-	-	-	7%	4%	6%	7%	4%	
A dating site (such as Match.com)	22	17	5	7	8	7	8	7	2	1	21	8	8	5	20	2	1	20	1	20	12	9	-	-	-	-	10	12	3	3	15	
	4%	7%	2%	4%	5%	4%	6%	4%	3%	1%	6%	5%	5%	4%	7%	1%	5%	4%	3%	4%	4%	4%	-	-	-	-	5%	4%	3%	2%	6%	
An online review site (like Yelp.com)	18	11	7	12	5	1	5	3	6	4	13	-	9	9	9	9	1	17	3	15	14	4	-	-	-	-	11	6	8	7	3	
	4%	4%	3%	6%	3%	1%	4%	2%	7%	2%	4%	-	5%	6%	3%	4%	4%	4%	7%	3%	5%	2%	-	-	-	-	5%	2%	8%	5%	1%	
A fashion blog site	17	3	14	9	4	4	11	4	1	4	13	7	5	4	9	8	2	15	1	16	5	12	-	-	-	-	6	11	6	4	7	
	3%	1%	6%	5%	3%	2%	8%	2%	1%	2%	4%	4%	3%	3%	4%	4%	8%	3%	2%	4%	2%	3%	-	-	-	-	3%	4%	6%	3%	3%	
An entertainment blog (such as TMZ)	16	12	4	5	7	4	6	5	2	3	13	8	3	4	12	4	1	15	2	14	7	9	-	-	-	-	5	11	3	2	11	
	3%	5%	2%	3%	4%	3%	5%	3%	2%	2%	4%	5%	2%	3%	4%	2%	4%	3%	5%	3%	2%	4%	-	-	-	-	2%	4%	3%	1%	4%	
A photo sharing site (such as Flickr)	15	9	6	3	7	4	7	6	1	5	10	7	6	2	11	4	1	14	4	11	7	8	-	-	-	-	9	6	8	1	6	
	3%	4%	2%	2%	5%	3%	5%	3%	1%	3%	3%	4%	3%	1%	4%	2%	4%	3%	8%	2%	2%	4%	-	-	-	-	4%	2%	8%	1%	2%	
A curation site (such as Tumblr/Pinterest)	15	7	8	10	5	-	3	4	2	1	14	1	7	6	8	7	-	15	-	15	8	6	-	-	-	-	3	11	3	4	7	
	3%	3%	3%	5%	3%	-	3%	2%	2%	+	4%	1%	4%	4%	3%	3%	-	3%	-	3%	3%	3%	-	-	-	-	2%	4%	3%	3%	3%	
None of the above	12	5	7	2	6	4	1	5	3	7	5	2	4	5	7	4	-	12	-	12	9	3	-	-	-	-	6	6	2	1	8	
	2%	2%	3%	1%	3%	2%	1%	3%	3%	4%	2%	2%	1%	2%	4%	2%	2%	-	3%	3%	1%	1%	-	-	-	-	3%	2%	2%	1%	3%	
Sigma	2382																															

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	Age 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	422	578	557	277	166	236	727	37	396	604	146	556	298	417	583	130	870	191	809	709	291	717	179	104
Base: All Respondents (wtd)	500	232	268	285	144	71	143	343	14	194	306	157	262	81	205	295	63	437	91	409	346	154	344	90	66
A search engine (such as Google)	364	160	204	192	117	55	90	262	11	142	222	100	196	68	160	204	47	316	63	300	253	111	265	68	31
	73%	69%	76%	67%	81%	78%	63%	77%	78%	73%	72%	64%	75%	84%	78%	69%	76%	72%	70%	73%	73%	72%	77%	75%	47%
A social networking site (such as Facebook)	363	147	216	198	110	55	98	256	9	143	220	104	195	64	142	221	39	325	60	303	247	116	272	61	30
	73%	63%	81%	69%	76%	78%	69%	75%	63%	74%	72%	66%	74%	79%	69%	75%	61%	74%	66%	74%	71%	75%	79%	68%	46%
A portal site (for checking emails such as gmail)	261	106	155	145	75	41	58	197	6	103	159	65	140	57	105	156	32	229	44	217	175	86	193	48	20
	52%	46%	58%	51%	52%	59%	41%	58%	44%	53%	52%	42%	53%	70%	51%	53%	52%	52%	49%	53%	51%	56%	56%	54%	31%
A news and information site (such as CNN.com)	246	118	128	128	75	43	51	186	9	98	147	64	131	51	111	135	30	216	44	201	180	66	184	45	17
	49%	51%	48%	45%	52%	61%	35%	54%	66%	51%	48%	41%	50%	63%	54%	46%	48%	49%	49%	49%	52%	43%	53%	50%	25%
A user generated or upload site (such as YouTube)	232	104	128	132	71	29	59	167	6	89	143	62	127	44	95	137	25	207	36	196	158	75	173	41	18
	46%	45%	48%	46%	50%	41%	41%	49%	45%	46%	47%	39%	48%	54%	47%	46%	40%	47%	40%	48%	46%	48%	50%	46%	27%
A shopping site (such as Amazon.com)	199	90	109	101	63	34	36	156	7	80	119	45	108	45	86	113	27	171	37	161	149	50	153	34	11
	40%	39%	41%	35%	44%	48%	25%	45%	51%	41%	39%	29%	41%	55%	42%	38%	43%	39%	41%	39%	43%	32%	44%	38%	17%
An online music site (such as iTunes)	149	67	82	87	42	20	36	109	4	51	98	45	81	22	62	87	16	133	26	123	104	45	109	23	16
	30%	29%	30%	30%	29%	28%	25%	32%	30%	26%	32%	29%	31%	27%	30%	29%	25%	30%	28%	30%	30%	29%	32%	26%	24%
A classifieds site (such as Craigslist)	147	71	76	75	47	25	30	112	5	65	82	42	73	32	69	78	23	124	33	114	107	40	113	26	8
	29%	30%	28%	26%	33%	35%	21%	33%	33%	34%	27%	27%	28%	39%	34%	26%	36%	28%	36%	28%	31%	26%	33%	28%	13%
A weather site (such as weather.com)	139	66	72	68	44	26	29	107	3	58	81	33	75	31	63	75	17	122	28	110	102	37	101	25	13
	28%	29%	27%	24%	31%	37%	20%	31%	25%	30%	26%	21%	28%	38%	31%	25%	27%	28%	31%	27%	30%	24%	29%	28%	20%
A sports site (such as ESPN.com)	115	81	34	61	34	20	19	92	4	53	62	31	61	23	65	50	15	100	26	89	92	23	80	26	9
	23%	35%	13%	22%	23%	28%	13%	27%	26%	27%	20%	20%	23%	29%	32%	17%	24%	23%	28%	22%	27%	15%	23%	29%	13%
Blogs in general	112	49	63	67	28	17	22	87	3	38	74	36	55	21	45	67	15	97	23	89	79	33	89	15	8
	22%	21%	23%	24%	19%	25%	15%	26%	18%	20%	24%	23%	21%	26%	22%	23%	24%	22%	25%	22%	23%	21%	26%	17%	12%
Brand retail site	111	52	59	62	31	18	19	87	5	45	65	28	63	20	48	63	19	91	24	87	84	27	95	13	3
	22%	22%	22%	22%	22%	25%	13%	25%	36%	23%	21%	18%	24%	25%	23%	21%	31%	21%	27%	21%	24%	18%	28%	14%	5%
A gaming site (such as Gamespot.com)	103	55	49	67	26	11	27	74	3	34	69	35	52	16	45	58	12	91	20	84	76	28	79	16	9
	21%	24%	18%	23%	18%	16%	19%	21%	23%	18%	23%	22%	20%	20%	22%	20%	19%	21%	22%	20%	22%	18%	23%	17%	13%
A TV or video site (such as Hulu)	98	47	51	53	29	16	20	76	3	32	67	27	52	18	44	55	15	84	20	78	70	28	80	14	5
	20%	20%	19%	19%	20%	22%	14%	22%	19%	16%	22%	17%	20%	23%	21%	18%	23%	19%	22%	19%	20%	18%	23%	15%	7%
A fashion blog site	74	16	57	46	18	9	18	54	2	23	51	23	40	11	26	48	9	65	14	60	53	21	58	12	4
	15%	7%	21%	16%	13%	13%	12%	16%	11%	12%	17%	15%	15%	13%	12%	16%	14%	15%	15%	15%	15%	14%	17%	14%	5%
An entertainment blog (such as TMZ)	72	26	46	49	15	8	14	56	2	24	49	19	40	14	26	46	5	67	10	62	50	22	56	11	5
	14%	11%	17%	17%	11%	11%	10%	16%	15%	12%	16%	12%	15%	17%	13%	16%	8%	15%	11%	15%	14%	14%	16%	13%	8%
A financial site (such as Bloomberg.com)	70	38	32	36	22	13	15	51	4	28	42	18	37	16	31	39	10	60	19	52	53	17	59	8	4
	14%	17%	12%	12%	15%	18%	11%	15%	25%	15%	14%	11%	14%	19%	15%	13%	16%	14%	20%	13%	15%	11%	17%	9%	6%
A photo sharing site (such as Flickr)	56	23	33	29	20	7	13	42	1	26	30	19	30	7	23	33	6	50	11	45	36	19	47	8	1
	11%	10%	12%	10%	14%	10%	9%	12%	5%	13%	10%	12%	11%	8%	11%	11%	9%	11%	12%	11%	11%	12%	14%	8%	1%
An auction site (such as eBay)	47	30	17	26	15	6	7	35	5	20	26	14	21	13	25	22	9	38	15	32	35	11	42	5	*
	9%	13%	6%	9%	10%	9%	5%	10%	32%	11%	9%	9%	8%	15%	12%	8%	14%	9%	17%	8%	10%	7%	12%	5%	*
An online review site (like Yelp.com)	33	15	17	21	5	7	5	26	1	9	23	11	15	7	13	20	3	30	4	29	21	12	28	3	2
	7%	7%	7%	7%	4%	9%	4%	8%	10%	5%	8%	7%	6%	9%	6%	7%	5%	7%	4%	7%	6%	8%	8%	4%	3%
A curation site (such as Tumblr/Pinterest)	32	11	21	20	8	4	12	19	1	7	25	10	17	6	11	22	5	27	6	27	22	10	26	2	4
	6%	5%	8%	7%	6%	6%	8%	6%	9%	4%	8%	6%	6%	7%	5%	7%	8%	6%	6%	7%	6%	7%	8%	2%	7%
A dating site (such as Match.com)	30	20	11	13	12	6	10	20	1	6	24	6	18	6	18	13	5	25	10	21	23	7	22	4	4
	6%	8%	4%	5%	8%	8%	7%	6%	6%	3%	8%	4%	7%	8%	9%	4%	8%	6%	11%	5%	6%	5%	6%	5%	7%
None of the above	23	13	10	16	6	2	12	11	-	8	16	10	13	1	6	17	2	21	3	21	12	11	9	4	10
	5%	6%	4%	5%	4%	3%	8%	6%	3%	5%	5%	6%	5%	1%	3%	6%	4%	5%	3%	5%	4%	7%	3%	4%	16%
Sigma	3076	1406	1670	1691	912	474	699	2282	95	1182	1893	845	1639	592	1317	1759	386	2689	575	2501	2182	894	2331	512	233
	615%	606%	623%	593%	633%	669%	488%	666%	669%	611%	618%	539%	625%	730%	643%	596%	617%	615%	634%	611%	631%	579%	677%	570%	353%

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

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Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 (*)

	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	518	482	425	425	150	56	273	671	719	281	94	293	613	672	328	86	914	306	694	877	123	632	286	82	
Base: All Respondents (wtd)	500	249	251	200	188	111	53	201	246	346	154	295	155	50	300	200	34	466	114	386	391	109	263	146	92	
A shopping site (such as Amazon.com)	372	174	198	138	148	86	32	148	191	257	114	223	113	35	233	139	23	349	84	288	293	79	205	119	48	
	74%	70%	79%	69%	78%	77%	61%	74%	78%	74%	74%	76%	73%	71%	78%	70%	66%	75%	74%	74%	75%	72%	78%	82%	52%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
A search engine (such as Google)	345	172	173	140	131	74	25	146	174	231	114	212	98	35	204	141	25	320	83	262	270	75	183	113	49	
	69%	69%	69%	70%	70%	66%	47%	73%	71%	67%	74%	72%	63%	70%	68%	71%	73%	69%	73%	68%	69%	69%	70%	78%	53%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
A portal site (for checking emails such as gmail)	257	132	125	87	104	66	16	83	158	183	74	143	85	29	169	88	17	240	53	204	208	49	144	87	26	
	51%	53%	50%	44%	55%	59%	30%	41%	64%	53%	48%	49%	55%	58%	56%	44%	50%	51%	47%	53%	53%	45%	55%	60%	28%	
		*	*	*	*	*	**	*	G	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
A TV or video site (such as Hulu)	241	112	130	99	87	55	26	81	135	156	85	147	70	25	147	95	13	228	51	191	185	56	140	76	25	
	48%	45%	52%	49%	46%	50%	48%	40%	55%	45%	56%	50%	45%	50%	49%	47%	38%	49%	44%	49%	47%	52%	53%	52%	28%	
		*	*	*	*	*	**	*	G	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
A news and information site (such as CNN.com)	227	158	69	74	86	66	20	83	124	174	53	133	69	25	169	58	14	213	64	163	196	31	142	57	27	
	45%	63%	28%	37%	46%	60%	38%	41%	50%	50%	35%	45%	44%	50%	56%	29%	41%	46%	57%	42%	50%	28%	54%	39%	30%	
		B*	*	*	*	C*	**	*	J	*	*	O	*	*	*	*	**	*	*	*	U	*	W	*	**	
A social networking site (such as Facebook)	185	96	88	79	70	36	18	52	115	138	46	94	66	24	124	60	15	170	53	132	147	37	134	42	8	
	37%	39%	35%	39%	37%	32%	34%	26%	47%	40%	30%	32%	43%	48%	41%	30%	43%	36%	46%	34%	38%	34%	51%	29%	9%	
		*	*	*	*	*	**	*	G	*	*	*	*	K	*	*	**	*	*	*	*	*	W	*	**	
A weather site (such as weather.com)	180	105	75	66	56	58	19	69	92	134	46	104	59	17	114	66	16	163	52	128	143	37	108	46	26	
	36%	42%	30%	33%	30%	52%	35%	34%	37%	39%	30%	35%	38%	35%	38%	33%	48%	35%	46%	33%	37%	34%	41%	31%	28%	
		*	*	*	*	CD*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
An online review site (like Yelp.com)	169	86	82	68	72	28	15	57	97	116	53	102	47	20	107	62	10	158	58	111	141	27	122	38	8	
	34%	35%	33%	34%	38%	25%	27%	29%	39%	33%	35%	35%	30%	39%	36%	31%	31%	34%	51%	29%	36%	25%	47%	26%	9%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
An online music site (such as iTunes)	162	87	75	68	60	34	9	63	90	111	51	96	49	17	96	66	13	149	44	118	127	34	106	39	17	
	32%	35%	30%	34%	32%	31%	17%	31%	37%	32%	33%	33%	31%	34%	32%	33%	38%	32%	38%	31%	33%	31%	40%	27%	18%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
A financial site (such as Bloomberg.com)	133	90	42	46	58	29	5	53	75	104	28	80	37	16	101	32	8	125	39	94	120	12	92	31	10	
	27%	36%	17%	23%	31%	26%	9%	26%	30%	30%	19%	27%	24%	33%	33%	16%	23%	27%	34%	24%	31%	11%	35%	21%	11%	
		B*	*	*	*	*	**	*	*	*	*	*	*	L	O	*	**	*	*	*	U	*	W	*	**	
A classifieds site (such as Craigslist)	128	76	52	64	39	25	8	45	75	83	45	79	35	14	83	45	6	122	37	90	99	29	90	32	6	
	26%	31%	21%	32%	21%	22%	14%	22%	31%	24%	29%	27%	23%	27%	28%	22%	17%	26%	33%	23%	25%	26%	34%	22%	6%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
A user generated or upload site (such as YouTube)	126	70	56	56	40	30	4	40	81	85	41	71	41	14	84	42	9	117	35	91	104	22	81	40	5	
	25%	28%	22%	28%	22%	27%	8%	20%	33%	25%	26%	24%	26%	29%	28%	21%	26%	25%	31%	24%	27%	20%	31%	27%	5%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	*	*	**	
Blogs in general	121	74	47	49	52	21	7	51	63	75	47	75	35	12	76	46	13	109	43	78	99	23	97	22	2	
	24%	30%	19%	24%	27%	19%	14%	25%	26%	22%	30%	25%	22%	24%	25%	23%	37%	23%	38%	20%	25%	21%	37%	15%	2%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	S*	*	*	*	W	*	**	
Brand retail site	116	65	51	46	46	24	8	25	84	91	25	62	38	16	80	36	10	106	37	79	103	13	94	21	1	
	23%	26%	20%	23%	24%	21%	14%	12%	34%	26%	16%	21%	24%	32%	26%	18%	29%	23%	33%	20%	26%	12%	36%	15%	1%	
		*	*	*	*	*	**	*	G	*	*	*	*	*	*	*	**	*	G	*	*	U	*	W	*	**
An entertainment blog (such as TMZ)	87	48	39	49	26	12	8	23	56	55	32	52	24	11	45	42	3	84	28	58	74	13	73	8	6	
	17%	19%	15%	24%	14%	11%	14%	11%	23%	16%	21%	17%	16%	22%	15%	21%	9%	18%	25%	15%	19%	12%	28%	5%	6%	
		*	*	*	*	*	**	*	*	*	*	*	*	L	*	*	**	*	*	*	*	*	W	*	**	
A gaming site (such as Gamespot.com)	82	52	30	44	22	16	11	22	49	52	29	47	24	11	55	27	4	78	27	55	65	17	65	13	4	
	16%	21%	12%	22%	12%	14%	20%	11%	20%	15%	19%	16%	15%	21%	18%	13%	11%	17%	24%	14%	17%	15%	25%	9%	4%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	W	*	**	
A fashion blog site	77	41	36	46	22	9	4	32	41	45	32	45	23	9	43	34	2	75	28	50	64	13	62	14	1	
	15%	17%	14%	23%	12%	8%	7%	16%	17%	13%	21%	15%	15%	19%	14%	17%	7%	16%	24%	13%	16%	12%	24%	10%	1%	
		E*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	W	*	**	
A sports site (such as ESPN.com)	77	54	23	29	32	16	3	23	51	67	10	46	20	11	53	24	10	67	29	47	71	5	65	7	5	
	15%	22%	9%	14%	17%	14%	5%	11%	21%	19%	7%	16%	13%	21%	18%	12%	30%	14%	26%	12%	18%	5%	25%	4%	6%	
		B*	*	*	*	*	**	*	J	*	*	*	*	L	*	*	**	S*	*	U	*	W	*	**		
An auction site (such as eBay)	73	40	33	33	29	12	7	20	46	56	17	42	24	7	50	23	2	71	15	58	63	10	56	11	7	
	15%	16%	13%	16%	15%	11%	14%	10%	19%	16%	11%	14%	16%	14%	17%	12%	7%	15%	13%	15%	16%	9%	21%	7%	7%	
		*	*	*	*	*	**	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	W	*	**	
A curation site (such as Tumblr/Pinterest)	55	36	19	24	23	7	4	13	39	39	16	39	10	6	46	9	4	51	25	30	47	8	52	3	*	
	11%	15%	7%	12%	12%	7%	7%	6%	16%	11%	10%	13%	6%	12%	15%	4%	13%	11%	22%	8%	1					

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 (*)

	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	506	494	315	304	381	177	478	203	391	609	389	289	322	627	373	31	969	61	939	634	366	223	313	464
Base: All Respondents (wtd)	500	247	253	191	151	158	94	240	92	182	318	168	209	124	300	200	16	484	25	475	318	182	116	153	230
A search engine (such as Google)	390	189	201	148	119	123	68	190	76	140	250	162	107	232	158	12	378	21	369	247	143	92	132	166	166
	78%	77%	79%	78%	78%	78%	72%	79%	83%	77%	79%	72%	78%	86%	77%	79%	77%	78%	83%	78%	78%	79%	79%	87%	72%
A portal site (for checking emails such as gmail)	283	137	145	116	79	87	48	144	54	88	194	80	115	87	174	108	7	276	15	268	183	100	74	99	109
	57%	56%	57%	61%	52%	55%	51%	60%	59%	49%	61%	48%	55%	70%	58%	54%	42%	57%	57%	56%	57%	55%	64%	64%	48%
A social networking site (such as Facebook)	271	119	152	136	76	59	56	133	35	78	193	83	115	72	154	117	8	263	10	261	166	105	82	89	101
	54%	48%	60%	71%	50%	37%	60%	55%	38%	43%	61%	50%	55%	58%	51%	59%	52%	54%	39%	55%	52%	58%	70%	58%	44%
		A	D	E			H	H		I				K	N	**		*	R			WX	X		
A weather site (such as weather.com)	241	113	128	81	73	88	36	130	46	98	143	72	99	70	155	86	8	234	12	229	157	84	62	88	91
	48%	46%	51%	42%	48%	56%	39%	54%	50%	54%	45%	43%	47%	56%	52%	43%	49%	48%	49%	48%	49%	46%	53%	58%	39%
				C			F	F	J					KL	O	**		*					X	X	
A shopping site (such as Amazon.com)	215	108	107	83	68	64	30	114	42	80	135	60	92	62	131	84	6	208	12	202	141	74	61	77	77
	43%	44%	42%	44%	45%	40%	32%	47%	45%	44%	42%	36%	44%	50%	44%	42%	41%	43%	49%	43%	44%	41%	53%	50%	33%
							F	F				K	K				**		*				X	X	
A user generated or upload site (such as YouTube)	168	91	78	84	45	39	30	85	26	49	119	46	74	47	99	69	4	164	6	162	108	60	59	59	50
	34%	37%	31%	44%	30%	25%	32%	35%	28%	27%	37%	28%	36%	38%	33%	34%	28%	34%	24%	34%	34%	33%	51%	38%	22%
				D						I				K	K		**		*				WX	X	
A classifieds site (such as Craigslist)	147	70	76	58	46	43	25	78	28	57	90	48	58	41	85	62	5	142	8	138	93	53	40	45	62
	29%	29%	30%	30%	30%	27%	26%	32%	30%	31%	28%	29%	28%	33%	28%	31%	29%	29%	32%	29%	29%	29%	34%	29%	27%
																**		*							
Brand retail site	136	58	78	54	33	49	22	67	29	52	84	42	51	42	75	61	4	132	7	129	82	53	39	52	44
	27%	23%	31%	28%	22%	31%	23%	28%	31%	29%	26%	25%	25%	34%	25%	31%	27%	27%	27%	27%	26%	29%	34%	34%	19%
				A		D								KL			**		*				X	X	
A news and information site (such as CNN.com)	98	58	40	33	33	32	15	49	24	35	63	18	42	38	66	32	2	96	9	89	66	32	32	41	25
	20%	23%	16%	17%	22%	20%	16%	20%	26%	19%	20%	11%	20%	31%	22%	16%	13%	20%	34%	19%	21%	18%	28%	27%	11%
				B					F					K	KL	O	**		S*				X	X	
An auction site (such as eBay)	83	49	34	27	31	25	13	43	18	35	48	26	34	23	51	32	3	80	4	79	53	30	26	25	32
	17%	20%	13%	14%	21%	16%	14%	18%	19%	19%	15%	15%	16%	19%	17%	16%	22%	16%	16%	17%	17%	16%	22%	16%	14%
				B	C												**		*				X		
A sports site (such as ESPN.com)	60	50	10	20	24	16	5	32	18	29	31	18	23	19	46	14	2	58	4	56	43	17	18	21	22
	12%	20%	4%	11%	16%	10%	5%	13%	19%	16%	10%	11%	11%	15%	15%	7%	13%	12%	* 18%	12%	14%	9%	15%	14%	9%
				B	E			F		J					O	**	**	*					X		
A gaming site (such as Gamespot.com)	58	38	21	31	16	12	15	28	7	13	46	16	30	13	33	26	2	56	4	55	34	24	14	26	19
	12%	15%	8%	16%	11%	7%	16%	12%	8%	7%	14%	9%	14%	11%	11%	13%	15%	12%	15%	12%	11%	13%	12%	17%	8%
				B	E			H			I						**		*				X		
An online music site (such as iTunes)	51	31	20	27	11	13	6	29	8	14	38	14	25	12	28	23	3	48	3	48	27	25	21	17	14
	10%	13%	8%	14%	8%	8%	7%	12%	9%	8%	12%	9%	12%	9%	9%	12%	18%	10%	14%	10%	8%	14%	18%	11%	6%
				B	D	E					I						**		*			T	WX	X	
Blogs in general	49	21	28	30	10	9	14	18	10	8	41	12	21	15	28	21	1	48	3	46	28	21	23	15	11
	10%	8%	11%	16%	6%	6%	15%	8%	11%	5%	13%	7%	10%	12%	9%	10%	3%	10%	12%	10%	9%	11%	20%	10%	5%
				A	D	E		G			I			K			**		*				WX	X	
A TV or video site (such as Hulu)	32	18	14	14	10	7	4	19	3	8	23	9	13	10	22	10	2	29	1	31	23	8	16	6	10
	6%	7%	6%	7%	7%	5%	4%	8%	3%	5%	7%	5%	6%	8%	7%	5%	15%	6%	4%	6%	7%	5%	14%	4%	4%
								H									**		*				WX		
A financial site (such as Bloomberg.com)	31	22	9	9	10	12	5	13	8	15	16	8	11	11	26	5	3	27	4	27	22	9	11	11	8
	6%	9%	4%	5%	7%	7%	5%	5%	9%	8%	5%	5%	5%	9%	9%	2%	22%	6%	16%	6%	7%	5%	10%	7%	4%
				B						J				K	O		**		S*				X	X	
A dating site (such as Match.com)	19	11	8	7	6	6	3	14	2	1	18	4	11	4	17	2	2	17	2	17	15	4	6	5	8
	4%	4%	3%	4%	4%	4%	3%	6%	2%	1%	6%	2%	5%	3%	6%	1%	13%	4%	8%	4%	5%	2%	5%	3%	3%
										I					O	**	*		*						
An entertainment blog (such as TMZ)	18	6	12	8	6	4	5	10	2	5	14	6	8	4	10	9	-	18	*	18	13	5	8	6	4
	4%	2%	5%	4%	4%	3%	5%	4%	2%	3%	4%	3%	4%	3%	4%		-	4%	2%	4%	4%	3%	7%	4%	2%
																	**		*				X	X	
A photo sharing site (such as Flickr)	18	9	9	8	6	4	4	8	4	6	12	2	12	5	11	7	1	17	1	17	11	7	8	6	4
	4%	4%	4%	4%	4%	3%	4%	3%	4%	3%	4%	1%	6%	4%	4%	3%	8%	4%	5%	4%	3%	4%	7%	4%	2%
												K	K				**		*				X		
An online review site (like Yelp.com)	14	9	5	8	5	1	3	8	3	3	11	2	7	5	10	4	1	13	1	13	10	4	8	4	2
	3%	4%	2%	4%	3%	1%	3%	3%	3%	1%	4%	1%	3%	4%	3%	2%	5%	3%	3%	3%	3%	2%	7%	3%	1%
				E										K			**		*				WX		
A fashion blog site	13	4	10	8	4	1	4	4	2	2	12	2	6	5	8	6	1	12	1	12	9	5	5	7	2
	3%	1%	4%																						

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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
		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	521	479	289	356	355	211	297	387	410	590	186	621	193	669	331	75	925	178	822	735	265	240	301	459
Base: All Respondents (wtd)	500	252	248	172	179	149	113	147	185	192	308	113	285	101	325	175	34	466	84	416	357	143	121	152	227
A search engine (such as Google)	408	200	207	137	149	122	92	119	155	154	254	84	234	89	267	141	29	379	66	341	289	118	94	137	176
	82%	79%	84%	79%	84%	81%	81%	84%	80%	82%	74%	82%	88%	82%	81%	84%	81%	84%	79%	82%	81%	83%	78%	90%	78%
A shopping site (such as Amazon.com)	317	162	156	110	120	87	65	91	129	121	197	58	193	66	210	107	22	296	55	262	228	89	83	105	130
	63%	64%	63%	64%	67%	58%	58%	61%	69%	63%	64%	51%	68%	65%	65%	61%	63%	63%	65%	63%	64%	62%	68%	69%	57%
A social networking site (such as Facebook)	257	119	138	109	88	60	58	84	87	79	178	47	162	49	165	93	14	244	39	219	176	82	75	100	83
	51%	47%	56%	63%	49%	40%	51%	57%	47%	41%	58%	41%	57%	48%	51%	53%	40%	52%	46%	53%	49%	57%	62%	66%	37%
A weather site (such as weather.com)	246	117	129	85	91	71	49	77	101	97	149	44	146	57	154	93	19	228	43	203	180	66	69	90	88
	49%	46%	52%	49%	51%	47%	43%	52%	54%	51%	48%	39%	51%	56%	47%	53%	55%	49%	51%	49%	50%	47%	57%	59%	39%
An auction site (such as eBay)	221	119	102	67	87	67	40	67	89	87	133	44	132	45	146	75	16	205	43	178	162	59	62	73	85
	44%	47%	41%	39%	49%	45%	36%	46%	48%	46%	43%	39%	46%	44%	45%	43%	46%	44%	51%	43%	45%	42%	52%	48%	37%
A user generated or upload site (such as YouTube)	209	113	96	103	68	38	54	64	69	64	145	35	128	45	138	71	10	199	33	176	134	75	71	75	63
	42%	45%	39%	60%	38%	25%	48%	43%	37%	34%	47%	31%	45%	45%	42%	41%	29%	43%	39%	42%	37%	53%	58%	50%	28%
A portal site (for checking emails such as gmail)	185	99	86	69	73	43	41	53	70	66	119	24	118	44	121	64	13	172	32	153	130	55	58	60	67
	37%	39%	35%	40%	41%	29%	36%	36%	38%	35%	38%	21%	41%	43%	37%	37%	39%	37%	39%	37%	36%	39%	48%	40%	29%
A news and information site (such as CNN.com)	173	100	73	52	68	53	35	51	73	67	106	26	104	43	121	52	14	159	36	137	129	44	56	67	50
	35%	40%	29%	30%	38%	36%	31%	34%	40%	35%	34%	23%	36%	42%	37%	30%	42%	34%	42%	33%	36%	31%	46%	44%	22%
A sports site (such as ESPN.com)	91	75	16	32	37	22	16	24	44	35	56	15	59	18	69	22	5	87	18	73	71	21	31	35	26
	18%	30%	7%	18%	21%	15%	14%	16%	24%	18%	18%	13%	21%	18%	21%	13%	13%	19%	21%	18%	20%	14%	25%	23%	11%
A gaming site (such as Gamespot.com)	71	41	29	24	26	20	17	24	22	23	47	15	42	13	44	26	5	65	15	55	50	21	25	15	31
	14%	16%	12%	14%	15%	13%	15%	16%	12%	12%	15%	13%	15%	13%	14%	15%	15%	14%	18%	13%	14%	14%	20%	10%	13%
A classifieds site (such as Craigslist)	70	33	38	24	28	18	18	22	24	28	43	13	44	13	47	23	5	66	13	58	48	22	28	19	24
	14%	13%	15%	14%	16%	12%	16%	15%	13%	15%	14%	12%	16%	13%	14%	13%	14%	14%	15%	14%	14%	15%	22%	13%	10%
Brand retail site	63	28	35	13	30	19	10	16	31	27	35	12	31	20	43	19	10	53	19	44	53	9	20	23	20
	13%	11%	14%	8%	17%	13%	9%	11%	17%	14%	11%	10%	11%	20%	13%	11%	28%	11%	22%	11%	15%	7%	16%	15%	9%
An online music site (such as iTunes)	58	37	21	29	20	9	12	18	24	16	42	7	36	15	41	16	5	52	17	41	42	16	27	17	14
	12%	15%	8%	17%	11%	6%	10%	12%	13%	8%	14%	7%	12%	15%	13%	9%	16%	11%	20%	10%	12%	11%	22%	11%	6%
Blogs in general	50	26	25	25	16	10	12	12	23	19	32	3	32	15	33	17	4	46	12	39	35	15	28	16	7
	10%	10%	10%	14%	9%	6%	10%	8%	13%	10%	10%	3%	11%	15%	10%	10%	13%	10%	14%	9%	10%	11%	23%	10%	3%
A TV or video site (such as Hulu)	47	32	16	25	15	7	13	9	21	15	32	6	30	12	36	11	6	42	15	32	34	13	20	14	13
	9%	12%	6%	15%	8%	5%	12%	6%	11%	8%	11%	5%	10%	12%	11%	6%	16%	9%	18%	8%	10%	9%	16%	9%	6%
A financial site (such as Bloomberg.com)	41	32	10	10	16	15	4	10	26	19	22	5	24	13	35	7	5	37	15	27	34	8	20	12	10
	8%	13%	4%	6%	9%	10%	4%	7%	14%	10%	7%	4%	8%	13%	11%	4%	14%	8%	18%	6%	9%	5%	16%	8%	4%
An online review site (like Yelp.com)	35	19	16	17	13	4	8	8	14	11	23	1	23	10	24	10	3	31	11	24	25	9	20	11	4
	7%	7%	6%	10%	7%	3%	7%	6%	7%	6%	8%	1%	8%	10%	7%	6%	9%	7%	13%	6%	7%	7%	16%	7%	2%
A photo sharing site (such as Flickr)	26	15	11	14	8	4	6	6	12	11	15	2	14	10	17	9	2	24	9	18	18	8	15	5	7
	5%	6%	4%	8%	5%	3%	5%	4%	7%	6%	5%	2%	5%	10%	5%	5%	7%	5%	10%	4%	5%	6%	12%	3%	3%
An entertainment blog (such as TMZ)	23	5	18	15	5	3	5	7	8	7	16	1	16	6	11	12	-	23	5	18	14	9	11	7	5
	5%	2%	7%	8%	3%	2%	5%	5%	4%	4%	5%	1%	5%	6%	3%	7%	-	5%	6%	4%	4%	6%	9%	5%	2%
A curation site (such as Tumblr/Pinterest)	20	9	11	13	6	2	6	7	5	4	16	-	13	7	14	7	1	19	5	16	10	10	13	4	4
	4%	4%	5%	7%	3%	1%	6%	5%	3%	2%	5%	-	5%	7%	4%	4%	4%	4%	6%	4%	3%	7%	11%	2%	2%
A fashion blog site	19	7	12	10	5	4	6	4	8	6	14	5	10	5	12	8	1	19	6	13	13	6	7%	6	5
	4%	3%	5%	6%	3%	3%	5%	3%	4%	3%	4%	4%	3%	5%	4%	4%	2%	4%	8%	3%	4%	4%	7%	4%	2%
A dating site (such as Match.com)	13	7	6	5	4	4	5	6	1	-	13	1	8	5	13	-	1	12	3	10	11	2	6	5	2
	3%	3%	2%	3%	2%	3%	5%	4%	1%	-	4%	*	3%	5%	4%	-	2%	3%	3%	2%	3%	1%	5%	3%	1%
None of the above	26	13	13	9	4	13	9	5	6	10	16	13	11	2	16	10	1	25	1	25	18	8	4	2	20
	5%	5%	5%	5%	2%	9%	8%	4%	3%	5%	5%	11%	4%	2%	5%	6%	2%	5%	1%	6%	5%	6%	3%	1%	9%
Sigma	2671	1407	1263	997	978	696	580	785	1044	967	1703	462	1608	601	1776	895	189	2482	509	2162	1904	767	843	897	931
	534%	557%	510%	580%	548%	466%	515%	532%	564%	505%	552%	407%	564%	593%	546%	511%	553%	533%	606%	520%	533%	537%	697%	591%	410%

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	Age 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	190	151	159	162	243	16	201	299	156	228	116	281	219	28	472	27	473	292	208	182	220	98
Base: All Respondents (wtd)	500	244	256	202	139	159	163	245	13	198	302	129	294	77	272	228	26	474	26	474	284	216	180	223	97
A social networking site (such as Facebook)	389	180	209	168	103	118	135	180	10	142	247	103	228	59	208	181	20	369	19	370	213	176	156	175	58
	78%	74%	82%	83%	74%	74%	83%	74%	76%	72%	82%	79%	77%	77%	76%	80%	77%	78%	73%	78%	75%	82%	86%	79%	60%
A portal site (for checking emails such as gmail)	339	172	167	127	104	108	103	172	9	123	216	75	211	52	192	147	18	321	17	322	188	151	131	150	57
	68%	71%	65%	63%	75%	68%	63%	70%	69%	62%	71%	58%	72%	68%	70%	65%	68%	68%	68%	68%	66%	70%	73%	68%	59%
A search engine (such as Google)	336	177	159	133	105	98	98	175	11	130	206	75	202	59	176	160	21	315	19	317	197	139	128	154	55
	67%	73%	62%	66%	75%	62%	60%	72%	89%	65%	68%	58%	69%	78%	65%	70%	79%	67%	74%	67%	69%	64%	71%	69%	56%
A news and information site (such as CNN.com)									**								**		**						*
	299	163	136	92	88	120	85	157	10	135	164	71	173	55	181	118	15	284	18	281	168	131	121	135	43
	60%	67%	53%	46%	63%	75%	52%	64%	78%	68%	54%	55%	59%	72%	66%	52%	57%	60%	71%	59%	59%	61%	67%	61%	44%
A weather site (such as weather.com)									**								**		**						*
	277	137	139	90	92	95	92	140	8	120	157	66	165	46	152	124	12	264	15	262	157	119	108	120	49
	55%	56%	54%	44%	66%	59%	56%	57%	60%	61%	52%	51%	56%	60%	56%	55%	47%	56%	59%	55%	55%	55%	60%	54%	51%
A user generated or upload site (such as YouTube)									**								**		**						*
	260	150	110	117	72	71	73	133	8	96	163	63	149	47	138	121	17	243	14	246	145	114	111	118	31
	52%	61%	43%	58%	52%	45%	45%	54%	59%	49%	54%	49%	51%	62%	51%	53%	64%	51%	54%	52%	51%	53%	61%	53%	32%
A classifieds site (such as Craigslist)									**								**		**						*
	250	129	121	98	68	83	92	121	5	105	145	78	144	28	130	120	14	236	12	238	145	105	99	114	36
	50%	53%	47%	49%	49%	52%	56%	49%	37%	53%	48%	60%	49%	37%	48%	53%	52%	50%	46%	50%	51%	49%	55%	51%	37%
An auction site (such as eBay)									**								**		**						*
	166	86	80	68	48	50	58	81	3	74	92	41	98	26	81	85	9	157	6	160	94	72	68	73	24
	33%	35%	31%	34%	34%	32%	36%	33%	26%	37%	31%	32%	33%	34%	30%	37%	34%	33%	24%	34%	33%	33%	38%	33%	25%
A gaming site (such as Gamespot.com)									**								**		**						*
	79	34	45	31	18	30	29	30	3	33	47	26	43	10	44	36	3	76	3	76	34	45	30	37	13
	16%	14%	18%	15%	13%	19%	18%	12%	23%	16%	15%	20%	15%	14%	16%	16%	11%	16%	12%	16%	12%	21%	17%	17%	13%
A sports site (such as ESPN.com)									**								**		**						*
	79	67	12	26	23	30	18	51	2	35	44	12	54	13	57	22	5	74	7	72	50	28	38	29	12
	16%	27%	5%	13%	17%	19%	11%	21%	19%	18%	15%	9%	18%	17%	21%	10%	17%	16%	26%	15%	18%	13%	21%	13%	12%
An entertainment blog (such as TMZ)									**								**		**						*
	78	39	39	28	22	28	31	35	1	34	44	20	47	11	45	33	5	73	4	75	43	35	35	33	9
	16%	16%	15%	14%	16%	18%	19%	14%	10%	17%	15%	16%	16%	14%	17%	14%	23%	15%	14%	16%	15%	16%	20%	15%	9%
A financial site (such as Bloomberg.com)									**								**		**						*
	73	41	31	17	23	32	10	48	3	33	40	7	50	16	44	29	9	64	8	65	44	28	27	38	8
	15%	17%	12%	9%	16%	20%	6%	20%	23%	17%	13%	5%	17%	21%	16%	13%	32%	14%	31%	14%	16%	13%	15%	17%	8%
A TV or video site (such as Hulu)									**								**		**						*
	68	37	31	27	15	26	26	34	1	30	38	17	39	12	38	29	3	64	5	63	34	34	28	31	9
	14%	15%	12%	14%	11%	16%	16%	14%	10%	15%	13%	13%	13%	16%	14%	13%	13%	14%	18%	13%	12%	16%	15%	14%	9%
Blogs in general									**								**		**						*
	66	37	29	26	18	22	24	25	4	24	42	15	39	12	29	37	4	62	2	64	34	32	36	27	3
	13%	15%	11%	13%	13%	14%	15%	10%	28%	12%	14%	12%	13%	15%	11%	16%	15%	13%	9%	13%	12%	15%	15%	20%	3%
An online review site (like Yelp.com)									**								**		**						*
	66	33	33	19	16	30	21	30	1	31	34	21	39	6	34	31	3	63	4	62	34	31	37	25	4
	13%	14%	13%	9%	12%	19%	13%	12%	5%	16%	11%	16%	13%	8%	13%	14%	10%	13%	15%	13%	12%	15%	20%	11%	4%
Brand retail site									**								**		**						*
	64	41	24	22	19	24	14	40	3	35	30	12	46	7	44	21	5	59	5	60	42	23	30	26	9
	13%	17%	9%	11%	14%	15%	8%	16%	26%	17%	10%	9%	16%	9%	16%	9%	20%	13%	19%	13%	15%	11%	16%	12%	9%
A shopping site (such as Amazon.com)									**								**		**						*
	54	28	27	27	11	17	10	35	3	26	28	10	33	11	29	26	3	52	1	54	34	21	20	29	5
	11%	11%	10%	13%	8%	11%	6%	14%	20%	13%	9%	8%	11%	14%	11%	11%	10%	11%	2%	11%	12%	10%	11%	13%	5%
An online music site (such as iTunes)									**								**		**						*
	46	19	27	22	11	13	11	25	1	15	31	14	23	9	28	18	2	44	1	46	24	23	19	20	7
	9%	8%	10%	11%	8%	8%	7%	10%	5%	8%	10%	11%	8%	12%	10%	8%	7%	9%	3%	10%	8%	10%	10%	9%	7%
A dating site (such as Match.com)									**								**		**						*
	34	19	15	8	10	17	14	19	-	4	30	4	27	3	24	10	2	32	-	34	16	18	15	16	3
	7%	8%	6%	4%	7%	10%	8%	8%	-	2%	10%	3%	9%	4%	9%	4%	8%	7%	-	7%	6%	9%	8%	7%	3%
A fashion blog site									**								**		**						*
	32	4	28	16	7	9	10	18	-	10	22	4	20	8	12	20	2	30	1	30	16	16	16	15	1
	6%	1%	11%	8%	5%	5%	6%	7%	-	5%	7%	3%	7%	10%	5%	9%	8%	6%	6%	6%	7%	9%	7%	7%	1%
A photo sharing site (such as Flickr)									**								**		**						*
	31	15	15	15	4	11	12	15	1	15	16	5	18	7</											

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	511	489	505	332	163	384	352	264	645	355	1	120	879	495	505	258	742	463	537	779	221	732	185	83
Base: All Respondents (wtd)	500	258	242	276	150	73	197	174	129	304	196	1	64	435	243	257	129	371	227	273	384	116	370	89	42
A search engine (such as Google)	52%	53%	52%	47%	56%	114	59	134	124	93	217	134	1	44	307	165	186	81	270	152	199	269	82	261	67
	70%	71%	69%	64%	76%	81%	68%	71%	72%	71%	69%	100%	68%	70%	68%	72%	63%	73%	67%	73%	70%	71%	71%	76%	54%
A social networking site (such as Facebook)	348	180	168	186	106	56	129	124	94	216	131	1	46	301	162	186	77	270	146	202	266	82	263	65	19
	70%	70%	69%	67%	70%	77%	66%	71%	73%	71%	67%	100%	72%	69%	67%	72%	60%	73%	64%	74%	69%	71%	71%	73%	47%
A portal site (for checking emails such as gmail)	262	136	127	130	85	47	92	95	76	164	99	1	33	229	116	147	55	208	107	155	200	62	200	48	14
	52%	53%	52%	47%	56%	64%	46%	54%	59%	54%	50%	100%	52%	53%	48%	57%	42%	56%	47%	57%	52%	54%	54%	54%	34%
A user generated or upload site (such as YouTube)	245	121	123	139	69	36	86	91	69	144	100	1	29	214	106	139	57	187	104	140	183	62	192	42	11
	49%	47%	51%	50%	46%	49%	43%	52%	53%	47%	51%	100%	46%	49%	44%	54%	45%	50%	46%	51%	48%	53%	52%	47%	26%
A shopping site (such as Amazon.com)	215	109	106	115	64	35	74	76	64	131	84	1	23	191	99	116	53	162	102	113	167	48	167	38	10
	43%	42%	44%	42%	43%	48%	38%	44%	50%	43%	43%	100%	36%	44%	41%	45%	41%	44%	45%	41%	43%	42%	45%	43%	24%
A news and information site (such as CNN.com)	187	103	84	90	62	35	62	59	65	122	65	-	19	168	96	90	49	138	88	99	150	36	149	31	7
	37%	40%	35%	33%	41%	47%	32%	34%	51%	40%	33%	-	29%	39%	40%	35%	38%	37%	39%	36%	39%	31%	40%	34%	18%
An online music site (such as iTunes)	157	77	80	93	40	24	55	58	44	89	68	1	19	137	72	85	41	116	77	79	121	36	123	25	9
	31%	30%	33%	34%	26%	32%	28%	33%	34%	29%	35%	100%	30%	32%	30%	33%	32%	31%	34%	29%	31%	31%	33%	28%	22%
Brand retail site	151	77	74	80	47	24	51	58	43	95	56	1	16	135	75	76	36	115	73	78	124	27	117	27	7
	30%	30%	31%	29%	31%	33%	26%	33%	33%	31%	29%	100%	24%	31%	31%	29%	28%	31%	32%	29%	32%	24%	32%	30%	17%
An auction site (such as eBay)	148	76	71	88	39	21	46	56	46	91	57	-	17	130	77	70	32	115	70	77	120	27	120	23	5
	30%	30%	29%	32%	26%	28%	23%	32%	36%	30%	29%	-	27%	30%	32%	27%	25%	31%	31%	28%	31%	24%	33%	25%	11%
A sports site (such as ESPN.com)	133	86	47	77	37	19	42	47	44	79	54	-	13	120	80	53	30	103	68	65	107	25	108	17	8
	27%	33%	19%	28%	25%	25%	21%	27%	34%	26%	28%	-	21%	27%	33%	21%	23%	28%	30%	24%	28%	22%	29%	19%	19%
Blogs in general	132	67	64	67	47	18	44	48	39	77	55	-	12	120	61	71	33	99	62	70	107	25	109	18	4
	26%	26%	27%	24%	31%	24%	23%	28%	30%	25%	28%	-	19%	1	28%	25%	27%	26%	27%	27%	28%	22%	21%	21%	9%
A photo sharing site (such as Flickr)	114	61	54	67	34	14	34	39	41	71	43	1	7	107	64	50	32	82	61	53	97	18	101	8	5
	23%	24%	22%	24%	22%	18%	17%	23%	32%	23%	22%	100%	11%	25%	26%	20%	25%	22%	27%	19%	25%	15%	27%	9%	13%
A financial site (such as Bloomberg.com)	112	69	43	55	39	18	27	46	39	75	37	-	6	106	75	37	33	79	69	43	101	11	96	13	3
	22%	27%	18%	20%	26%	25%	14%	27%	30%	25%	19%	-	10%	24%	31%	14%	26%	21%	30%	16%	26%	9%	26%	15%	7%
A weather site (such as weather.com)	102	59	43	49	35	18	32	39	32	71	31	-	8	93	58	44	26	76	58	43	84	18	83	16	3
	20%	23%	18%	23%	23%	25%	16%	22%	24%	23%	16%	-	13%	21%	24%	17%	20%	20%	20%	20%	22%	15%	23%	18%	6%
A TV or video site (such as Hulu)	98	50	48	64	21	13	37	34	27	51	47	1	9	88	49	49	26	72	50	48	75	23	75	15	8
	20%	19%	20%	23%	14%	17%	19%	19%	21%	17%	24%	100%	14%	20%	20%	19%	20%	19%	22%	18%	19%	20%	20%	17%	19%
A fashion blog site	97	37	60	60	27	10	31	33	32	56	41	-	9	88	42	54	26	71	47	50	77	20	79	15	3
	19%	14%	25%	22%	18%	13%	16%	19%	25%	18%	21%	-	14%	20%	17%	21%	20%	19%	21%	18%	20%	17%	21%	17%	7%
An online review site (like Yelp.com)	87	46	41	51	24	12	23	34	30	55	32	-	5	82	47	41	25	62	50	37	73	14	74	10	3
	17%	18%	17%	18%	16%	17%	12%	20%	23%	18%	17%	-	8%	19%	19%	16%	20%	17%	22%	14%	19%	12%	20%	11%	7%
A gaming site (such as Gamespot.com)	78	44	34	47	25	6	32	25	21	44	34	1	11	66	44	34	19	59	43	35	61	17	62	9	6
	16%	17%	14%	17%	17%	8%	16%	14%	16%	14%	17%	100%	18%	15%	18%	13%	15%	16%	19%	13%	16%	15%	17%	11%	15%
An entertainment blog (such as TMZ)	74	36	38	52	17	5	25	28	21	42	32	1	9	64	36	38	19	55	39	35	56	18	60	9	5
	15%	14%	16%	19%	11%	7%	13%	16%	17%	14%	16%	100%	14%	15%	15%	15%	15%	15%	17%	13%	15%	16%	16%	10%	12%
A classifieds site (such as Craigslist)	69	38	31	44	18	8	23	26	21	40	29	-	7	62	38	31	22	48	41	29	58	11	58	9	2
	14%	15%	13%	16%	12%	10%	12%	15%	16%	13%	15%	-	11%	14%	16%	12%	17%	13%	18%	11%	15%	9%	16%	10%	5%
A curation site (such as Tumblr/Pinterest)	58	30	27	39	14	4	20	18	20	29	29	-	5	53	34	23	23	35	35	23	49	9	51	3	3
	12%	12%	11%	14%	9%	6%	10%	10%	16%	9%	15%	-	7%	12%	14%	9%	18%	9%	15%	8%	13%	8%	14%	4%	7%
A dating site (such as Match.com)	38	27	11	26	10	2	15	12	11	21	17	-	4	35	23	15	14	25	21	18	33	6	31	5	3
	8%	11%	5%	9%	7%	2%	8%	7%	9%	7%	9%	-	6%	8%	9%	6%	11%	7%	9%	7%	9%	5%	8%	5%	7%
None of the above	10	6	4	6	3	*	7	3	1	6	4	-	2	8	5	5	3	7	3	7	8	2	5	1	5
	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	-	4%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	1%	11%
Sigma	3265	1719	1545	1804	976	484	1121	1171	973	1986	1279	7	354	2904	1624	1640	814	2451	1564	1700	2584	680	2583	515	166
	653%	666%	638%	653%	649%	660%	569%	673%	753%	653%	653%	1100%	551%	667%	670%	637%	632%	660%	690%	622%	673%	588%	699%	580%	399%

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 (*)

	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	Age 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	283	217	267	164	69	71	252	177	288	212	172	37	291	242	258	78	422	145	355	413	87	338	134	28
Base: All Respondents (wtd)	500	250	250	282	161	58	72	254	174	275	225	175	36	290	229	271	73	427	139	361	412	88	338	135	27
A social networking site (such as Facebook)	391	192	199	225	119	47	58	196	138	212	179	133	28	230	175	216	53	338	110	281	316	75	274	104	13
	78%	77%	80%	80%	74%	81%	80%	77%	79%	77%	80%	76%	77%	80%	76%	80%	72%	79%	79%	78%	77%	85%	81%	77%	48%
A news and information site (such as CNN.com)	302	145	157	162	103	37	37	153	113	171	132	96	23	183	146	156	44	258	91	212	253	50	211	87	5
	60%	58%	63%	58%	64%	64%	51%	60%	65%	62%	59%	55%	65%	63%	64%	58%	61%	60%	65%	59%	61%	56%	62%	64%	20%
A portal site (for checking emails such as gmail)	294	156	139	159	99	37	43	146	106	167	128	100	17	178	136	158	41	253	86	208	236	58	204	82	8
	59%	62%	55%	56%	62%	64%	59%	58%	61%	61%	57%	57%	47%	61%	60%	58%	56%	59%	62%	58%	57%	66%	60%	61%	30%
						*	*						*				*				*				**
A user generated or upload site (such as YouTube)	266	136	130	167	69	30	43	134	89	133	133	93	15	157	122	144	37	229	80	186	210	56	190	69	7
	53%	54%	52%	59%	43%	52%	60%	53%	51%	48%	59%	53%	43%	54%	53%	53%	51%	54%	57%	52%	51%	63%	56%	51%	27%
				D																					**
A search engine (such as Google)	202	114	88	110	65	28	32	93	77	113	89	64	10	128	108	94	34	168	65	137	162	40	138	61	4
	40%	46%	35%	39%	41%	48%	45%	37%	44%	41%	40%	37%	29%	44%	47%	35%	47%	39%	47%	38%	39%	45%	41%	45%	15%
		B				*	*						*		O		*					*			**
Blogs in general	195	104	92	111	61	23	35	95	65	114	81	67	13	116	95	100	34	161	60	135	155	40	141	51	3
	39%	41%	37%	39%	38%	39%	48%	37%	37%	41%	36%	38%	36%	40%	42%	37%	46%	38%	43%	37%	38%	45%	42%	38%	12%
						*	*						*				*				*				**
A shopping site (such as Amazon.com)	194	88	105	109	63	22	17	97	79	117	76	66	14	113	92	102	30	164	67	127	167	27	146	44	3
	39%	35%	42%	39%	39%	38%	24%	38%	46%	43%	34%	38%	40%	39%	40%	37%	41%	38%	48%	35%	41%	30%	43%	33%	12%
						*	*		F				*				*				*				**
A financial site (such as Bloomberg.com)	110	63	48	53	39	18	9	50	51	76	34	32	9	69	63	47	20	91	42	68	94	16	81	27	3
	22%	25%	19%	19%	25%	31%	13%	20%	29%	28%	15%	18%	25%	24%	28%	17%	27%	21%	30%	19%	23%	19%	24%	20%	9%
						C*	*		FG	J			*		O		*		S			*			**
A sports site (such as ESPN.com)	105	77	28	61	31	14	15	47	43	63	42	31	10	63	69	36	21	84	39	66	89	16	82	21	2
	21%	31%	11%	22%	19%	24%	20%	19%	25%	23%	19%	18%	29%	22%	30%	13%	29%	20%	28%	18%	22%	18%	24%	16%	7%
		B				*	*						*		O		*		S			*			**
A fashion blog site	99	27	72	62	26	11	14	47	39	50	50	28	5	67	52	47	18	82	34	66	88	11	73	24	2
	20%	11%	29%	22%	16%	18%	19%	18%	22%	18%	22%	16%	13%	23%	23%	17%	24%	19%	24%	18%	21%	13%	22%	18%	8%
		A				*	*						*				*				*				**
An online music site (such as iTunes)	87	46	41	52	28	8	9	44	34	54	34	23	9	56	48	40	17	70	32	56	75	13	62	23	2
	17%	19%	16%	18%	17%	14%	13%	17%	20%	19%	15%	13%	24%	19%	21%	15%	24%	16%	23%	15%	18%	15%	18%	17%	8%
						*	*						*				*				*				**
A TV or video site (such as Hulu)	87	47	40	52	23	12	13	42	31	49	37	28	3	55	53	33	19	68	39	48	73	13	67	19	-
	17%	19%	16%	18%	14%	20%	19%	16%	18%	18%	17%	16%	8%	19%	23%	12%	26%	16%	28%	13%	18%	15%	20%	14%	-
						*	*						*		O		Q*		S			*			**
An entertainment blog (such as TMZ)	85	35	49	60	14	10	14	43	27	38	46	32	5	47	42	43	17	67	22	62	65	20	72	13	-
	17%	14%	20%	21%	9%	17%	19%	17%	16%	14%	21%	18%	15%	16%	18%	16%	24%	16%	16%	17%	16%	22%	21%	9%	-
				D		*	*				I		*				*					*	W		**
An online review site (like Yelp.com)	80	47	34	50	20	11	13	38	29	41	39	21	6	53	46	34	16	65	25	55	68	12	67	13	1
	16%	19%	14%	18%	12%	18%	19%	15%	17%	15%	17%	12%	18%	18%	13%	20%	21%	15%	18%	15%	17%	14%	20%	10%	3%
						*	*						*		O		*					*			**
A gaming site (such as Gamespot.com)	80	47	33	59	18	3	13	45	23	42	39	30	11	40	35	45	12	68	29	51	67	13	59	20	1
	16%	19%	13%	21%	11%	6%	17%	18%	13%	15%	17%	17%	30%	14%	15%	17%	16%	16%	21%	14%	16%	15%	18%	15%	4%
				DE		*	*						M*				*				*				**
A classifieds site (such as Craigslist)	74	45	29	38	23	13	9	37	28	50	24	21	7	46	45	29	13	61	27	47	66	8	55	19	-
	15%	18%	11%	13%	14%	23%	13%	14%	16%	18%	10%	12%	20%	16%	20%	11%	17%	14%	19%	13%	16%	9%	16%	14%	-
		B				*	*			J			*		O		*					*			**
Brand retail site	71	39	32	38	25	8	8	29	33	48	23	13	5	52	35	36	10	61	30	41	61	10	55	14	1
	14%	16%	13%	13%	15%	15%	12%	12%	19%	17%	10%	8%	15%	18%	15%	13%	14%	14%	22%	11%	15%	11%	16%	11%	4%
						*	*						*		K		S					*			**
A photo sharing site (such as Flickr)	58	29	28	39	12	7	6	34	17	27	31	17	5	36	32	26	19	38	25	32	50	7	52	5	1
	12%	12%	11%	14%	7%	12%	8%	13%	10%	10%	14%	10%	14%	12%	14%	10%	27%	9%	18%	9%	12%	8%	15%	3%	3%
				D		*	*						*				Q*		S			*	W		**
A weather site (such as weather.com)	53	29	24	26	21	6	7	25	21	34	19	12	3	38	28	25	7	46	21	32	46	7	39	13	1
	11%	12%	9%	9%	13%	11%	10%	10%	12%	12%	8%	7%	9%	13%	12%	9%	9%	11%	15%	9%	11%	8%	12%	9%	3%
						*	*						*	K			*		S			*			**
An auction site (such as eBay)	40	26	14	23	11	6	4	17	19	29	12	10	6	25	22	18	9	31	18	22	34	6	33	7	1
	8%	11%	6%	8%	7%	11%	5%	7%	11%	10%	5%	6%	15%	9%	10%	7%	12%	7%	13%	6%	8%	7%	10%	5%	3%
		B				*	*			J			K*				*		S			*			**
A curation site (such as Tumblr/Pinterest)	33	10	23	28	3	3	7	17	9	12	22	13	3	17	20	13	4	29	10	23	23	10	32	1	-

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	Age 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	509	491	261	421	318	213	400	236	489	511	330	537	133	536	464	84	916	146	854	634	366	539	239	222
Base: All Respondents (wtd)	500	250	250	181	189	130	120	198	102	228	272	243	198	58	244	256	39	461	63	437	293	207	272	119	109
A search engine (such as Google)	380	190	190	134	148	99	87	148	85	173	207	177	158	45	187	193	30	350	50	330	223	157	211	96	73
	76%	76%	76%	74%	78%	76%	73%	75%	83%	76%	76%	73%	80%	78%	76%	76%	77%	76%	78%	76%	76%	76%	78%	81%	67%
									FG				K				*					X	X		
A social networking site (such as Facebook)	331	150	181	131	126	73	83	131	67	143	189	165	128	38	151	180	24	307	38	293	184	147	217	73	41
	66%	60%	72%	73%	67%	56%	69%	66%	66%	63%	69%	68%	64%	66%	62%	70%	61%	67%	60%	67%	63%	71%	80%	61%	37%
				E	E				F						N	*						T	WX	X	
A portal site (for checking emails such as gmail)	284	136	147	104	111	69	57	115	67	125	159	129	118	37	134	150	23	261	37	246	173	111	166	66	52
	57%	55%	59%	58%	59%	53%	48%	58%	66%	55%	58%	53%	59%	64%	55%	59%	59%	57%	59%	56%	59%	53%	61%	56%	47%
									F								*						X		
A weather site (such as weather.com)	229	112	117	75	92	62	41	94	58	103	126	100	97	32	116	113	18	211	31	198	137	93	134	55	40
	46%	45%	47%	41%	49%	48%	34%	47%	57%	45%	46%	41%	49%	56%	48%	44%	46%	46%	49%	45%	47%	45%	49%	46%	37%
									F	FG			K	K			*						X		
A user generated or upload site (such as YouTube)	205	105	99	97	75	33	43	81	45	77	128	93	87	25	83	122	16	189	25	180	108	96	135	44	25
	41%	42%	40%	53%	40%	25%	36%	41%	44%	34%	47%	38%	44%	44%	34%	48%	41%	41%	39%	41%	37%	46%	50%	37%	23%
				DE	E												*					T	WX	X	
A news and information site (such as CNN.com)	181	94	87	51	75	55	32	68	52	81	100	63	86	32	95	86	13	168	26	155	113	68	108	46	27
	36%	38%	35%	28%	40%	43%	27%	34%	51%	36%	37%	26%	43%	55%	39%	34%	34%	36%	41%	36%	39%	33%	40%	39%	25%
					C	C			FG								*						X	X	
An auction site (such as eBay)	167	97	70	70	62	35	29	74	44	72	95	72	75	20	81	86	15	153	23	144	100	67	109	31	27
	33%	39%	28%	39%	33%	27%	25%	38%	43%	31%	35%	29%	38%	34%	33%	34%	37%	33%	37%	33%	34%	32%	40%	26%	25%
				E	E				F	F			K				*						WX		
A shopping site (such as Amazon.com)	161	81	80	65	60	36	24	69	45	73	88	66	70	25	78	83	13	148	23	138	103	58	107	34	19
	32%	32%	32%	36%	32%	27%	20%	35%	44%	32%	32%	27%	35%	44%	32%	33%	33%	32%	37%	32%	35%	28%	40%	29%	18%
									F	FG							*						U	WX	
A classifieds site (such as Craigslist)	154	78	76	55	66	32	38	60	37	72	82	77	59	18	78	76	12	142	21	133	87	67	97	31	26
	31%	31%	30%	31%	35%	25%	31%	30%	37%	32%	30%	31%	30%	31%	32%	30%	30%	31%	33%	30%	30%	32%	36%	26%	24%
				E	E												*						WX		
An online review site (like Yelp.com)	105	54	51	41	44	20	13	45	33	47	58	36	47	22	53	52	9	96	16	89	70	35	70	23	12
	21%	22%	20%	23%	23%	15%	11%	23%	32%	20%	21%	15%	24%	37%	22%	20%	24%	21%	25%	20%	24%	17%	26%	19%	11%
				E	E				F	FG							*						X	X	
Blogs in general	88	41	47	32	37	19	15	33	23	42	46	37	40	11	38	50	7	81	13	75	54	33	62	19	6
	18%	16%	19%	18%	20%	14%	12%	17%	22%	18%	17%	15%	20%	19%	16%	20%	18%	18%	20%	17%	19%	16%	23%	16%	6%
									F								*						X	X	
A TV or video site (such as Hulu)	76	38	38	27	26	22	9	33	24	33	43	29	32	16	35	41	5	71	9	67	48	28	49	21	6
	15%	15%	15%	15%	14%	17%	8%	16%	23%	14%	16%	12%	16%	27%	14%	16%	13%	15%	14%	15%	16%	13%	18%	17%	5%
									F	F							*						X	X	
A sports site (such as ESPN.com)	66	55	12	26	26	15	8	27	20	28	38	23	31	13	37	29	3	63	8	59	43	23	42	15	9
	13%	22%	5%	14%	14%	11%	7%	14%	20%	12%	14%	9%	15%	23%	15%	12%	8%	14%	13%	13%	15%	11%	15%	13%	8%
									F	F							*						X		
A gaming site (such as Gamespot.com)	62	24	37	20	23	18	13	27	12	23	39	32	24	6	25	36	6	56	9	53	34	28	37	14	11
	12%	10%	15%	11%	12%	14%	11%	14%	12%	10%	14%	13%	12%	10%	10%	14%	15%	12%	14%	12%	11%	14%	14%	11%	10%
																	*						X		
An online music site (such as iTunes)	59	30	30	34	14	11	9	23	15	20	39	27	25	7	22	37	6	54	8	51	32	27	41	8	11
	12%	12%	12%	19%	8%	9%	7%	12%	14%	9%	14%	11%	13%	13%	9%	15%	14%	12%	13%	12%	11%	13%	15%	7%	10%
				DE	E				F	I							*						W		
Brand retail site	52	24	28	20	20	12	8	19	17	23	30	22	20	10	23	29	3	49	7	46	32	20	37	9	6
	10%	10%	11%	11%	11%	9%	6%	10%	17%	10%	11%	9%	10%	17%	9%	11%	8%	11%	11%	10%	11%	10%	14%	8%	5%
									FG								*						WX		
A financial site (such as Bloomberg.com)	29	21	8	7	14	8	6	7	12	11	18	7	16	6	21	8	5	24	8	22	20	9	19	7	4
	6%	9%	3%	4%	7%	6%	5%	4%	12%	5%	6%	3%	8%	10%	9%	3%	12%	5%	12%	5%	7%	4%	7%	6%	4%
									FG								*								
A fashion blog site	25	6	19	16	7	3	2	8	7	8	17	9	12	5	6	19	2	23	3	22	12	13	20	3	2
	5%	2%	8%	9%	3%	2%	2%	4%	7%	4%	6%	4%	6%	9%	3%	7%	6%	5%	5%	5%	4%	6%	7%	3%	2%
				A	DE				F								*						WX		
A photo sharing site (such as Flickr)	20	8	12	12	3	5	5	5	6	6	14	10	7	3	8	13	1	19	2	19	9	11	16	3	1
	4%	3%	5%	7%	2%	4%	4%	3%	6%	3%	5%	4%	3%	5%	3%	5%	2%	4%	3%	4%	3%	6%	6%	3%	1%
																	*						X		
An entertainment blog (such as TMZ)	19	11	8	10	8	2	2	9	3	3	16	9	7	3	6	13	3	16	4	15	13	7	13	3	3
	4%	4%	3%	5%	4%	1%	2%	5%	3%	1%	6%	4%	3%	5%	2%	5%	9%	3%	6%	3%	4%	3%	5%	2%	3%
				E	E												*						X		
A curation site (such as Tumblr/Pinterest)	17	8	9	3	8	5	3	6	5	10	7	10	5	2	7	10	2	15	2	15	9	7	9	7	1
	3%	3%	4%	2%	4%	4%	3%	3%	5%	4%	3														

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	527	473	264	359	377	618	319	63	558	442	328	215	457	519	481	56	944	102	898	708	292	81	250	669
Base: All Respondents (wtd)	500	251	249	185	149	166	339	138	23	248	252	295	90	115	230	270	27	473	41	459	334	166	38	115	347
A search engine (such as Google)	280	145	134	105	86	89	190	77	13	128	152	163	49	67	132	148	19	261	28	252	184	96	21	87	172
	56%	58%	54%	57%	57%	54%	56%	56%	53%	52%	60%	55%	55%	58%	57%	55%	70%	55%	67%	55%	55%	58%	55%	75%	50%
									*		I						*		*			*	VX		
A news and information site (such as CNN.com)	261	139	122	75	91	95	171	77	12	139	122	142	52	67	137	124	14	246	23	238	180	81	22	75	164
	52%	56%	49%	40%	61%	57%	51%	56%	53%	56%	48%	48%	57%	59%	60%	46%	53%	52%	56%	52%	54%	49%	58%	65%	47%
					C	C			*	J			K	K	O		*		*			*	X		
A weather site (such as weather.com)	253	135	118	74	82	97	167	75	11	137	116	147	46	60	125	128	15	238	22	231	172	81	19	74	161
	51%	54%	47%	40%	55%	58%	49%	55%	46%	55%	46%	50%	51%	52%	54%	48%	55%	50%	54%	50%	52%	49%	49%	64%	46%
					C	C			*	J							*		*			*	X		
A shopping site (such as Amazon.com)	214	100	115	74	65	75	140	65	9	106	109	120	46	48	91	124	11	204	16	198	135	80	20	57	137
	43%	40%	46%	40%	44%	45%	41%	48%	38%	44%	43%	41%	52%	42%	39%	46%	40%	43%	39%	43%	40%	48%	53%	50%	39%
									*						*		*		*			*	X		
A user generated or upload site (such as YouTube)	188	100	89	90	53	46	133	49	6	68	120	119	30	39	74	114	8	180	12	177	110	79	19	58	111
	38%	40%	36%	48%	35%	28%	39%	36%	27%	27%	48%	40%	33%	34%	32%	42%	30%	38%	29%	39%	33%	47%	51%	50%	32%
				DE					*		I				N		*		*			T	X*	X	
A portal site (for checking emails such as gmail)	135	73	62	59	43	33	87	40	8	54	81	74	22	39	64	71	8	127	13	122	93	42	13	50	71
	27%	29%	25%	32%	29%	20%	26%	29%	32%	22%	32%	25%	24%	34%	28%	26%	28%	27%	32%	26%	28%	25%	34%	44%	21%
				E	E				*		I				KL		*		*			X*	X		
A social networking site (such as Facebook)	130	60	70	70	35	25	87	39	5	50	80	78	23	30	54	76	7	123	11	119	83	48	19	46	66
	26%	24%	28%	38%	23%	15%	26%	28%	19%	20%	32%	26%	26%	26%	24%	28%	26%	26%	27%	26%	25%	29%	50%	40%	19%
				DE	E				*		I						*		*			X*	X		
Blogs in general	122	53	69	51	37	33	84	32	6	48	73	68	27	27	53	68	10	112	13	109	77	44	13	45	63
	24%	21%	28%	28%	25%	20%	25%	23%	25%	19%	29%	23%	30%	23%	23%	25%	36%	24%	30%	24%	23%	27%	35%	39%	18%
				E	A				*		I						*		*			X*	X		
A sports site (such as ESPN.com)	92	69	23	26	32	34	59	29	5	45	47	44	17	32	52	41	7	86	11	81	65	27	8	27	58
	18%	28%	9%	14%	22%	20%	17%	21%	23%	18%	19%	15%	19%	28%	23%	15%	25%	18%	27%	18%	20%	16%	22%	23%	17%
				B	C				*						KL		*		*			*			
An auction site (such as eBay)	75	46	29	25	29	21	55	17	3	36	40	38	17	21	38	37	9	66	12	64	56	19	9	25	42
	15%	18%	12%	14%	19%	13%	16%	13%	13%	14%	16%	13%	18%	18%	17%	14%	33%	14%	28%	14%	17%	11%	23%	22%	12%
				B	E				*		I						Q*		S*			X*	X		
An online review site (like Yelp.com)	64	30	34	30	16	19	37	24	4	32	32	30	13	21	27	37	5	59	6	58	40	24	12	20	33
	13%	12%	14%	16%	10%	12%	11%	17%	17%	13%	13%	10%	14%	18%	12%	14%	18%	13%	14%	13%	12%	15%	31%	17%	9%
				F	F				*						K		*		*			WX*	X		
An entertainment blog (such as TMZ)	60	21	39	33	18	10	44	14	2	21	39	38	10	11	18	42	2	57	4	56	32	28	8	19	33
	12%	8%	15%	18%	12%	6%	13%	10%	8%	8%	15%	13%	12%	10%	8%	15%	9%	12%	9%	12%	9%	17%	20%	17%	10%
				A	E	E			*		I				N		*		*			T	X*	X	
A gaming site (such as Gamespot.com)	56	27	29	30	17	8	39	15	2	17	38	34	12	10	20	36	3	53	4	51	36	19	6	16	33
	11%	11%	12%	16%	12%	5%	12%	11%	9%	7%	15%	11%	13%	9%	9%	13%	11%	11%	10%	11%	11%	12%	17%	14%	9%
				E	E				*		I				N		*		*			*			
A TV or video site (such as Hulu)	46	25	21	19	12	16	32	13	1	19	27	27	7	12	23	22	2	43	6	40	32	14	9	16	21
	9%	10%	8%	10%	9%	9%	9%	9%	6%	8%	11%	9%	8%	10%	10%	8%	9%	9%	14%	9%	10%	8%	23%	14%	6%
				F	F				*						K		*		*			X*	X		
An online music site (such as iTunes)	39	20	19	21	9	9	24	13	3	14	25	22	7	10	16	23	3	36	4	35	25	14	9	13	17
	8%	8%	8%	11%	6%	5%	7%	9%	11%	6%	10%	7%	8%	8%	7%	9%	11%	8%	9%	8%	7%	9%	24%	12%	5%
				DE					*		I						*		*			WX*	X		
Brand retail site	27	11	16	10	9	9	13	11	3	13	14	12	7	8	12	16	3	24	4	23	20	8	6	10	12
	5%	5%	6%	5%	6%	5%	4%	8%	13%	5%	5%	4%	8%	7%	5%	6%	10%	5%	9%	5%	6%	5%	16%	8%	3%
				F	F*				*						K		*		*			X*	X		
A classifieds site (such as Craigslist)	27	13	14	11	12	5	20	5	2	7	20	15	5	6	9	18	2	25	2	25	14	13	5	11	11
	5%	5%	6%	6%	8%	3%	6%	4%	7%	3%	8%	5%	6%	6%	4%	7%	8%	5%	4%	6%	4%	8%	15%	9%	3%
				E					*								*		*			T	X*	X	
A financial site (such as Bloomberg.com)	23	17	6	4	7	12	11	10	2	14	9	6	6	10	17	6	2	21	5	18	18	5	4	8	11
	5%	7%	3%	2%	5%	7%	3%	7%	8%	6%	4%	2%	7%	9%	7%	2%	9%	4%	12%	4%	5%	3%	12%	7%	3%
				B	C				*						K	K	O		S*			X*	X		
A fashion blog site	19	6	13	7	6	6	10	6	2	9	10	7	7	5	9	11	1	18	2	18	14	5	6	6	7
	4%	2%	5%	4%	4%	4%	3%	5%	10%	4%	4%	3%	7%	4%	4%	4%	4%	4%	4%	4%	4%	3%	15%	6%	2%
				A					F*						K		*		*			WX*	X		
A photo sharing site (such as Flickr)	18	7	11	12	3	3	12	5	2	5	13	10	3	5	6	12	*	17	1	17	11	6	6	2	10
	4%	3%	4%	6%	2%	2%	3%	3%	7%	2%	5%	3%	4%	4%	2%	4%	1%	4%	1%	4%	3%	4%	16%	2%	3%
				DE					*		I						*		*			WX*			
A curation site (such as Tumblr/Pinterest)	8	3	4	5	2	1	4	3	1	3	5	3	1	3	3	5	1	7	1	7	6	1	3	1	4
	2%	1%	2%	3%	1%	1%	1%	2%	4%	1%	2%	1%	1%	3%	1%	2%	3%	1%	2%	1%	2%	1%	8%	1%	1%

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	253	247	256	157	87	337	134	29	205	295	141	157	202	287	213	128	372	159	341	345	155	291	139	70
Base: All Respondents (wtd)	500	239	261	270	157	73	383	97	20	189	311	321	103	76	270	230	107	393	130	370	324	176	255	151	93
A social networking site (such as Facebook)	386	172	214	213	113	61	282	86	18	141	245	239	86	60	215	171	91	295	108	278	249	137	201	120	65
	77%	72%	82%	79%	72%	83%	74%	88%	89%	75%	79%	74%	84%	80%	79%	74%	84%	75%	83%	75%	77%	78%	79%	79%	70%
A search engine (such as Google)	347	162	185	181	110	55	254	78	15	152	195	210	75	62	194	153	81	266	93	254	226	121	176	116	54
	69%	68%	71%	67%	70%	76%	66%	80%	75%	81%	63%	65%	73%	81%	72%	67%	76%	68%	71%	69%	70%	69%	69%	77%	58%
A user generated or upload site (such as YouTube)	278	122	156	153	80	45	205	58	15	110	168	168	64	46	147	131	71	207	82	196	179	99	151	89	38
	56%	51%	60%	57%	51%	62%	54%	59%	74%	58%	54%	52%	62%	60%	54%	57%	66%	53%	63%	53%	55%	56%	59%	59%	41%
A portal site (for checking emails such as gmail)	238	110	127	119	71	48	171	55	11	101	136	122	63	52	136	102	65	172	70	168	158	80	146	69	23
	48%	46%	49%	44%	46%	45%	56%	58%	54%	44%	38%	61%	69%	50%	44%	41%	61%	44%	54%	45%	49%	45%	57%	45%	25%
An auction site (such as eBay)	154	85	69	90	49	15	98	44	11	68	86	82	39	33	101	52	46	108	55	99	117	37	95	42	17
	31%	36%	26%	33%	31%	20%	26%	46%	55%	36%	28%	25%	38%	44%	38%	23%	43%	27%	42%	27%	36%	21%	37%	28%	18%
A news and information site (such as CNN.com)	145	74	71	58	50	36	102	33	10	74	71	76	35	34	96	49	44	101	61	83	112	33	107	33	5
	29%	31%	27%	22%	32%	50%	27%	34%	52%	39%	23%	24%	34%	45%	36%	21%	41%	26%	47%	23%	35%	18%	42%	22%	6%
An online music site (such as iTunes)	117	61	56	62	31	24	81	29	7	48	68	73	23	21	61	56	31	86	38	79	76	41	73	35	9
	23%	26%	21%	23%	20%	33%	21%	29%	35%	26%	22%	23%	22%	28%	23%	24%	29%	22%	29%	21%	24%	23%	28%	23%	10%
A TV or video site (such as Hulu)	84	49	35	45	26	14	50	27	7	28	56	43	19	22	57	28	24	60	27	57	59	25	59	14	10
	17%	21%	13%	17%	17%	19%	13%	28%	34%	15%	18%	13%	19%	29%	21%	12%	23%	15%	21%	15%	18%	14%	23%	9%	11%
A weather site (such as weather.com)	82	44	38	25	37	20	55	23	5	51	31	42	20	19	47	35	17	65	18	64	56	26	48	27	7
	16%	18%	15%	9%	23%	28%	14%	23%	25%	27%	10%	13%	20%	25%	17%	15%	16%	17%	14%	17%	17%	15%	19%	18%	7%
Blogs in general	80	40	40	44	24	12	53	21	6	32	48	38	23	18	49	31	25	55	25	54	61	18	58	18	4
	16%	17%	15%	16%	15%	17%	14%	21%	32%	17%	15%	12%	23%	24%	18%	14%	23%	14%	20%	15%	19%	10%	23%	12%	4%
A sports site (such as ESPN.com)	73	58	15	26	27	19	49	20	3	43	30	40	18	15	57	15	19	54	26	47	49	24	56	9	8
	15%	24%	6%	10%	17%	26%	13%	21%	18%	23%	10%	12%	17%	19%	21%	7%	18%	14%	20%	13%	15%	13%	22%	6%	8%
A classifieds site (such as Craigslist)	62	32	30	31	22	9	48	12	2	29	33	38	13	11	43	19	20	42	25	37	47	15	46	12	4
	12%	13%	11%	12%	14%	13%	13%	12%	12%	15%	11%	12%	13%	14%	16%	8%	19%	11%	19%	10%	14%	9%	18%	8%	5%
A gaming site (such as Gamespot.com)	58	27	31	33	17	8	42	13	2	28	30	33	15	10	27	31	18	40	19	39	40	18	31	20	7
	12%	11%	12%	12%	11%	11%	11%	14%	12%	15%	10%	10%	15%	14%	10%	13%	17%	10%	15%	11%	12%	10%	12%	13%	7%
A fashion blog site	55	16	39	38	14	3	37	15	3	20	35	31	15	9	17	38	15	40	18	37	32	23	32	18	4
	11%	7%	15%	14%	9%	4%	10%	16%	13%	11%	11%	10%	15%	11%	6%	16%	14%	10%	14%	10%	10%	13%	13%	12%	5%
A shopping site (such as Amazon.com)	47	21	27	22	18	7	23	21	3	17	30	20	11	16	33	14	13	34	13	34	38	9	31	12	4
	9%	9%	10%	8%	12%	10%	6%	21%	17%	9%	10%	6%	11%	21%	12%	6%	12%	9%	10%	9%	12%	5%	12%	8%	5%
Brand retail site	46	16	30	25	11	10	28	13	4	16	30	22	11	12	32	14	11	35	20	26	40	6	37	6	3
	9%	7%	11%	9%	7%	13%	7%	14%	20%	8%	10%	7%	11%	16%	12%	6%	10%	9%	15%	7%	12%	3%	14%	4%	3%
A photo sharing site (such as Flickr)	44	17	26	27	13	3	32	9	3	11	32	28	9	7	26	18	18	26	20	24	31	12	30	13	*
	9%	7%	10%	10%	8%	5%	8%	9%	14%	6%	10%	9%	9%	9%	10%	8%	17%	7%	15%	6%	10%	7%	12%	9%	*
A curation site (such as Tumblr/Pinterest)	38	18	20	21	8	10	23	14	1	9	29	23	12	4	18	20	11	28	13	26	23	16	16	19	4
	8%	8%	8%	8%	5%	13%	6%	15%	4%	5%	9%	7%	11%	6%	7%	9%	10%	7%	10%	7%	7%	9%	6%	12%	4%
An entertainment blog (such as TMZ)	32	16	16	19	7	5	28	2	2	6	26	20	8	4	23	8	11	21	13	19	24	8	21	7	4
	6%	7%	6%	7%	4%	7%	7%	2%	13%	3%	8%	6%	8%	5%	9%	4%	10%	5%	10%	5%	7%	4%	8%	5%	4%
An online review site (like Yelp.com)	22	15	6	13	6	3	9	9	3	9	12	10	6	5	14	8	6	16	7	15	15	6	19	2	1
	4%	6%	2%	5%	4%	4%	2%	9%	17%	5%	4%	3%	6%	7%	5%	3%	5%	4%	5%	4%	5%	4%	7%	1%	1%
A dating site (such as Match.com)	21	15	6	6	13	2	14	5	2	4	18	11	4	6	12	9	9	12	8	14	15	6	12	8	1
	4%	6%	2%	2%	8%	3%	4%	5%	9%	2%	6%	3%	4%	8%	5%	4%	8%	3%	6%	4%	5%	3%	5%	5%	1%
A financial site (such as Bloomberg.com)	18	12	5	8	4	6	10	6	2	7	10	4	6	7	12	5	8	10	12	6	14	3	12	3	3
	4%	5%	2%	3%	2%	8%	3%	6%	10%	4%	3%	1%	6%	9%	4%	2%	7%	2%	9%	2%	4%	2%	5%	2%	3%
None of the above	15	7	8	5	10	-	15	-	-	3	12	13	3	-	3	12	-	15	-	15	4	11	1	4	10
	3%	3%	3%	2%	6%	-	4%	-	-	1%	4%	4%	2%	-	1%	5%	-	4%	-	4%	1%	6%	*	2%	11%
Sigma	2440	1191	1248	1264	758	417	1712	593	135	1006	1433	1386	579	474	1419	1021	652	1787	769	1670	1667	772	1457	696	286
	488%	499%	477%	468%	484%	570%	447%	608%	688%	533%	460%	432%	563%	624%	525%	444%	609%	455%	592%	451%	515%	439%	571%	460%	307%

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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)	501	244	257	188	153	160	329	102	8	255	246	49	362	90	248	253	44	457	66	435	308	193	235	177	89
Base: All Respondents (wtd)	500	248	252	215	149	136	339	90	9	236	264	104	327	69	229	271	42	458	62	438	280	220	235	173	92
A search engine (such as Google)	399	192	207	160	124	114	267	78	7	197	202	81	257	60	182	217	29	370	44	355	230	169	187	142	69
	80%	77%	82%	75%	83%	84%	79%	86%	80%	84%	76%	78%	79%	86%	79%	80%	67%	81%	71%	81%	82%	77%	80%	82%	75%
A portal site (for checking emails such as gmail)	351	166	185	146	104	101	241	62	6	156	195	67	230	54	166	185	27	324	37	314	196	155	165	122	64
	70%	67%	74%	68%	70%	74%	71%	69%	67%	66%	74%	64%	71%	78%	72%	68%	63%	71%	59%	72%	70%	70%	70%	71%	70%
A social networking site (such as Facebook)	310	137	173	152	78	80	221	51	3	130	180	69	196	46	138	173	21	289	39	271	163	147	174	102	34
	62%	55%	69%	71%	53%	59%	65%	57%	35%	55%	68%	67%	60%	66%	60%	64%	49%	63%	62%	62%	58%	67%	74%	59%	37%
An auction site (such as eBay)	240	122	118	111	72	57	164	49	4	122	118	42	162	36	113	127	22	218	35	205	146	94	116	85	40
	48%	49%	47%	52%	48%	42%	48%	55%	50%	52%	45%	41%	50%	52%	49%	47%	53%	48%	57%	47%	52%	43%	49%	49%	43%
A user generated or upload site (such as YouTube)	239	126	112	131	63	44	164	45	4	90	148	50	152	37	113	125	20	218	35	204	138	101	139	73	27
	48%	51%	44%	61%	43%	32%	48%	50%	49%	38%	56%	48%	46%	53%	49%	46%	48%	48%	56%	47%	49%	46%	59%	42%	29%
A news and information site (such as CNN.com)	207	106	101	79	67	61	135	44	2	100	106	27	145	35	108	98	17	189	26	181	119	87	109	67	31
	41%	43%	40%	37%	45%	44%	40%	49%	23%	43%	40%	26%	45%	50%	47%	38%	41%	41%	41%	41%	43%	40%	46%	39%	34%
A weather site (such as weather.com)	194	84	110	71	56	67	131	35	5	97	96	30	132	32	95	98	17	177	27	167	119	74	91	74	29
	39%	34%	44%	33%	38%	49%	39%	39%	53%	41%	36%	29%	40%	40%	42%	36%	40%	39%	40%	38%	43%	34%	39%	43%	31%
A classifieds site (such as Craigslist)	127	58	70	54	41	33	91	20	3	57	70	28	87	12	59	68	11	117	15	112	68	59	64	39	24
	25%	23%	28%	25%	27%	24%	27%	22%	34%	24%	27%	27%	27%	17%	26%	25%	25%	26%	25%	26%	24%	27%	27%	23%	26%
A gaming site (such as Gamespot.com)	106	47	59	53	28	26	81	11	2	48	58	31	66	9	43	62	6	100	9	97	45	61	54	31	21
	21%	19%	23%	24%	19%	19%	24%	12%	21%	20%	22%	29%	20%	13%	19%	23%	15%	22%	14%	22%	16%	28%	23%	18%	23%
A TV or video site (such as Hulu)	100	53	47	48	25	27	67	22	2	41	59	19	68	13	51	48	8	92	14	86	62	38	53	32	14
	20%	21%	18%	23%	17%	20%	20%	24%	23%	17%	22%	18%	21%	18%	22%	18%	18%	20%	22%	20%	22%	17%	23%	19%	15%
Blogs in general	92	41	51	46	21	25	66	14	1	33	59	24	55	12	38	54	10	82	13	79	39	52	62	17	13
	18%	16%	20%	21%	14%	18%	19%	15%	10%	14%	22%	24%	17%	17%	16%	20%	24%	18%	20%	18%	14%	24%	26%	10%	14%
A sports site (such as ESPN.com)	87	71	16	32	23	31	53	22	5	47	40	10	61	16	51	35	5	82	15	72	59	28	42	28	16
	17%	28%	6%	15%	16%	23%	16%	24%	54%	20%	15%	9%	19%	23%	22%	13%	11%	18%	24%	16%	21%	13%	18%	16%	17%
A shopping site (such as Amazon.com)	79	36	43	28	25	25	51	16	1	37	42	15	52	11	46	32	5	74	14	65	51	27	42	19	17
	16%	14%	17%	13%	17%	19%	15%	17%	10%	16%	16%	14%	16%	16%	20%	12%	11%	16%	22%	15%	18%	12%	18%	11%	18%
An entertainment blog (such as TMZ)	69	28	41	41	12	16	55	9	1	26	42	13	45	10	22	47	5	64	6	63	38	31	37	20	12
	14%	11%	16%	D	8%	12%	16%	10%	10%	11%	16%	12%	14%	15%	10%	17%	11%	14%	9%	14%	14%	14%	16%	12%	13%
An online music site (such as iTunes)	63	28	35	36	14	13	47	9	3	25	39	12	40	11	22	41	3	60	6	58	38	25	33	23	8
	13%	11%	14%	17%	9%	10%	14%	10%	35%	11%	15%	12%	12%	15%	10%	15%	7%	13%	9%	13%	14%	12%	14%	13%	9%
A financial site (such as Bloomberg.com)	60	39	21	23	13	24	37	18	1	34	27	5	42	14	39	21	6	55	7	53	43	17	32	15	14
	12%	16%	8%	11%	9%	11%	20%	14%	14%	10%	5%	13%	20%	17%	8%	13%	13%	12%	12%	12%	15%	8%	14%	8%	15%
Brand retail site	55	34	22	26	13	16	40	9	-	21	34	7	37	11	32	23	7	48	11	44	36	19	36	13	7
	11%	14%	9%	12%	9%	12%	12%	10%	-	9%	13%	7%	11%	17%	14%	9%	17%	10%	18%	10%	13%	9%	15%	7%	7%
A fashion blog site	38	9	29	18	8	12	25	8	-	12	26	8	25	5	17	21	3	35	4	34	23	15	24	12	3
	8%	4%	12%	8%	6%	9%	8%	9%	-	5%	10%	8%	8%	8%	8%	8%	7%	8%	6%	8%	8%	7%	10%	7%	3%
An online review site (like Yelp.com)	35	16	19	19	8	8	23	7	1	14	21	3	23	10	22	13	7	28	9	27	26	9	27	5	4
	7%	6%	8%	9%	6%	6%	7%	8%	10%	6%	8%	3%	7%	14%	10%	5%	17%	6%	14%	6%	9%	4%	11%	3%	4%
A photo sharing site (such as Flickr)	33	16	17	19	3	11	30	2	1	6	27	14	17	2	13	20	3	31	3	31	13	20	28	4	1
	7%	7%	7%	9%	2%	8%	9%	2%	14%	3%	10%	14%	5%	3%	6%	7%	6%	7%	4%	7%	5%	9%	12%	2%	1%
A dating site (such as Match.com)	25	16	9	11	4	10	22	4	-	5	21	6	18	1	15	4	11	2	24	2	11	15	15	6	5
	5%	6%	4%	5%	3%	7%	6%	4%	-	2%	8%	6%	6%	1%	6%	4%	4%	5%	3%	5%	4%	7%	6%	3%	5%
A curation site (such as Tumblr/Pinterest)	20	12	8	13	2	4	13	3	2	10	10	7	10	3	8	12	6	14	7	12	13	5	2	2	2
	4%	5%	3%	6%	2%	3%	4%	3%	20%	4%	4%	7%	3%	4%	3%	4%	19%	3%	9%	3%	3%	6%	5%	3%	3%
None of the above	8	5	3	1	5	2	5	-	-	4	4	-	7	1	4	5	-	8	1	7	4	4	-	2	6
	2%	2%	1%	1%	4%	1%	1%	-	-	2%	2%	-	2%	1%	2%	2%	-	2%	1%	2%	1%	2%	-	1%	7%
Sigma	2937	1439	1498	1319	811	807	2027	537	52	1313	1623	569	1928	440	1399	1538	239	2697	375	2561	1676	1261	1542	935	460
	587%	580%	594%	614%	544%	592%	598%	594%	612%	558%	614%	547%	591%	633%	610%	568%	566%	589%	601%	585%	598%	574%	655%	542%	500%

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 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	259	241	156	173	171	38	246	190	267	233	82	270	148	274	226	39	461	64	436	346	154	137	212	151
Base: All Respondents (wtd)	500	241	259	211	165	124	40	265	166	251	249	146	265	89	238	262	37	463	59	441	319	181	135	207	158
A social networking site (such as Facebook)	357	167	190	176	106	75	23	206	109	179	178	110	192	55	155	202	22	335	38	319	219	138	111	148	98
	71%	69%	73%	84%	64%	60%	58%	78%	66%	71%	72%	75%	72%	62%	65%	77%	58%	72%	64%	72%	69%	76%	82%	72%	62%
				DE			*	FH					M*	M			N	**		*			X*		
A portal site (for checking emails such as gmail)	311	152	159	132	96	83	18	169	112	149	162	87	164	61	147	164	20	292	38	274	201	110	94	130	87
	62%	63%	61%	63%	58%	67%	46%	64%	68%	59%	65%	59%	62%	69%	62%	63%	**	53%	63%	64%	62%	63%	61%	70%	63%
A search engine (such as Google)	287	157	129	117	84	85	17	153	104	145	142	77	141	68	141	145	20	266	35	251	188	98	85	133	68
	57%	65%	50%	56%	51%	68%	42%	58%	63%	58%	57%	53%	53%	76%	59%	56%	55%	58%	59%	57%	59%	54%	63%	64%	43%
	B						CD	*		F			*					**	*				X*	X	
A weather site (such as weather.com)	284	138	146	117	92	75	18	154	104	142	142	81	143	60	130	154	21	263	38	246	185	99	91	125	68
	57%	57%	56%	56%	60%	45%	58%	63%	56%	56%	57%	55%	54%	68%	54%	59%	58%	57%	64%	56%	58%	55%	67%	60%	43%
A news and information site (such as CNN.com)	207	121	86	69	66	72	11	105	83	106	101	51	105	50	104	103	14	194	30	178	140	67	74	88	46
	41%	51%	33%	33%	40%	58%	27%	40%	50%	42%	41%	35%	40%	57%	44%	39%	**	37%	42%	50%	40%	44%	37%	55%	42%
	B						CD	*		F			*					**	*				WX*	X	
A shopping site (such as Amazon.com)	165	72	93	75	51	39	5	86	71	81	84	33	96	35	82	83	14	151	23	142	120	45	65	67	33
	33%	30%	36%	36%	31%	31%	14%	33%	43%	32%	34%	23%	36%	40%	34%	32%	36%	33%	38%	32%	38%	25%	48%	32%	21%
A user generated or upload site (such as YouTube)	157	86	71	70	52	35	10	85	57	76	80	41	87	29	76	80	9	148	19	138	101	56	61	66	29
	31%	36%	27%	33%	31%	28%	24%	32%	35%	30%	32%	28%	33%	32%	32%	31%	24%	32%	32%	31%	32%	31%	46%	32%	18%
A TV or video site (such as Hulu)	132	69	63	47	49	36	8	71	49	64	68	34	76	22	67	65	9	123	13	119	81	51	47	52	33
	26%	29%	24%	22%	29%	29%	21%	27%	29%	26%	27%	24%	29%	25%	28%	25%	**	25%	27%	23%	27%	25%	28%	35%	25%
							*	F				*						**	*				WX*	X	
Brand retail site	120	57	62	48	44	28	3	58	56	64	56	29	65	26	57	63	7	113	14	105	87	33	49	39	31
	24%	24%	24%	23%	26%	22%	7%	22%	34%	25%	22%	20%	24%	29%	24%	24%	19%	24%	24%	24%	27%	18%	36%	19%	20%
An online music site (such as iTunes)	118	69	49	50	41	26	11	55	49	53	64	25	75	17	63	55	6	111	10	108	83	35	41	48	28
	24%	29%	19%	24%	25%	21%	28%	21%	29%	21%	26%	17%	28%	20%	26%	21%	17%	24%	17%	24%	26%	19%	31%	23%	18%
	B						*					*					**	*					X*		
A classifieds site (such as Craigslist)	93	45	48	43	26	24	1	47	39	47	46	13	59	21	52	41	10	83	16	78	75	18	33	38	22
	19%	19%	19%	20%	16%	20%	2%	18%	22%	19%	19%	9%	22%	24%	22%	16%	27%	18%	26%	18%	24%	10%	25%	18%	14%
A gaming site (such as Gamespot.com)	73	44	28	23	25	24	7	35	29	36	37	20	41	11	46	27	6	67	9	63	47	26	29	27	16
	15%	18%	11%	11%	15%	19%	16%	13%	18%	14%	15%	14%	15%	13%	19%	10%	15%	14%	16%	14%	15%	14%	22%	13%	10%
A dating site (such as Match.com)	59	35	24	16	25	18	3	27	22	15	44	10	38	11	41	18	5	54	7	52	48	11	19	25	15
	12%	15%	9%	8%	15%	15%	8%	10%	13%	6%	18%	7%	14%	12%	17%	7%	13%	12%	12%	12%	15%	6%	14%	12%	9%
A sports site (such as ESPN.com)	57	46	11	26	13	19	2	33	21	26	31	16	29	12	30	28	6	51	5	52	30	28	25	20	12
	11%	19%	4%	12%	8%	15%	6%	12%	13%	10%	13%	11%	11%	13%	13%	11%	**	17%	11%	9%	12%	9%	15%	18%	8%
	B						CD	*		F		*					**	*					X*		
A financial site (such as Bloomberg.com)	56	36	20	32	11	13	2	26	27	26	30	14	25	17	31	25	9	47	12	44	40	16	31	15	10
	11%	15%	8%	15%	6%	11%	4%	10%	16%	10%	12%	10%	9%	19%	13%	10%	25%	10%	21%	10%	12%	9%	23%	7%	6%
A photo sharing site (such as Flickr)	56	31	24	21	19	15	4	23	28	23	32	12	34	10	34	21	3	53	7	49	42	14	25	23	8
	11%	13%	9%	10%	12%	12%	11%	9%	17%	9%	13%	8%	13%	11%	14%	8%	8%	11%	12%	11%	13%	8%	19%	11%	5%
							*	G				*					**	*					X*		
Blogs in general	51	32	19	15	19	17	6	25	19	23	27	10	32	9	36	15	3	48	9	41	38	13	29	14	8
	10%	13%	7%	7%	11%	13%	14%	9%	12%	9%	11%	7%	12%	10%	15%	6%	8%	10%	16%	9%	12%	7%	22%	7%	5%
An auction site (such as eBay)	46	30	16	28	10	7	3	23	19	20	25	10	26	10	23	22	6	39	11	35	30	16	20	18	7
	9%	12%	6%	13%	6%	6%	7%	9%	11%	8%	10%	7%	10%	11%	10%	9%	17%	8%	18%	8%	9%	9%	15%	9%	5%
An entertainment blog (such as TMZ)	36	17	19	16	12	8	2	17	16	18	18	11	20	5	21	15	3	33	5	31	30	6	17	12	7
	7%	7%	7%	8%	7%	6%	6%	6%	10%	7%	7%	8%	7%	6%	9%	6%	8%	7%	8%	7%	9%	3%	13%	6%	5%
An online review site (like Yelp.com)	34	25	10	13	12	9	1	13	18	18	17	6	18	10	27	8	7	27	8	27	29	5	16	16	3
	7%	10%	4%	6%	7%	7%	3%	5%	11%	7%	7%	4%	7%	12%	11%	3%	19%	6%	13%	6%	9%	3%	12%	8%	2%
	B						*	G				*					**	*					X*		
A curation site (such as Tumblr/Pinterest)	30	18	12	11	12	6	1	14	14	16	14	5	18	7	17	13	3	26	8	22	25	5	18	10	2
	6%	7%	5%	5%	8%	5%	1%	5%	9%	6%	6%	4%	7%	8%	7%	5%	9%	6%	14%	5%	8%	3%	13%	5%	1%
A fashion blog site	25	5	21	10	8	7	4	11	10	11	14	2	20	3	9	16	3	22	3	22	18	7	8	9	8
	5%	2%	8%	5%	5%	6%	9%	4%	6%	4%	6%	1%	8%	4%	4%	6%	9%	5%	5%	5%	6%	4%	6%	5%	5%
	A						*					*	K				**	*					*		
None of the above	18	7	11	3	7	8	5	5	3	10	9	6	11	1	10	9	-	18	-	18	10	9	1	2	15
	4%	3%	4%	1%	4%	7%	13%	2%	2%	4%	3%	4%	4%	1%	4%	3%	-	4%	-	4%	3%	5%	1%	1%	9%
Sigma	2772	1460	1312	1162	880	730	165	1441	1060	1349	1423	706	1517	549	1399	1373	207	2565	358	2414	1866	905	990	1127	655
	554%	607%	506%	551%	533%	588%	414%	543%	639%	537%	572%	483%	571%	620%	587%	525%	558%	554%	606%	547%	585%	500%	735%	545%	413%

Sociologue
H4A. Which of the following types of websites do you regularly (once a week or more often) visit?
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 Total	Saudi Arabia																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	Age 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)	501	261	240	297	161	43	247	130	48	277	224	127	135	239	218	283	62	439	71	430	282	219	256	155	90
Base: All Respondents (wtd)	500	283	217	295	147	57	277	112	27	252	248	290	145	65	203	297	54	446	59	441	241	259	217	161	122
A social networking site (such as Facebook)	351	190	161	197	118	36	215	74	19	196	155	210	95	46	151	200	31	320	34	317	182	170	162	124	66
	70%	67%	74%	67%	80%	63%	77%	66%	69%	78%	63%	72%	65%	71%	74%	67%	58%	72%	58%	72%	75%	66%	74%	77%	54%
					C*	**	*	*	**	J							*	*	*	*	X	X*	*	*	*
A search engine (such as Google)	344	194	149	196	107	41	196	86	19	189	154	193	103	48	144	200	26	317	36	308	177	167	160	116	68
	69%	69%	69%	66%	72%	71%	71%	77%	70%	75%	62%	67%	71%	74%	71%	67%	49%	71%	61%	70%	73%	64%	74%	72%	55%
					*	*	*	*	**	J							*	P	P	X	X*	*	*	*	*
A user generated or upload site (such as YouTube)	235	131	104	142	70	24	129	61	16	116	120	125	77	33	99	137	25	211	29	207	117	118	104	91	40
	47%	46%	48%	48%	47%	41%	47%	55%	59%	46%	48%	43%	53%	51%	49%	46%	46%	47%	49%	47%	49%	46%	48%	57%	33%
					*	**	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	X*	*	*
A portal site (for checking emails such as gmail)	218	136	82	98	80	41	127	59	13	136	82	128	60	30	114	104	25	193	27	191	126	92	106	82	30
	44%	48%	38%	33%	54%	71%	46%	53%	47%	54%	33%	44%	42%	47%	56%	35%	46%	43%	46%	43%	52%	36%	49%	51%	25%
					C*	**	*	*	**	J					O	O	*	*	*	*	U	X	X*	*	*
A news and information site (such as CNN.com)	119	79	40	61	44	14	74	25	9	76	43	67	29	24	64	55	18	102	22	97	78	41	66	37	16
	24%	28%	19%	21%	30%	24%	27%	22%	33%	30%	17%	23%	20%	37%	32%	19%	33%	23%	38%	22%	32%	16%	31%	23%	13%
					*	*	*	*	**	J					O	O	*	*	*	*	U	X	X*	*	*
A classifieds site (such as Craigslist)	117	71	46	47	42	28	72	23	9	85	32	61	36	20	64	53	20	97	23	94	69	48	64	33	20
	23%	25%	21%	16%	29%	48%	26%	20%	33%	34%	13%	21%	25%	30%	32%	18%	37%	22%	39%	21%	29%	18%	29%	21%	17%
					C*	**	*	*	**	J					K	O	*	*	S*	U	*	*	*	*	*
A shopping site (such as Amazon.com)	109	66	42	55	36	18	49	34	15	60	49	51	36	21	52	56	14	95	18	91	60	49	50	32	27
	22%	23%	19%	19%	25%	31%	18%	30%	54%	24%	20%	18%	25%	33%	26%	19%	26%	21%	30%	21%	25%	19%	23%	20%	22%
					*	**	*	F*	**	*	*	*	*	*	K	*	*	*	*	*	*	*	*	*	*
An auction site (such as eBay)	98	81	17	40	38	19	60	23	5	69	29	61	22	14	65	33	12	86	14	83	64	34	40	44	14
	20%	29%	8%	14%	26%	33%	22%	21%	18%	27%	12%	21%	15%	22%	32%	11%	22%	19%	25%	19%	27%	13%	18%	28%	11%
		B			C*	**	*	*	**	J					O	O	*	*	*	*	U	*	*	*	*
An online music site (such as iTunes)	74	45	29	44	28	2	42	15	8	27	46	35	31	8	37	37	10	64	9	64	39	34	35	26	13
	15%	16%	13%	15%	19%	3%	15%	13%	28%	11%	19%	12%	21%	12%	18%	12%	18%	14%	16%	15%	16%	13%	16%	16%	10%
					*	**	*	*	**	*	*	*	*	*	KM		*	*	*	*	*	*	*	*	*
Blogs in general	70	46	24	21	32	16	28	28	9	34	36	38	21	11	39	31	17	53	16	54	30	40	38	21	10
	14%	16%	11%	7%	22%	29%	10%	25%	32%	14%	14%	13%	15%	16%	19%	10%	31%	12%	27%	12%	12%	15%	18%	13%	8%
					C*	**	*	F*	**	*	*	O			O		Q*	S*	*	*	*	*	*	*	*
Brand retail site	64	39	24	24	27	13	36	16	8	37	27	33	20	10	38	25	10	54	16	47	34	29	36	19	9
	13%	14%	11%	8%	18%	22%	13%	14%	29%	15%	11%	12%	14%	16%	19%	9%	18%	12%	28%	11%	14%	11%	16%	12%	7%
					C*	**	*	C*	**	U					O		*	*	*	*	*	*	*	*	*
A sports site (such as ESPN.com)	61	48	14	37	20	4	31	19	5	33	29	28	21	13	33	28	7	54	12	49	37	25	34	19	8
	12%	17%	6%	12%	14%	8%	11%	17%	20%	13%	12%	10%	14%	19%	16%	9%	14%	12%	21%	11%	15%	10%	16%	12%	7%
		B			*	**	*	*	**	*	*	*	*	*	K		*	*	*	*	*	*	*	*	*
A weather site (such as weather.com)	55	41	14	24	19	12	21	18	8	27	28	24	24	7	31	24	9	46	8	47	28	27	30	13	12
	11%	14%	7%	8%	13%	20%	8%	16%	30%	11%	11%	8%	16%	11%	15%	8%	17%	10%	13%	11%	11%	11%	14%	8%	10%
		B			*	**	*	F*	**	*	*	K					*	*	*	*	*	*	*	*	*
A gaming site (such as Gamespot.com)	50	30	20	26	23	1	30	11	4	19	31	27	18	5	17	32	7	43	9	41	26	24	25	17	8
	10%	10%	9%	9%	16%	1%	11%	10%	15%	7%	13%	9%	12%	8%	9%	11%	12%	10%	15%	9%	11%	9%	12%	10%	6%
					*	**	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A TV or video site (such as Hulu)	46	35	12	25	16	5	24	7	7	21	25	25	16	5	23	23	7	39	8	38	25	21	23	18	5
	9%	12%	5%	8%	11%	9%	9%	6%	25%	8%	10%	9%	11%	8%	12%	8%	13%	9%	14%	9%	11%	8%	11%	11%	4%
		B			C*	**	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A fashion blog site	43	9	34	26	12	5	21	11	3	22	21	21	15	7	11	32	9	34	6	37	14	29	19	14	11
	9%	3%	16%	9%	8%	8%	8%	10%	12%	9%	9%	7%	11%	10%	5%	11%	17%	8%	10%	8%	6%	11%	9%	9%	9%
			A		*	**	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A photo sharing site (such as Flickr)	40	25	14	26	13	*	19	11	3	17	22	18	14	8	20	20	8	32	7	32	24	16	18	18	4
	8%	9%	7%	9%	9%	1%	7%	10%	9%	7%	9%	6%	9%	13%	10%	7%	14%	7%	13%	7%	10%	6%	8%	11%	4%
					*	**	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
An online review site (like Yelp.com)	36	23	13	19	13	4	17	13	4	14	22	19	11	6	17	19	6	30	7	29	15	22	22	9	4
	7%	8%	6%	6%	9%	7%	6%	11%	15%	6%	9%	7%	8%	9%	9%	6%	12%	7%	12%	7%	6%	8%	10%	6%	4%
					*	**	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A dating site (such as Match.com)	35	30	5	14	16	4	22	7	3	21	14	22	8	4	26	9	6	28	7	27	28	7	21	10	3
	7%	11%	2%	5%	11%	8%	8%	7%	10%	8%	6%	8%	6%	7%	13%	3%	12%	6%	13%	6%	11%	3%	10%	6%	3%
		B			*	**	*	*	**	*	*	O			*	*	*	*	*	*	U	*	*	*	*
An entertainment blog (such as TMZ)	25	21	5	16	8	*	18	1	1	11	14	12	7	6	12	13	8	17	3	22	13	12	12	9	4
	5%	7%	2%	6%	6%	1%	6%	1%	4%	4%	6%	4%	5%	9%	6%	4%	15%	4%	5%	5%	5%	5%	6%	5%	3%
		B			*	**	*	*	**	*	*	Q*			*	*	*	Q*	*	*	*	*	*	*	*
A curation site (such as Tumblr/Pinterest)	22	14	8	16	4	3	10	9	-	11	11	14	7	2	7	15	9	14	5	17	10	12	16	5	1
	4%	5%	4%	5%	3%	5%	4%	8%	-	4%	5%	5%	5%	3%	4%	5%	15%	3%	9%	4%	4%	5%	7%	3%	1%
					*	**	*	*	**	*	*	*	*	*	*	*	Q*	*	*	*	*	*			

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 Total	South Africa																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	Age 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	219	281	264	148	88	39	96	365	239	261	246	143	111	277	223	123	377	187	313	415	85	313	139	48
Base: All Respondents (wtd)	500	240	260	287	126	88	51	96	354	213	287	261	132	107	259	241	113	387	173	327	388	112	316	137	47
A search engine (such as Google)	425	200	225	230	113	82	28	78	319	192	233	212	119	93	229	196	102	323	154	271	341	83	273	114	37
	85%	83%	86%	80%	90%	93%	56%	81%	90%	81%	81%	81%	91%	87%	88%	81%	90%	83%	89%	83%	88%	75%	86%	83%	79%
				C	C*	*		F*	FG	J		K		O							U	*			*
A social networking site (such as Facebook)	386	175	211	234	93	58	44	76	266	159	227	204	102	80	191	195	82	304	125	261	288	98	260	98	28
	77%	73%	81%	82%	74%	66%	87%	80%	75%	75%	79%	78%	77%	74%	74%	81%	73%	78%	72%	80%	74%	74%	88%	82%	72%
A portal site (for checking emails such as gmail)	304	140	164	167	86	51	30	66	207	128	176	155	83	66	161	143	77	227	109	195	228	75	199	82	22
	61%	58%	63%	58%	69%	57%	59%	69%	59%	60%	61%	60%	63%	61%	62%	59%	68%	59%	63%	60%	59%	67%	63%	60%	47%
A user generated or upload site (such as YouTube)		C		*		*		*													*		X		*
	233	119	113	143	59	31	23	40	170	86	146	121	56	56	112	121	51	182	76	157	169	64	161	59	13
	47%	50%	44%	50%	47%	35%	45%	42%	48%	41%	51%	46%	43%	52%	43%	50%	45%	47%	44%	48%	44%	57%	51%	43%	27%
A news and information site (such as CNN.com)		E		*		*		*													T*		X		*
	201	100	101	97	56	48	19	29	153	92	108	89	60	52	113	87	47	153	78	122	161	39	145	48	7
	40%	42%	39%	34%	45%	54%	37%	31%	43%	43%	38%	34%	45%	48%	44%	36%	42%	40%	45%	37%	42%	35%	46%	35%	16%
A weather site (such as weather.com)		C		*		*		*						K							*		WX		X
	190	84	106	93	58	40	13	31	147	86	104	96	53	42	111	79	50	140	79	111	154	36	127	52	11
	38%	35%	41%	32%	46%	45%	26%	32%	42%	41%	36%	37%	40%	39%	43%	33%	44%	36%	46%	34%	40%	32%	40%	38%	23%
A shopping site (such as Amazon.com)		C		*		*		*							O				S		*		X		*
	148	78	70	82	41	25	10	23	115	58	89	62	46	39	78	70	41	107	63	84	127	21	100	36	12
	30%	33%	27%	29%	33%	28%	21%	24%	32%	28%	31%	24%	35%	37%	30%	29%	37%	28%	37%	26%	33%	19%	32%	26%	25%
An online music site (such as iTunes)		*		*		*		*						K					S		*		X		*
	127	65	61	89	27	11	17	25	85	40	87	66	30	31	60	66	30	96	48	79	93	33	90	30	7
	25%	27%	24%	31%	22%	12%	33%	26%	24%	19%	30%	25%	23%	29%	23%	28%	27%	25%	28%	24%	24%	30%	28%	22%	15%
An auction site (such as eBay)		DE		*		*		*						I							*		*		*
	114	65	49	66	31	17	9	23	82	52	62	54	29	30	65	49	37	77	53	61	97	17	80	28	6
	23%	27%	19%	23%	25%	20%	18%	24%	23%	25%	22%	21%	22%	28%	25%	20%	33%	20%	30%	19%	25%	16%	25%	21%	13%
Brand retail site		B		*		*		*											S		*		X		*
	112	56	55	59	36	17	12	23	77	45	67	55	31	25	64	48	22	90	39	73	93	19	76	27	9
	22%	23%	21%	21%	29%	19%	24%	24%	22%	21%	23%	21%	24%	24%	25%	20%	19%	23%	22%	22%	24%	17%	24%	20%	18%
Blogs in general		*		*		*		*													*		*		*
	83	41	42	55	19	9	9	13	61	25	58	40	23	19	36	47	24	59	27	56	58	25	70	11	2
	17%	17%	16%	19%	15%	10%	17%	13%	17%	12%	20%	15%	18%	18%	14%	19%	21%	15%	15%	17%	15%	22%	22%	8%	4%
A classifieds site (such as Craigslist)		I		*		*		*													*		WX		*
	80	42	38	49	19	12	7	18	56	30	51	41	23	16	45	35	23	57	33	48	69	11	55	18	6
	16%	18%	15%	17%	15%	14%	13%	19%	16%	14%	18%	16%	17%	15%	17%	15%	21%	15%	19%	15%	18%	10%	18%	13%	14%
A gaming site (such as Gamespot.com)		*		*		*		*													*		*		*
	80	46	35	53	21	6	3	17	60	28	52	40	18	22	40	40	18	62	27	53	64	16	52	22	6
	16%	19%	13%	19%	17%	7%	5%	18%	17%	13%	18%	15%	14%	20%	15%	17%	16%	16%	16%	16%	17%	14%	17%	16%	13%
A sports site (such as ESPN.com)		E		*		*		*													*		*		*
	76	66	10	43	20	14	4	8	64	36	41	37	17	22	47	29	19	57	30	46	60	16	55	16	6
	15%	28%	4%	15%	16%	16%	8%	8%	6%	18%	17%	14%	13%	21%	18%	12%	17%	15%	18%	14%	16%	14%	17%	12%	12%
A curation site (such as Tumblr/Pinterest)		B		*		*		*													*		X		*
	70	27	43	44	15	11	3	15	52	22	49	36	20	15	32	38	18	53	25	45	52	18	51	12	7
	14%	11%	17%	16%	12%	12%	7%	15%	15%	10%	17%	14%	15%	14%	12%	16%	16%	14%	15%	14%	13%	16%	16%	9%	15%
A financial site (such as Bloomberg.com)		*		*		*		*													*		W		*
	57	36	21	27	17	13	4	6	48	28	29	16	20	21	34	23	20	37	29	28	49	8	46	9	2
	11%	15%	8%	9%	14%	15%	7%	6%	13%	13%	10%	6%	15%	19%	13%	10%	18%	10%	17%	8%	13%	7%	14%	7%	4%
An entertainment blog (such as TMZ)		B		*		*		*						K					S		*		W		*
	51	22	29	40	8	4	7	8	37	15	36	24	9	19	27	24	17	35	20	32	41	10	42	8	2
	10%	9%	11%	14%	6%	4%	13%	8%	10%	7%	13%	9%	7%	17%	10%	10%	15%	9%	11%	10%	11%	9%	13%	6%	3%
A TV or video site (such as Hulu)		DE		*		*		*						I							*		W		*
	40	26	14	31	6	3	7	7	26	12	27	19	11	9	23	17	6	34	12	28	29	11	33	4	3
	8%	11%	5%	11%	5%	3%	13%	8%	7%	6%	10%	7%	8%	9%	9%	7%	5%	9%	7%	9%	8%	9%	10%	3%	6%
A fashion blog site		B		E		*		*													*		W		*
	39	16	23	29	4	6	8	7	24	10	29	16	16	7	17	22	9	30	13	26	29	10	32	7	-
	8%	7%	9%	10%	3%	7%	15%	7%	7%	5%	10%	6%	12%	6%	7%	9%	8%	8%	7%	8%	8%	9%	10%	5%	-
A photo sharing site (such as Flickr)		D		*		*		*						I							*		X		*
	33	16	17	23	7	4	4	5	25	9	24	19	8	6	15	18	8	26	9	24	23	11	28	2	3
	7%	7%	7%	8%	5%	4%	7%	5%	7%	4%	8%	7%	6%	5%	6%	7%	7%	7%	5%	7%	6%	9%	9%	2%	6%
An online review site (like Yelp.com)		*		*		*		*													*		W		*
	27	19	8	21	3	3	3	8	17	5	22	14	4	9	17	10	7	20	9	19	21	6	19	8	-
	5%	8%	3%	7%	3%	4%	5%	8%	5%	3%	8%	5%	3%	9%	7%	4%	6%	5%	5%	6%	5%	5%	6%	6%	-
A dating site (such as Match.com)		B		*		*		*						I							*		X		*
	22	12	11	11	10	2	4	3	15	3	19	8	10	4	19	3	10	13	14	8	18	4	12	9	2
	4%	5%	4%	4%	8%	2%	8%	3%	4%	2%	7%	3%</													

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 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	Age 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	238	262	172	196	132	63	193	244	318	182	9	128	363	269	231	63	437	99	401	376	124	184	206	110		
Base: All Respondents (wtd)	500	252	248	211	186	103	67	199	234	290	210	10	135	354	261	239	60	440	91	409	366	134	185	203	112		
A search engine (such as Google)	356	179	177	155	132	69	50	133	173	198	158	6	105	245	177	179	40	316	65	291	254	102	114	171	71		
	71%	71%	72%	74%	71%	67%	74%	67%	74%	68%	75%	58%	78%	69%	68%	75%	67%	72%	71%	71%	70%	76%	61%	84%	63%		
							*					**					*		*					VX			
A portal site (for checking emails such as gmail)	329	167	162	137	120	72	42	124	163	186	142	5	85	238	167	162	40	288	67	261	240	89	114	156	58		
	66%	66%	65%	65%	64%	69%	62%	62%	70%	64%	68%	53%	63%	67%	64%	68%	67%	66%	74%	64%	66%	66%	62%	77%	52%		
							*					**					*		*								
A shopping site (such as Amazon.com)	247	109	138	103	95	49	27	91	129	140	107	4	63	179	123	124	26	220	38	208	182	65	93	115	38		
	49%	43%	56%	49%	51%	47%	40%	46%	55%	48%	51%	40%	47%	51%	47%	52%	44%	50%	42%	51%	50%	48%	50%	57%	34%		
			A				*		F			**					*		*				X	X			
Blogs in general	187	99	88	96	60	31	19	74	94	96	91	1	51	134	93	94	15	172	27	160	130	57	88	77	21		
	37%	39%	36%	46%	32%	30%	29%	37%	40%	33%	44%	13%	38%	38%	36%	39%	24%	39%	30%	39%	36%	42%	48%	38%	19%		
				DE			*					**					* P	*					X	X			
A news and information site (such as CNN.com)	185	107	78	58	76	51	16	68	100	123	61	1	40	143	111	73	25	159	45	140	152	32	83	81	21		
	37%	42%	32%	27%	41%	49%	24%	34%	43%	42%	29%	13%	30%	40%	43%	31%	42%	36%	49%	34%	42%	24%	45%	40%	19%		
		B			C	C	*		F			**			O		*		S*		U		X	X			
A weather site (such as weather.com)	157	85	72	51	65	41	12	58	87	98	59	1	31	126	96	61	21	137	36	122	127	31	71	69	17		
	31%	34%	29%	24%	35%	40%	18%	29%	37%	34%	28%	7%	23%	35%	37%	26%	34%	31%	39%	30%	35%	23%	38%	34%	15%		
					C	C	*		F			**			L	O	*		*			U		X	X		
A curation site (such as Tumblr/Pinterest)	155	70	85	63	66	26	17	63	76	93	62	4	36	115	86	70	22	133	34	121	124	31	67	61	26		
	31%	28%	34%	30%	35%	25%	25%	32%	32%	32%	30%	39%	27%	32%	33%	29%	36%	30%	38%	30%	34%	23%	36%	30%	23%		
							*					**					*		*				X				
A user generated or upload site (such as YouTube)	147	75	72	70	49	27	22	54	71	80	67	1	41	104	67	80	15	132	27	120	102	45	72	56	18		
	29%	30%	29%	33%	27%	26%	32%	27%	30%	27%	32%	13%	31%	29%	26%	33%	25%	30%	30%	29%	28%	34%	39%	28%	16%		
							*					**					*		*				WX	X			
A social networking site (such as Facebook)	139	80	59	66	50	22	12	46	80	74	65	3	36	100	78	60	23	116	36	103	110	29	76	53	9		
	28%	32%	24%	31%	27%	21%	18%	23%	34%	25%	31%	28%	27%	28%	30%	25%	37%	26%	39%	25%	30%	21%	41%	26%	8%		
							*		FG			**					*		S*				WX	X			
A financial site (such as Bloomberg.com)	120	76	44	27	62	31	5	43	72	88	32	-	16	104	82	38	15	105	26	94	104	16	63	48	9		
	24%	30%	18%	13%	33%	30%	8%	21%	31%	30%	15%	-	12%	29%	31%	16%	25%	24%	28%	23%	28%	12%	34%	24%	8%		
		B			C	C	*		F	FG	J			L	O		*		*		U		WX	X			
A TV or video site (such as Hulu)	102	51	51	45	35	22	11	32	59	54	48	3	24	76	54	48	16	86	20	82	79	23	57	30	16		
	20%	20%	21%	22%	19%	21%	16%	16%	23%	19%	23%	28%	17%	21%	21%	20%	26%	20%	22%	20%	22%	17%	31%	15%	14%		
							*		G			**					*		*				WX				
An auction site (such as eBay)	96	42	54	41	37	17	14	40	42	53	42	-	28	68	52	44	14	81	18	78	71	24	41	37	18		
	19%	16%	22%	19%	20%	17%	20%	20%	18%	18%	20%	-	21%	19%	20%	18%	23%	19%	20%	19%	19%	18%	22%	18%	16%		
							*					**					*		*								
A gaming site (such as Gamespot.com)	94	59	35	39	32	23	11	43	41	52	43	1	25	68	59	35	17	77	23	71	75	20	41	37	16		
	19%	23%	14%	19%	17%	22%	16%	21%	18%	18%	20%	13%	19%	19%	23%	15%	28%	18%	25%	17%	20%	15%	22%	18%	15%		
		B					*					**					*		*								
A sports site (such as ESPN.com)	94	76	18	38	37	19	10	39	45	53	41	-	24	70	60	34	9	85	20	74	70	24	45	40	9		
	19%	30%	7%	18%	20%	18%	14%	20%	19%	18%	20%	-	18%	20%	23%	14%	15%	19%	22%	18%	19%	18%	24%	20%	8%		
							*		*			**					*		*				X	X			
An entertainment blog (such as TMZ)	93	37	56	41	38	13	12	35	46	50	43	2	24	67	54	39	13	80	19	74	74	19	49	31	12		
	19%	15%	23%	20%	21%	13%	18%	18%	19%	17%	20%	20%	17%	19%	21%	16%	22%	18%	21%	18%	20%	14%	27%	15%	11%		
			A				*					**					*		*				WX				
An online music site (such as iTunes)	86	34	52	47	24	15	8	31	46	43	43	3	26	57	41	44	10	76	19	67	66	19	45	37	4		
	17%	13%	21%	22%	13%	14%	13%	16%	20%	15%	20%	26%	19%	16%	16%	18%	16%	17%	21%	16%	18%	14%	24%	18%	3%		
			A	D			*					**					*		*				X	X			
A photo sharing site (such as Flickr)	49	23	26	19	20	10	5	22	22	33	16	-	10	38	26	23	8	41	14	35	40	9	32	9	8		
	10%	9%	11%	9%	11%	10%	8%	11%	9%	11%	8%	-	8%	11%	10%	9%	13%	9%	15%	9%	11%	7%	17%	4%	7%		
							*		*			**					*		*								
A fashion blog site	46	16	30	26	13	7	5	16	25	19	27	1	14	31	22	24	8	38	13	32	30	15	22	17	7		
	9%	6%	12%	12%	7%	7%	7%	8%	11%	6%	13%	13%	10%	9%	8%	10%	13%	9%	15%	8%	8%	11%	12%	8%	7%		
			A				*					**					*		S*								
Brand retail site	44	18	26	16	18	11	3	16	25	28	17	1	6	37	25	19	6	38	13	32	36	8	27	12	5		
	9%	7%	10%	7%	9%	11%	5%	8%	11%	10%	8%	13%	4%	11%	10%	8%	10%	9%	14%	8%	10%	6%	15%	6%	4%		
							*					**		L			*		*				WX				
An online review site (like Yelp.com)	37	18	19	20	11	7	1	17	19	22	16	1	6	31	25	12	5	32	9	28	32	5	26	8	3		
	7%	7%	8%	9%	6%	7%	2%	9%	8%	7%	7%	7%	4%	9%	10%	5%	9%	7%	10%	7%	9%	4%	14%	4%	3%		
							*					**			O		*		*								

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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)	1000	496	504	327	392	281	571	254	48	503	497	650	85	265	537	463	97	903	100	900	597	403	500	267	233
Base: All Respondents (wtd)	500	252	248	205	173	122	278	131	25	225	275	249	115	136	265	235	48	452	49	451	290	210	260	132	108
A search engine (such as Google)	368	190	178	150	127	91	202	101	20	156	212	172	97	100	196	172	32	336	31	337	206	162	193	104	71
	74%	75%	72%	73%	73%	74%	73%	77%	80%	69%	77%	69%	84%	73%	74%	73%	67%	74%	63%	75%	71%	77%	74%	79%	66%
A portal site (for checking emails such as gmail)	339	166	174	137	119	83	189	88	19	141	199	155	86	98	178	162	29	310	29	310	191	148	188	91	60
	68%	66%	70%	67%	69%	68%	68%	67%	76%	62%	72%	62%	75%	72%	67%	69%	60%	69%	59%	69%	66%	70%	72%	69%	56%
A social networking site (such as Facebook)	323	145	178	146	110	66	181	82	16	135	188	157	76	89	153	170	27	296	24	298	173	150	195	77	51
	65%	58%	72%	71%	64%	54%	65%	62%	64%	60%	68%	63%	67%	65%	58%	72%	57%	65%	49%	66%	60%	71%	75%	58%	48%
A user generated or upload site (such as YouTube)	222	107	115	116	70	36	120	57	14	79	143	98	63	61	106	116	18	204	14	209	116	107	133	54	35
	44%	42%	46%	57%	41%	29%	43%	43%	58%	35%	52%	40%	55%	44%	40%	50%	38%	45%	28%	46%	40%	51%	51%	41%	33%
A news and information site (such as CNN.com)	205	115	91	68	70	67	115	56	13	96	109	83	57	65	114	91	22	183	23	182	122	84	121	62	23
	41%	46%	36%	33%	41%	55%	41%	42%	55%	43%	40%	33%	50%	48%	43%	39%	46%	40%	47%	40%	42%	40%	46%	47%	21%
A weather site (such as weather.com)	192	93	99	74	67	51	105	51	14	81	112	85	46	61	99	94	16	177	17	176	108	84	107	53	33
	38%	37%	40%	36%	39%	42%	38%	39%	56%	36%	41%	34%	40%	45%	37%	40%	33%	39%	34%	39%	37%	40%	41%	40%	31%
Blogs in general	140	68	72	70	48	22	71	44	8	53	87	63	33	44	65	76	12	128	11	129	75	65	99	28	13
	28%	27%	29%	34%	28%	18%	26%	34%	32%	24%	32%	25%	29%	32%	24%	32%	26%	28%	22%	29%	26%	31%	38%	21%	13%
A shopping site (such as Amazon.com)	140	64	76	61	51	28	68	42	12	63	77	55	39	46	69	71	10	129	13	127	84	56	84	39	16
	28%	25%	31%	30%	30%	23%	24%	32%	48%	28%	28%	22%	34%	33%	26%	30%	22%	29%	26%	28%	29%	27%	32%	30%	15%
A sports site (such as ESPN.com)	126	100	26	56	42	29	77	32	6	56	71	60	36	31	78	48	11	116	14	113	71	55	74	32	21
	25%	40%	10%	27%	24%	23%	28%	24%	23%	25%	26%	24%	32%	23%	30%	20%	23%	26%	28%	25%	24%	26%	28%	24%	19%
A classifieds site (such as Craigslist)	124	62	62	46	49	30	77	30	3	56	68	66	31	27	71	53	12	113	12	112	68	56	67	32	24
	25%	25%	25%	22%	28%	24%	28%	23%	14%	25%	25%	26%	27%	20%	27%	23%	24%	25%	24%	25%	24%	26%	26%	24%	23%
Brand retail site	120	58	61	52	36	31	58	37	9	50	70	49	36	35	57	63	12	107	13	107	71	49	71	33	16
	24%	23%	25%	25%	21%	26%	21%	28%	37%	22%	25%	20%	31%	25%	21%	27%	26%	24%	26%	24%	24%	23%	27%	25%	15%
A TV or video site (such as Hulu)	112	47	65	54	27	31	62	28	5	41	71	50	37	25	53	59	10	102	8	103	53	59	65	28	19
	22%	19%	26%	26%	15%	26%	22%	21%	21%	18%	26%	20%	33%	18%	20%	25%	22%	22%	17%	23%	18%	28%	25%	21%	17%
An auction site (such as eBay)	109	59	50	59	32	18	60	28	5	35	73	49	31	29	55	54	9	100	9	99	60	49	69	26	14
	22%	23%	20%	29%	18%	14%	22%	21%	20%	16%	27%	20%	27%	21%	21%	23%	18%	22%	19%	22%	21%	23%	26%	19%	13%
An online music site (such as iTunes)	79	44	35	36	30	13	38	22	8	29	50	32	24	23	43	36	10	69	10	69	46	33	50	20	9
	16%	17%	14%	17%	18%	11%	14%	17%	33%	13%	18%	13%	21%	17%	16%	15%	21%	15%	20%	15%	16%	16%	19%	15%	9%
A financial site (such as Bloomberg.com)	64	44	20	18	24	22	29	25	7	33	32	20	22	23	44	20	8	56	10	54	44	20	45	13	6
	13%	18%	8%	9%	14%	18%	10%	19%	28%	14%	11%	8%	19%	16%	16%	9%	16%	12%	20%	12%	15%	9%	17%	10%	5%
A photo sharing site (such as Flickr)	51	23	28	27	14	10	29	13	3	19	33	22	14	16	24	27	6	46	5	46	29	22	37	12	3
	10%	9%	11%	13%	8%	8%	11%	10%	13%	8%	12%	9%	12%	11%	9%	12%	12%	10%	10%	10%	11%	14%	9%	2%	
A fashion blog site	51	8	44	32	11	8	27	12	4	20	31	22	11	19	16	36	4	48	3	48	23	28	33	13	5
	10%	3%	18%	15%	7%	7%	10%	9%	18%	9%	11%	9%	9%	14%	6%	15%	8%	11%	7%	11%	8%	13%	13%	10%	5%
A gaming site (such as Gamespot.com)	42	21	20	16	16	10	24	11	2	17	24	21	12	9	21	21	4	38	2	39	23	19	28	9	4
	8%	8%	8%	8%	9%	8%	9%	8%	8%	8%	9%	8%	10%	7%	8%	9%	8%	8%	5%	9%	8%	9%	11%	7%	4%
A curation site (such as Tumblr/Pinterest)	40	15	25	22	9	8	20	11	3	9	31	20	9	10	14	26	7	33	5	35	22	18	29	9	3
	8%	6%	10%	11%	5%	7%	7%	8%	13%	4%	11%	8%	8%	8%	5%	11%	15%	7%	10%	8%	8%	9%	11%	7%	2%
An entertainment blog (such as TMZ)	30	6	24	17	8	5	14	9	2	12	18	14	7	9	14	16	4	26	3	27	17	13	23	6	1
	6%	3%	10%	8%	5%	4%	5%	7%	10%	5%	6%	6%	6%	7%	5%	7%	8%	6%	5%	6%	6%	6%	9%	4%	1%
A dating site (such as Match.com)	19	9	10	8	7	4	9	5	1	5	14	9	6	5	13	7	3	16	4	15	12	7	12	3	4
	4%	4%	4%	4%	4%	3%	3%	4%	6%	2%	5%	3%	5%	4%	5%	3%	7%	4%	9%	3%	4%	4%	5%	3%	3%
An online review site (like Yelp.com)	10	5	5	5	3	2	6	3	*	4	6	4	1	5	6	4	2	8	1	9	9	1	9	1	*
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	4%	2%	2%	2%	3%	1%	3%	1%	*
None of the above	21	11	11	6	7	8	14	3	1	11	10	18	-	4	13	8	1	20	1	20	12	9	4	4	13
	4%	4%	4%	3%	4%	7%	5%	2%	3%	5%	4%	-	3%	5%	3%	2%	2%	4%	2%	4%	4%	2%	3%		12%
Sigma	2928	1459	1469	1276	979	673	1595	790	177	1200	1728	1322	775	831	1501	1427	269	2659	262	2665	1633	1294	1735	748	445
	586%	579%	592%	623%	565%	551%	574%	602%	717%	533%	629%	531%	677%	609%	566%	608%	562%	588%	532%	591%	564%	616%	667%	566%	414%

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	Age 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	
		500	257	243	158	157	185	174	204	72	126	374	334	75	91	357	143	42	458	57	443	334	166	130	149	221
Base: All Respondents (unwtd)		500	254	246	185	142	173	160	191	82	117	383	105	262	132	374	126	53	447	75	425	374	126	146	160	193
Base: All Respondents (wtd)		396	183	213	132	119	144	119	148	70	99	297	82	202	111	291	105	37	359	43	352	288	108	113	131	152
A search engine (such as Google)		79%	72%	86%	71%	84%	83%	75%	78%	85%	85%	77%	78%	77%	84%	78%	84%	70%	80%	58%	83%	77%	86%	77%	82%	78%
		*	A	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A news and information site (such as CNN.com)		309	152	157	108	89	112	95	118	61	86	222	55	163	91	240	69	20	289	30	279	237	71	85	106	118
		62%	60%	64%	58%	63%	65%	60%	62%	74%	74%	58%	53%	62%	69%	64%	55%	37%	65%	40%	66%	63%	57%	58%	66%	61%
		*	A	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A social networking site (such as Facebook)		308	129	179	136	91	82	106	122	32	58	251	73	146	90	219	90	21	287	26	282	209	100	103	114	90
		62%	51%	73%	73%	64%	47%	67%	64%	39%	49%	65%	69%	56%	68%	58%	71%	40%	64%	34%	67%	56%	80%	71%	71%	47%
		*	A	E*	E*	*	H*	H*	*	*	*	I	L	*	*	*	*	*	*	*	T*	X*	X*	*	*	*
A portal site (for checking emails such as gmail)		287	114	173	114	84	89	98	110	38	62	225	61	146	79	212	74	16	271	26	261	206	81	89	107	91
		57%	45%	70%	61%	59%	51%	61%	58%	46%	53%	59%	58%	56%	60%	57%	59%	30%	61%	34%	61%	55%	64%	61%	66%	47%
		*	A	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	X*	*	*
A weather site (such as weather.com)		242	111	131	77	73	91	65	99	51	64	178	41	116	84	181	61	13	229	25	217	183	59	64	97	81
		48%	44%	53%	42%	52%	53%	41%	52%	62%	55%	46%	39%	44%	64%	48%	48%	25%	51%	33%	51%	49%	47%	44%	61%	42%
		*	A	*	*	*	*	*	*	*	*	*	*	*	KL*	*	*	*	*	*	*	*	*	X*	*	*
A user generated or upload site (such as YouTube)		188	101	87	78	73	37	66	62	29	28	160	44	88	56	136	52	14	174	19	169	135	53	62	70	56
		38%	40%	35%	42%	52%	21%	42%	32%	35%	24%	42%	42%	33%	42%	36%	41%	26%	39%	25%	40%	36%	42%	43%	44%	29%
		*	A	E*	E*	*	*	*	*	*	*	I	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A TV or video site (such as Hulu)		148	76	72	48	45	55	54	45	37	42	105	29	76	43	116	31	8	140	19	128	103	45	53	42	53
		30%	30%	29%	26%	32%	32%	34%	23%	44%	36%	27%	28%	29%	32%	31%	25%	14%	31%	26%	30%	27%	36%	36%	26%	27%
		*	*	*	*	*	*	*	*	G*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A classifieds site (such as Craigslist)		133	72	61	53	33	46	41	43	32	36	97	30	63	40	103	29	11	122	17	115	91	42	41	48	43
		27%	29%	25%	29%	24%	27%	26%	23%	39%	31%	25%	28%	24%	30%	28%	23%	21%	27%	23%	27%	24%	33%	28%	30%	22%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A shopping site (such as Amazon.com)		109	53	55	56	27	26	34	42	18	19	89	29	47	32	75	34	6	102	13	95	77	32	38	37	34
		22%	21%	22%	30%	19%	15%	21%	22%	22%	16%	23%	28%	18%	24%	20%	27%	12%	23%	18%	22%	20%	26%	26%	23%	18%
		*	*	E*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
An online music site (such as iTunes)		93	53	40	50	26	17	40	36	7	9	84	14	55	25	84	10	18	75	22	72	67	27	34	38	22
		19%	21%	16%	27%	19%	10%	25%	19%	8%	8%	22%	13%	21%	18%	22%	8%	35%	17%	29%	17%	18%	21%	23%	24%	11%
		*	*	E*	*	*	H*	*	*	*	*	I	*	*	O	*	*	*	*	*	*	*	*	X*	*	*
An auction site (such as eBay)		83	47	36	35	26	22	35	24	14	14	69	25	37	21	67	16	10	74	19	64	61	22	41	18	25
		17%	18%	15%	19%	18%	13%	22%	12%	17%	12%	18%	24%	14%	16%	18%	13%	18%	16%	25%	15%	16%	18%	28%	11%	13%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	WXX*	*	*
Blogs in general		81	22	58	42	25	14	20	33	6	16	64	19	30	32	56	24	8	72	7	74	52	29	30	35	16
		16%	9%	24%	22%	17%	8%	13%	18%	8%	14%	17%	18%	11%	24%	15%	19%	16%	16%	9%	17%	14%	23%	20%	22%	8%
		*	A	E*	*	*	*	*	*	*	*	*	*	*	L*	*	*	*	*	*	*	*	*	*	X*	*
A photo sharing site (such as Flickr)		72	17	55	47	21	4	17	37	5	13	59	20	33	18	48	24	5	67	3	69	58	14	25	28	18
		14%	7%	22%	25%	15%	2%	11%	19%	7%	11%	15%	19%	13%	14%	13%	19%	9%	15%	4%	16%	16%	11%	17%	18%	9%
		*	A	E*	E*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Brand retail site		49	22	27	12	13	24	10	14	11	13	36	16	22	11	36	13	11	39	15	34	39	10	23	12	14
		10%	9%	11%	6%	9%	14%	6%	7%	13%	12%	9%	15%	9%	8%	10%	10%	20%	9%	20%	8%	11%	8%	16%	7%	7%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A financial site (such as Bloomberg.com)		45	39	6	20	10	14	2	20	13	6	39	9	13	22	36	8	7	37	11	33	34	10	17	11	17
		9%	15%	2%	11%	7%	8%	1%	11%	16%	5%	10%	9%	5%	17%	10%	7%	14%	8%	15%	8%	9%	8%	11%	7%	9%
		B*	*	*	*	*	*	F*	F*	*	*	*	*	*	L*	*	*	*	*	*	*	*	*	*	*	*
A gaming site (such as Gamespot.com)		41	27	15	23	9	9	22	11	7	7	34	9	29	3	28	13	1	40	7	34	29	12	12	16	13
		8%	10%	6%	13%	6%	5%	14%	6%	8%	6%	9%	9%	11%	2%	7%	11%	2%	9%	10%	8%	8%	9%	8%	10%	7%
		*	*	*	*	*	*	*	*	*	*	*	M	M*	*	*	*	*	*	*	*	*	*	*	*	*
A curation site (such as Tumblr/Pinterest)		32	12	20	27	5	*	23	4	-	2	30	6	20	6	18	13	1	31	9	23	19	13	19	7	6
		6%	5%	8%	15%	3%	*	14%	2%	-	2%	8%	6%	7%	5%	5%	11%	2%	7%	12%	5%	5%	10%	13%	4%	3%
		*	*	*	DE*	*	*	GU*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	X*	*	*	*
A dating site (such as Match.com)		29	25	4	10	11	8	10	15	3	3	26	5	13	11	27	2	5	25	5	25	22	7	9	9	11
		6%	10%	2%	6%	7%	5%	7%	8%	4%	3%	7%	5%	5%	9%	7%	2%	9%	6%	6%	6%	6%	6%	6%	6%	6%
		B*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A fashion blog site		29	13	16	28	1	*	11	9	2	2	27	9	12	8	23	7	3	26	12	17	16	13	15	8	6
		6%	5%	6%	15%	1%	*	7%	4%	2%	1%	7%	9%	4%	6%	6%	5%	6%	6%	16%	4%	4%	10%	10%	5%	3%
		*	*	DE*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
A sports site (such as ESPN.com)		29	23	5	16	8	5	2	17	5	2	26	8	3	17	21	8	5	24	6	23	18	11	8	9	12
		6%	9%	2%	9%	5%	3%	1%	9%	5%	2%	7%	7%	1%	13%	6%	6%	9%								

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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	290	210	296	164	40	12	135	353	250	250	138	73	289	285	215	69	431	193	307	364	136	304	154	42
Base: All Respondents (wtd)	500	252	248	262	173	65	11	136	353	252	248	143	78	279	278	222	69	431	182	318	345	155	307	150	43
A search engine (such as Google)	413	201	212	216	146	51	10	105	297	205	207	121	62	230	231	182	52	361	149	264	286	127	263	120	31
	83%	80%	85%	82%	84%	80%	90%	77%	84%	82%	84%	84%	80%	83%	83%	82%	75%	84%	82%	83%	83%	82%	86%	79%	72%
A social networking site (such as Facebook)	410	204	206	209	145	55	10	106	293	206	203	119	61	229	229	181	49	361	145	264	279	131	262	121	26
	82%	81%	83%	80%	84%	85%	90%	78%	83%	82%	82%	83%	78%	82%	82%	81%	71%	84%	80%	83%	81%	85%	86%	81%	60%
A shopping site (such as Amazon.com)	319	156	163	170	109	40	3	72	245	166	153	85	46	189	175	144	44	276	122	197	227	92	209	90	21
	64%	62%	66%	65%	63%	63%	23%	53%	69%	66%	62%	59%	58%	68%	63%	65%	63%	64%	67%	62%	66%	60%	68%	60%	48%
A news and information site (such as CNN.com)	291	158	133	154	96	40	5	65	220	142	149	80	42	168	163	128	37	254	111	180	201	90	186	90	14
	58%	63%	53%	59%	56%	63%	48%	48%	62%	56%	60%	56%	54%	60%	58%	58%	54%	59%	61%	57%	58%	58%	61%	60%	34%
A user generated or upload site (such as YouTube)	278	138	140	160	89	30	8	73	197	126	153	91	35	153	148	130	27	252	94	184	181	97	190	74	15
	56%	55%	57%	61%	51%	46%	73%	54%	56%	50%	62%	64%	44%	55%	53%	59%	39%	58%	52%	58%	52%	63%	62%	49%	35%
A portal site (for checking emails such as gmail)	218	109	108	117	67	33	7	46	165	98	120	58	31	128	121	96	26	191	87	131	148	70	155	53	9
	44%	43%	44%	45%	39%	51%	58%	34%	47%	39%	48%	40%	40%	46%	44%	43%	38%	44%	48%	41%	43%	45%	51%	35%	22%
A TV or video site (such as Hulu)	193	89	104	118	59	15	5	56	133	77	116	55	24	113	88	105	18	175	65	128	132	61	128	52	13
	39%	35%	42%	45%	34%	24%	41%	41%	38%	30%	47%	39%	31%	40%	32%	47%	26%	41%	35%	40%	38%	40%	42%	34%	30%
A weather site (such as weather.com)	181	90	91	85	66	30	3	44	134	87	94	41	29	111	109	72	28	153	80	101	130	51	120	55	6
	36%	36%	37%	32%	38%	47%	25%	32%	38%	35%	38%	28%	37%	40%	39%	32%	41%	35%	44%	32%	38%	33%	39%	37%	15%
An auction site (such as eBay)	153	91	61	91	49	13	3	36	113	79	73	37	16	100	82	71	18	135	64	89	106	47	100	45	8
	31%	36%	25%	35%	28%	20%	31%	27%	32%	31%	30%	26%	21%	36%	29%	32%	26%	31%	35%	28%	31%	31%	33%	30%	19%
Blogs in general	145	66	79	77	52	16	1	30	115	73	72	39	25	82	77	68	22	123	58	87	103	42	97	40	7
	29%	26%	32%	29%	30%	25%	8%	22%	33%	29%	29%	27%	32%	29%	28%	31%	32%	29%	32%	27%	30%	27%	32%	27%	17%
Brand retail site	145	72	73	84	48	13	3	25	117	75	70	34	18	92	75	70	23	122	62	83	104	41	103	36	6
	29%	28%	29%	32%	27%	21%	25%	18%	33%	30%	28%	24%	24%	33%	27%	32%	34%	28%	34%	26%	30%	27%	34%	24%	14%
An online music site (such as iTunes)	138	60	78	79	44	15	2	38	98	64	74	40	23	75	72	66	19	119	60	78	103	35	92	34	12
	28%	24%	32%	30%	25%	24%	18%	28%	28%	26%	30%	28%	30%	27%	26%	30%	27%	28%	33%	25%	30%	22%	30%	22%	29%
A sports site (such as ESPN.com)	136	103	33	84	39	13	2	27	108	67	69	30	16	90	85	52	24	113	68	68	106	31	94	34	9
	27%	41%	13%	32%	23%	20%	15%	20%	31%	27%	28%	21%	21%	32%	31%	23%	34%	26%	37%	21%	31%	20%	31%	22%	21%
A classifieds site (such as Craigslist)	106	42	64	62	32	12	2	22	82	50	56	28	13	66	54	52	18	88	51	55	70	36	84	19	3
	21%	17%	26%	24%	18%	19%	17%	16%	23%	20%	23%	19%	16%	24%	19%	23%	26%	20%	28%	17%	20%	23%	27%	12%	8%
A financial site (such as Bloomberg.com)	105	66	39	34	49	22	1	17	87	62	43	20	18	67	78	27	21	84	57	48	79	26	74	25	6
	21%	26%	16%	13%	28%	34%	10%	12%	25%	25%	17%	14%	23%	24%	28%	12%	31%	19%	31%	15%	23%	17%	24%	16%	14%
A photo sharing site (such as Flickr)	103	49	53	67	26	10	2	18	83	45	58	25	16	62	58	45	18	84	48	54	79	24	82	18	3
	21%	19%	22%	25%	15%	15%	13%	24%	18%	23%	17%	21%	22%	21%	20%	27%	19%	27%	17%	23%	15%	27%	12%	6%	*
A gaming site (such as Gamespot.com)	102	51	51	58	35	10	3	28	71	50	52	33	16	53	55	46	10	92	42	60	70	32	71	24	7
	20%	20%	21%	22%	20%	15%	25%	20%	20%	20%	21%	23%	21%	19%	20%	21%	14%	21%	23%	19%	20%	21%	23%	16%	15%
A curation site (such as Tumblr/Pinterest)	97	54	43	66	27	5	2	19	77	39	59	23	11	63	59	38	17	80	46	52	76	21	78	19	-
	19%	22%	17%	25%	15%	8%	15%	14%	22%	15%	24%	16%	14%	22%	21%	17%	25%	19%	25%	16%	22%	14%	25%	13%	-
A fashion blog site	80	18	62	48	21	12	2	19	59	42	38	26	14	40	33	47	14	66	33	47	50	30	58	18	4
	16%	7%	25%	18%	12%	18%	20%	14%	17%	17%	15%	18%	18%	14%	12%	21%	20%	15%	18%	15%	14%	20%	19%	12%	10%
An online review site (like Yelp.com)	78	51	28	45	25	7	2	15	62	33	45	16	7	56	52	26	17	61	51	28	62	16	56	17	5
	16%	20%	11%	17%	15%	11%	15%	11%	18%	13%	18%	11%	8%	20%	19%	12%	25%	14%	28%	9%	18%	10%	18%	12%	13%
An entertainment blog (such as TMZ)	69	44	25	57	12	-	3	17	49	18	51	16	10	43	32	37	10	59	31	38	44	25	52	14	3
	14%	18%	10%	22%	7%	-	23%	13%	14%	7%	20%	11%	13%	15%	12%	17%	14%	14%	17%	12%	13%	16%	17%	10%	6%
A dating site (such as Match.com)	57	33	24	37	9	11	1	12	44	19	39	13	12	32	36	21	8	50	28	30	40	17	37	17	4
	11%	13%	10%	14%	5%	18%	10%	9%	12%	7%	16%	9%	15%	12%	13%	9%	11%	12%	15%	9%	12%	11%	12%	11%	9%
None of the above	5	4	2	-	1	5	-	4	2	2	3	1	3	1	4	2	1	4	1	4	1	5	1	1	3
	1%	1%	1%	-	*	7%	-	3%	1%	1%	1%	1%	4%	1%	1%	1%	2%	1%	1%	1%	*	3%	*	1%	6%
Sigma	3821	1949	1872	2116	1245	460	78	892	2851	1825	1996	1030	549	2243	2115	1706	520	3301	1551	2271	2674	1147	2591	1015	215
	764%	773%	755%	806%	720%	712%	694%	655%	808%	724%	805%	719%	705%	804%	761%	768%	754%	766%	852%	714%	774%	742%	845%	675%	502%

Sociologue

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?

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 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	Age 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	329	347	324	181	499	216	429	571	223	326	451	618	382	93	907	136	864	651	349	382	259	359
Base: All Respondents (wtd)	500	246	254	185	168	147	91	247	108	206	294	108	168	224	300	200	46	454	66	434	324	176	195	131	175
A search engine (such as Google)	412	199	213	148	137	127	72	202	93	169	244	87	135	190	241	171	33	380	50	362	262	150	166	108	138
	82%	81%	84%	80%	82%	86%	79%	82%	86%	82%	83%	81%	80%	85%	80%	86%	72%	84%	76%	83%	81%	85%	85%	83%	79%
						C											*	P	R			X			
A shopping site (such as Amazon.com)	327	153	174	122	108	98	56	164	74	135	192	66	106	155	189	138	25	302	41	287	208	119	141	90	96
	65%	62%	68%	66%	64%	66%	62%	66%	69%	66%	65%	61%	63%	69%	63%	69%	55%	67%	62%	66%	64%	68%	73%	69%	55%
						A											*	P	K			X			
A social networking site (such as Facebook)	306	125	181	139	104	64	56	150	71	115	191	59	107	140	168	138	24	283	34	272	201	105	157	82	67
	61%	51%	71%	75%	62%	43%	62%	60%	66%	56%	65%	55%	64%	63%	56%	69%	52%	62%	51%	63%	62%	60%	81%	62%	39%
						A											*		R			WX	X		
A portal site (for checking emails such as gmail)	272	137	135	103	94	76	50	127	69	105	167	46	94	132	164	108	24	248	35	237	176	96	124	68	80
	54%	56%	53%	55%	56%	51%	55%	51%	64%	51%	57%	43%	56%	59%	55%	54%	53%	55%	52%	55%	54%	55%	64%	52%	46%
						G											*		K			WX			
An auction site (such as eBay)	235	115	120	87	83	65	43	120	51	102	133	55	83	97	141	94	20	215	32	203	153	82	103	61	72
	47%	47%	47%	47%	49%	44%	47%	48%	47%	50%	45%	51%	50%	43%	47%	47%	45%	47%	49%	47%	47%	47%	53%	47%	41%
A weather site (such as weather.com)	229	108	121	66	88	75	30	120	58	110	119	45	73	112	139	90	20	209	33	195	160	69	94	68	66
	46%	44%	47%	36%	53%	51%	33%	48%	54%	53%	41%	41%	43%	50%	46%	45%	44%	46%	50%	45%	49%	39%	48%	52%	38%
						C											*		U			X	X		
A user generated or upload site (such as YouTube)	211	113	98	102	66	43	40	102	46	67	144	41	74	95	115	95	15	196	24	186	129	82	113	56	42
	42%	46%	38%	55%	39%	29%	44%	41%	42%	32%	49%	38%	44%	43%	38%	48%	33%	43%	37%	43%	40%	47%	58%	43%	24%
						B											*		N			T	WX	X	
A news and information site (such as CNN.com)	200	111	89	68	71	61	26	104	52	87	113	27	61	112	123	77	20	180	30	170	139	61	99	56	45
	40%	45%	35%	37%	42%	41%	29%	42%	48%	42%	38%	25%	36%	50%	41%	38%	43%	40%	45%	39%	43%	35%	51%	43%	26%
						B											*	X				U			
Brand retail site	144	56	88	52	51	40	20	69	40	62	82	26	50	67	75	68	13	131	19	125	93	51	69	38	36
	29%	23%	35%	28%	30%	27%	22%	28%	37%	30%	28%	24%	30%	30%	25%	34%	28%	29%	28%	29%	29%	29%	36%	29%	21%
						A											*		N			X	X		
An online music site (such as iTunes)	104	46	57	55	33	15	16	46	30	38	66	17	36	51	51	53	9	95	13	90	66	38	53	30	21
	21%	19%	23%	30%	20%	10%	18%	19%	27%	18%	22%	16%	22%	23%	17%	26%	20%	21%	20%	21%	20%	22%	27%	23%	12%
A sports site (such as ESPN.com)	76	64	11	33	23	19	9	43	15	28	48	16	28	32	49	26	7	69	10	66	49	26	37	17	21
	15%	26%	4%	18%	14%	13%	10%	17%	14%	13%	16%	14%	17%	14%	16%	13%	15%	15%	14%	15%	15%	15%	19%	13%	12%
						B											*		N			X			
Blogs in general	75	39	36	39	25	11	14	37	17	26	49	12	26	37	42	33	8	66	10	65	50	25	54	13	8
	15%	16%	14%	21%	15%	8%	16%	15%	16%	13%	17%	11%	15%	17%	14%	16%	18%	15%	14%	15%	15%	14%	28%	10%	5%
						DE											*					WX	X		
A TV or video site (such as Hulu)	49	29	20	26	14	9	9	25	11	17	32	7	21	21	23	26	4	45	7	42	23	26	28	14	7
	10%	12%	8%	14%	8%	6%	10%	10%	10%	8%	11%	7%	13%	9%	8%	13%	8%	10%	10%	10%	7%	15%	14%	10%	4%
A gaming site (such as Gamespot.com)	36	27	10	21	11	4	7	18	8	9	27	9	13	15	22	14	3	33	6	31	22	14	21	6	9
	7%	11%	4%	10%	6%	3%	8%	7%	7%	4%	9%	8%	8%	6%	7%	7%	7%	7%	8%	7%	7%	8%	11%	5%	5%
						B											*		I			WX			
A financial site (such as Bloomberg.com)	35	25	9	11	13	11	2	15	15	19	16	5	9	21	25	10	5	30	9	26	27	7	17	10	8
	7%	10%	4%	6%	8%	7%	2%	6%	14%	9%	5%	4%	5%	10%	8%	5%	12%	6%	14%	6%	8%	4%	9%	8%	4%
						B											*		S			X			
A photo sharing site (such as Flickr)	34	17	17	15	9	10	4	18	9	13	21	6	11	16	22	12	2	32	5	29	21	13	24	6	4
	7%	7%	7%	8%	6%	7%	5%	7%	8%	6%	7%	6%	7%	7%	7%	6%	5%	7%	7%	7%	7%	7%	12%	5%	2%
																	*								
A curation site (such as Tumblr/Pinterest)	32	12	20	18	8	6	7	15	7	8	24	3	12	17	13	19	3	29	4	28	18	13	20	7	5
	6%	5%	8%	10%	5%	4%	7%	6%	6%	4%	8%	3%	7%	7%	4%	9%	7%	6%	5%	7%	6%	8%	10%	5%	3%
						DE											*		K			WX			
An online review site (like Yelp.com)	31	16	15	13	12	6	3	19	5	16	15	6	11	14	13	18	4	27	3	28	22	9	19	7	5
	6%	6%	6%	7%	7%	4%	4%	8%	5%	8%	5%	5%	7%	6%	4%	9%	8%	6%	5%	6%	7%	5%	10%	5%	3%
																	N	*				WX			
An entertainment blog (such as TMZ)	27	11	17	17	9	1	3	12	9	8	19	2	11	14	15	13	3	24	6	21	20	8	19	6	2
	5%	4%	7%	9%	6%	1%	3%	5%	9%	4%	7%	2%	6%	6%	5%	6%	7%	5%	9%	5%	6%	4%	10%	5%	1%
						E											*		S			WX	X		
A fashion blog site	21	5	16	12	5	4	3	11	6	8	13	5	8	9	10	12	2	19	2	19	15	7	15	5	2
	4%	2%	6%	7%	3%	2%	4%	4%	6%	4%	5%	5%	5%	4%	3%	6%	5%	4%	3%	4%	5%	4%	7%	4%	1%
						DE											*		U			X			
A classifieds site (such as Craigslist)	19	13	6	10	6	2	2	13	3	8	11	3	7	9	10	9	2	18	1	18	14	5	13	4	2
	4%	5%	2%	6%	4%	2%	2%	5%	3%	4%	4%	3%	4%	4%	3%	4%	3%	4%	2%	4%	4%	3%	7%	3%	1%
						B											*					WX			
A dating site (such as Match.com)	11	6	6	4	3	4	5	4	2	1	10														

H4A. Which of the following types of websites do you regularly (once a week or more often) visit?
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	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	
		1000	462	538	309	313	378	131	448	421	639	361	347	354	299	529	471	143	857	164	836	660	340	419	215	366
Base: All Respondents (unwtd)		500	247	253	182	155	162	81	209	210	302	198	232	127	141	260	240	65	435	76	424	324	176	206	101	193
Base: All Respondents (wtd)		342	162	180	124	104	114	54	144	144	205	136	150	94	98	173	169	38	304	46	296	222	120	148	81	113
A search engine (such as Google)		68%	65%	71%	68%	67%	70%	67%	69%	69%	68%	69%	65%	74%	69%	67%	70%	58%	70%	61%	70%	69%	68%	72%	80%	59%
A social networking site (such as Facebook)		296	122	174	116	90	90	52	120	124	173	123	127	83	86	142	154	30	266	35	261	189	107	146	71	80
		59%	49%	69%	64%	58%	55%	64%	57%	59%	57%	62%	55%	65%	61%	55%	64%	46%	61%	46%	62%	58%	61%	71%	70%	41%
A portal site (for checking emails such as gmail)		251	112	139	96	70	85	38	107	105	151	100	109	72	70	120	131	60	222	29	622	158	94	112	60	79
		50%	45%	55%	53%	45%	52%	47%	51%	50%	50%	50%	47%	57%	50%	46%	54%	39%	52%	38%	52%	49%	53%	55%	59%	41%
A shopping site (such as Amazon.com)		230	103	126	90	71	68	29	96	105	138	92	107	60	63	107	123	21	209	26	203	152	78	100	53	76
		46%	42%	50%	50%	46%	42%	35%	46%	50%	46%	46%	46%	47%	45%	41%	51%	32%	48%	35%	48%	47%	44%	49%	52%	40%
A user generated or upload site (such as YouTube)		191	103	88	93	50	47	27	90	74	94	97	75	60	56	101	90	22	169	27	164	130	61	97	43	50
		38%	42%	35%	51%	32%	29%	33%	43%	36%	31%	49%	32%	47%	40%	39%	37%	34%	39%	36%	39%	40%	34%	47%	43%	26%
A weather site (such as weather.com)		189	84	105	60	63	67	26	78	86	126	13	78	53	58	100	89	22	167	86	26	164	128	61	86	48
		38%	34%	42%	33%	41%	41%	32%	37%	41%	42%	32%	33%	42%	41%	39%	37%	34%	38%	34%	39%	39%	35%	42%	47%	28%
A news and information site (such as CNN.com)		147	83	64	54	45	47	17	57	73	86	60	50	40	57	84	62	22	125	25	122	105	41	79	37	30
		29%	34%	25%	30%	29%	29%	21%	27%	35%	29%	30%	21%	32%	40%	32%	26%	33%	29%	33%	29%	33%	23%	39%	37%	16%
A classifieds site (such as Craigslist)		136	67	69	60	39	38	27	64	46	78	58	56	43	37	77	59	17	119	22	115	88	48	76	24	36
		27%	27%	27%	33%	25%	23%	33%	31%	22%	26%	30%	24%	34%	26%	30%	25%	26%	27%	28%	27%	27%	37%	24%	19%	
An auction site (such as eBay)		120	66	54	39	44	37	12	53	55	71	49	56	53	31	66	54	17	103	20	100	80	40	55	26	39
		24%	27%	21%	22%	28%	23%	15%	25%	26%	24%	25%	24%	26%	22%	25%	22%	25%	24%	26%	24%	25%	23%	27%	25%	20%
Brand retail site		104	43	61	36	36	32	12	42	49	67	38	42	30	32	54	50	13	92	15	89	72	32	53	26	25
		21%	18%	24%	20%	23%	20%	15%	20%	24%	22%	19%	18%	24%	23%	21%	21%	20%	21%	20%	21%	22%	18%	26%	25%	13%
A sports site (such as ESPN.com)		101	79	22	38	36	28	10	43	48	62	39	45	22	34	65	36	16	85	20	82	80	22	45	25	32
		20%	32%	9%	21%	23%	17%	12%	21%	23%	21%	20%	19%	18%	25%	15%	24%	20%	26%	19%	25%	12%	22%	24%	16%	
A TV or video site (such as Hulu)		97	57	40	52	29	16	15	47	35	49	48	38	26	32	52	45	15	82	19	78	70	27	59	15	23
		19%	23%	16%	29%	19%	10%	19%	22%	17%	16%	24%	17%	21%	23%	20%	19%	24%	19%	25%	18%	20%	16%	28%	15%	12%
An online music site (such as iTunes)		90	48	43	43	29	18	8	42	40	48	42	28	30	32	52	38	15	75	20	70	64	26	54	18	18
		18%	19%	17%	23%	19%	11%	10%	20%	19%	16%	21%	12%	24%	23%	20%	16%	24%	17%	26%	16%	20%	15%	26%	18%	9%
A curation site (such as Tumblr/Pinterest)		73	17	55	39	21	13	9	33	30	41	31	26	23	23	29	44	9	63	11	62	44	29	47	16	9
		15%	7%	22%	21%	14%	8%	11%	16%	14%	14%	16%	11%	18%	17%	11%	18%	14%	15%	14%	15%	14%	16%	23%	16%	5%
A gaming site (such as Gamespot.com)		61	37	23	26	18	17	12	32	16	30	31	30	7	14	33	28	9	52	12	49	39	22	36	7	17
		12%	15%	9%	14%	11%	11%	15%	15%	8%	10%	16%	13%	13%	10%	13%	11%	14%	12%	16%	11%	12%	13%	18%	7%	9%
Blogs in general		56	24	32	30	15	11	7	25	24	34	22	17	18	22	25	31	10	46	13	43	37	19	35	12	8
		11%	10%	13%	16%	10%	7%	9%	12%	11%	11%	11%	7%	14%	16%	10%	13%	15%	11%	17%	10%	11%	17%	12%	4%	
An online review site (like Yelp.com)		52	27	24	28	14	10	8	19	25	25	27	18	12	22	28	23	11	40	14	38	38	14	38	9	5
		10%	11%	10%	15%	9%	6%	9%	9%	12%	8%	13%	8%	9%	15%	11%	10%	17%	9%	18%	9%	12%	8%	18%	9%	2%
A financial site (such as Bloomberg.com)		43	33	10	15	13	5	14	24	26	17	15	11	9	KL	31	12	31	23	15	28	34	28	9	28	1
		9%	13%	4%	8%	10%	8%	6%	7%	12%	9%	9%	5%	7%	17%	12%	5%	19%	7%	19%	7%	10%	5%	13%	10%	3%
An entertainment blog (such as TMZ)		41	19	23	15	19	8	8	19	15	27	15	18	11	13	26	15	8	34	10	32	34	7	25	9	7
		8%	8%	9%	8%	12%	5%	9%	9%	7%	9%	7%	8%	9%	9%	10%	6%	12%	8%	13%	7%	11%	4%	12%	9%	3%
A photo sharing site (such as Flickr)		32	22	10	13	15	4	4	15	13	19	14	15	7	10	21	11	8	24	10	22					

Sociologue
H4A. Which of the following types of websites do you regularly (once a week or more often) visit?
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 (*)

	Norway Total	Norway																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	Age 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	84	159	257	7	220	232	268	232	22	371	107	325	175	54	446	111	389	411	89	158	170	172
Base: All Respondents (wtd)	500	253	247	189	165	146	21	223	208	217	283	19	376	105	306	194	50	450	106	394	369	131	161	196	143
A search engine (such as Google)	427	214	213	178	134	116	20	188	174	177	251	19	319	90	256	171	41	386	94	333	307	121	144	168	115
	85%	85%	86%	94%	81%	79%	93%	85%	84%	82%	88%	100%	85%	85%	84%	88%	83%	86%	89%	85%	83%	92%	89%	86%	80%
A weather site (such as weather.com)	366	186	180	117	133	115	14	154	167	179	187	13	270	83	232	134	37	329	83	283	281	85	118	150	97
	73%	74%	73%	62%	81%	79%	67%	69%	80%	82%	66%	68%	72%	79%	76%	69%	75%	73%	78%	72%	76%	65%	73%	77%	68%
A social networking site (such as Facebook)	365	165	201	170	116	79	21	169	137	135	231	12	286	67	209	157	33	332	73	292	252	114	148	157	60
	73%	65%	81%	90%	71%	54%	100%	76%	66%	62%	81%	63%	76%	64%	68%	81%	67%	74%	69%	74%	68%	87%	92%	80%	42%
A portal site (for checking emails such as gmail)	365	177	188	164	110	91	19	164	147	147	218	16	273	77	218	148	36	329	77	288	261	104	132	148	86
	73%	70%	76%	87%	67%	63%	91%	74%	71%	68%	77%	85%	72%	73%	71%	76%	72%	73%	72%	73%	71%	80%	82%	76%	60%
A news and information site (such as CNN.com)	360	195	165	138	121	102	20	160	156	161	199	10	263	87	228	132	37	323	82	279	275	85	125	145	90
	72%	77%	67%	73%	73%	70%	93%	72%	75%	74%	70%	54%	70%	83%	75%	68%	75%	72%	77%	71%	74%	65%	78%	74%	63%
A classifieds site (such as Craigslist)	216	116	100	84	76	56	5	94	105	91	125	9	160	47	131	84	18	198	31	185	167	49	73	92	50
	43%	46%	40%	44%	46%	38%	23%	42%	51%	42%	44%	47%	42%	45%	43%	43%	37%	44%	29%	47%	45%	38%	45%	47%	35%
A user generated or upload site (such as YouTube)	205	127	78	110	63	32	14	91	74	67	137	8	157	40	138	67	29	176	50	155	131	73	86	78	40
	41%	50%	31%	58%	38%	22%	64%	41%	36%	31%	48%	41%	42%	38%	45%	34%	58%	39%	47%	39%	36%	56%	54%	40%	28%
A sports site (such as ESPN.com)	125	103	22	37	58	30	-	36	82	61	64	1	94	30	94	31	17	108	34	91	106	19	36	55	34
	25%	41%	9%	20%	35%	21%	-	16%	39%	28%	23%	7%	25%	29%	31%	16%	35%	24%	32%	23%	29%	15%	22%	28%	24%
A financial site (such as Bloomberg.com)	115	90	25	34	53	29	-	44	59	60	55	4	78	34	87	28	17	98	35	80	98	18	32	51	33
	23%	36%	10%	18%	32%	20%	-	20%	29%	28%	20%	19%	21%	32%	28%	15%	35%	22%	33%	20%	26%	14%	20%	26%	23%
A TV or video site (such as Hulu)	114	60	54	64	42	8	4	54	42	37	77	1	92	20	69	44	9	104	26	88	72	42	50	42	21
	23%	24%	22%	34%	25%	6%	20%	24%	20%	17%	27%	7%	24%	19%	23%	23%	19%	23%	24%	22%	19%	32%	31%	22%	15%
An online music site (such as iTunes)	91	45	46	40	35	16	1	35	49	37	54	5	64	22	56	35	13	78	21	70	72	19	41	34	17
	18%	18%	19%	21%	21%	11%	7%	16%	24%	17%	19%	28%	17%	21%	18%	18%	26%	17%	20%	18%	19%	15%	25%	17%	12%
Brand retail site	84	49	35	31	31	22	-	45	36	34	51	3	61	20	58	27	9	75	19	65	63	21	29	36	19
	17%	19%	14%	17%	19%	15%	-	20%	17%	16%	18%	16%	16%	19%	19%	14%	18%	17%	18%	17%	17%	16%	18%	19%	13%
A shopping site (such as Amazon.com)	74	41	33	34	27	13	-	38	33	29	45	-	51	24	50	24	11	63	16	58	66	8	31	22	20
	15%	16%	13%	18%	16%	9%	-	17%	16%	13%	16%	-	13%	22%	16%	12%	22%	14%	15%	15%	18%	6%	20%	11%	14%
Blogs in general	67	22	44	41	19	7	4	38	16	18	49	1	52	14	37	29	6	61	9	58	39	28	27	34	6
	13%	9%	18%	22%	11%	5%	20%	17%	8%	8%	17%	6%	14%	13%	12%	15%	12%	13%	8%	15%	11%	21%	16%	17%	5%
An auction site (such as eBay)	57	41	15	29	16	12	-	33	24	22	35	3	43	11	42	15	5	51	8	49	43	14	18	20	19
	11%	16%	6%	15%	10%	8%	-	15%	12%	10%	12%	14%	11%	11%	14%	7%	10%	11%	8%	12%	12%	11%	11%	10%	13%
An entertainment blog (such as TMZ)	50	28	22	23	23	4	4	25	21	17	34	*	39	11	40	10	5	46	6	45	34	16	19	29	3
	10%	11%	9%	12%	14%	3%	20%	11%	10%	8%	12%	2%	10%	11%	13%	5%	10%	10%	5%	11%	9%	12%	12%	15%	2%
A gaming site (such as Gamespot.com)	37	34	3	18	13	6	5	17	13	13	24	-	30	7	28	9	1	36	12	25	25	12	7	16	15
	7%	14%	1%	10%	8%	4%	23%	8%	6%	6%	9%	-	8%	7%	9%	5%	3%	8%	11%	6%	7%	9%	4%	8%	11%
A curation site (such as Tumblr/Pinterest)	30	18	12	22	7	2	-	22	9	7	24	-	23	7	22	9	4	26	7	24	20	10	17	12	2
	6%	7%	5%	11%	4%	1%	-	10%	4%	3%	8%	-	6%	7%	7%	4%	8%	6%	6%	6%	8%	11%	6%	1%	
A photo sharing site (such as Flickr)	21	16	5	7	11	3	-	13	9	6	16	1	16	4	18	4	4	18	6	15	20	2	10	10	1
	4%	6%	2%	4%	7%	2%	-	6%	4%	3%	5%	6%	4%	4%	6%	2%	7%	4%	6%	4%	5%	1%	6%	5%	1%
A fashion blog site	14	3	11	9	5	1	-	8	2	*	14	-	14	-	8	6	1	13	1	13	5	9	6	8	-
	3%	1%	4%	5%	3%	1%	-	3%	1%	*	5%	-	4%	-	3%	3%	3%	3%	1%	3%	1%	7%	4%	4%	-
A dating site (such as Match.com)	11	9	2	3	5	3	-	7	2	3	8	1	6	4	11	-	5	6	6	6	9	2	2	7	3
	2%	4%	1%	2%	3%	2%	-	3%	1%	1%	3%	4%	2%	4%	4%	-	10%	1%	5%	1%	2%	2%	1%	3%	2%
An online review site (like Yelp.com)	8	5	3	5	2	1	-	5	3	2	6	-	5	3	5	3	2	6	5	3	8	-	2	4	2
	2%	2%	1%	3%	2%	*	-	2%	1%	2%	2%	-	1%	3%	2%	2%	4%	1%	4%	1%	2%	-	1%	2%	1%
None of the above	4	1	3	1	-	2	-	3	1	1	2	-	3	1	3	1	-	4	-	4	4	-	1	1	1
	1%	*	1%	1%	-	2%	-	1%	*	1%	1%	-	1%	1%	1%	-	1%	-	1%	-	1%	-	1%	1%	1%
Sigma	3208	1749	1459	1358	1099	751	133	1443	1361	1303	1905	105	2400	703	2040	1168	342	2866	699	2509	2356	852	1154	1319	735
	642%	692%	590%	718%	666%	515%	622%	648%	656%	601%	673%	568%	638%	669%	668%	601%	689%	636%	659%	637%	638%	653%	716%	674%	514%