

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/D)

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/D)

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)	18083	8658	9425	6945	6317	4821	4974	6807	5228	8946	9137	5029	6116	6938	9918	8165	2069	16014	3359	14724	12194	5889	7464	4733	4883
Base: All Respondents (wtd)	12000	5978	6022	5289	3918	2793	3690	4362	3220	5536	6464	4333	4240	3427	6283	5717	1385	10615	2165	9835	7817	4183	5091	3347	3062
Used a mobile device to send a text greeting on a holiday or other special occasion because they were far away	8738	4180	4558	3821	2906	2011	2522	3205	2477	3963	4775	3014	3108	2616	4558	4180	1001	7737	1608	7130	5747	2991	3825	2538	2071
	73%	70%	76%	72%	74%	72%	68%	73%	77%	72%	74%	70%	73%	76%	73%	73%	72%	73%	74%	72%	74%	72%	75%	76%	68%
Used a mobile device (mobile phone or tablet) to take photos of gatherings	7789	3781	4008	3586	2522	1680	2192	2872	2306	3608	4180	2669	2752	2367	4027	3762	902	6887	1488	6301	5125	2664	3623	2217	1642
	65%	63%	67%	68%	64%	60%	59%	66%	72%	65%	65%	62%	65%	69%	64%	66%	65%	65%	69%	64%	66%	64%	71%	66%	54%
Used an online video chat platform (such as Skype or Facetime)	5087	2491	2596	2444	1525	1118	1374	1807	1601	2331	2755	1589	1843	1654	2653	2433	660	4426	1091	3996	3338	1749	2610	1328	903
	42%	42%	43%	46%	39%	40%	37%	41%	50%	42%	43%	37%	43%	48%	42%	43%	48%	42%	50%	41%	43%	42%	51%	40%	29%
				DE				F	FG				K	KL		Q		S			WX		X		
Sigma	21613	10452	11162	9851	6952	4810	6089	7884	6384	9903	11711	7272	7704	6637	11238	10376	2563	19050	4187	17427	14209	7404	10058	6083	4616
	180%	175%	185%	186%	177%	172%	165%	181%	198%	179%	181%	168%	182%	194%	179%	181%	185%	179%	193%	177%	182%	177%	198%	182%	151%

[Table of Contents](#)

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

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18083	509	1001	500	1040	1000	1003	1000	1000	1001	501	1000	500	1000	1016	510	500	500	500	500	500	1000	500	502	1000
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Used a mobile device to send a text greeting on a holiday or other special occasion because they were far away	8738	346	377	398	308	295	305	379	331	375	405	335	410	384	312	334	372	415	307	422	366	409	444	363	345
	73%	69%	75%	80%	62%	59%	61%	76%	66%	75%	81%	67%	82%	77%	62%	67%	74%	83%	61%	84%	73%	82%	89%	73%	69%
		DENR	ADEFHKNOR X	ADEFHKNOR TWX				ADEFHKNOR X	DE	ADEFHKNOR X	ABDEFGHIKN OPRTWX	DE	ABDEFGHIK MNOPRTWX	ADEFHKNOR X		E	DEFHKNORX	ABDEFGHIK MNOPRTWX		ABDEFGHIK MNOPRTWX	DEFHKNR	ABDEFGHIK MNOPRTWX	ABCMNOPQRT UWX	DEFHKNR	DEFNR
Used a mobile device (mobile phone or tablet) to take photos of gatherings	7789	323	348	233	345	312	306	260	298	351	336	329	373	245	254	325	360	361	270	421	322	377	322	372	344
	65%	65%	70%	47%	69%	62%	61%	52%	60%	70%	67%	66%	75%	49%	51%	65%	72%	72%	54%	84%	64%	75%	64%	74%	69%
		CGMNR	CEFGHIMNR		CEFGHIMNR	CGMNR	CGMN		CGMN	CEFGHKMNR T	CGHIMNR	CGHMNR	ACDEFGHIK MNORTVX			CGMNR	ACEFGHKMN RT	ACEFGHKMN ORTV		ABCMNOPQRT UWX	CGMNR	ABCMNOPQRT UWX	CGMNR	CEFGHKM NORTVX	CEGHMNR
Used an online video chat platform (such as Skype or Facetime)	5087	225	204	190	189	231	245	157	156	256	229	264	203	210	77	216	233	271	236	252	114	214	248	291	178
	42%	45%	41%	38%	38%	46%	49%	31%	31%	51%	46%	53%	41%	42%	15%	43%	47%	54%	47%	50%	23%	43%	50%	58%	36%
		CDGHNTX	GHNT	GHNT	GHNT	BCDGHLNTX	CDGHNTX	NT	NT	ABCDGHLM NOTUX	CDGHNTX	ABCDGHLJL MNOPTUX	GHNT	GHNTX		GHNTX	CDGHNTX	ABCDGHLJL MNOPTUX	CDGHNTX	BCDGHLMN OTUX	N	DGHNTX	BCDGHLMNT X	LMNOPRSTU VX	HNT
Sigma	21613	893	928	821	842	838	856	796	785	982	970	928	986	839	643	875	965	1047	813	1096	802	1000	1015	1025	867
	180%	179%	186%	164%	168%	168%	171%	159%	157%	196%	194%	186%	197%	168%	129%	175%	193%	209%	163%	219%	160%	200%	203%	205%	173%

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Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18083	2000	2059	7002	5520	7517	3543	1502
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Used a mobile device to send a text greeting on a holiday or other special occasion because they were far away	8738	641	988	3498	2520	2837	1363	1092
	73%	64%	66%	78%	72%	71%	68%	73%
				ABDEFG	ABF	ABF	A	ABF
Used a mobile device (mobile phone or tablet) to take photos of gatherings	7789	655	993	2782	2294	2424	1342	1063
	65%	66%	66%	62%	66%	61%	67%	71%
		CE	CE		CE		CE	ABCDEF
Used an online video chat platform (such as Skype or Facetime)	5087	409	629	1893	1377	1536	968	779
	42%	41%	42%	42%	39%	38%	48%	52%
			E	DE			ABCDE	ABCDE
Sigma	21613	1705	2610	8173	6191	6798	3673	2934
	180%	171%	174%	182%	177%	170%	184%	196%

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

	Argentina																								
	Argentina 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	509	210	299	220	173	116	183	222	104	155	354	183	156	170	259	250	72	437	95	414	342	167	267	141	101
Base: All Respondents (wtd)	500	245	255	248	144	108	238	199	62	140	360	327	118	55	218	282	66	434	86	414	284	216	239	139	122
Used a mobile device to send a text greeting	346	153	193	158	107	81	155	143	48	99	247	219	83	44	159	187	47	299	59	287	218	128	179	97	69
on a holiday or other special occasion because	69%	63%	76%	64%	74%	75%	65%	72%	77%	70%	69%	67%	70%	79%	73%	66%	71%	69%	68%	69%	77%	59%	75%	70%	57%
they were far away			A			*			*					K			*		*		U		X	*	*
Used a mobile device (mobile phone or tablet)	323	157	166	151	97	75	134	142	47	98	225	198	84	41	156	167	41	282	55	268	193	130	174	85	64
to take photos of gatherings	65%	64%	65%	61%	67%	69%	56%	71%	75%	70%	63%	61%	71%	75%	72%	59%	61%	65%	64%	65%	68%	60%	73%	61%	53%
					*	F		F	F*					K		O	*		*		WX			*	*
Used an online video chat platform (such as	225	109	115	104	61	60	84	103	38	66	158	138	56	31	115	110	33	192	38	186	136	88	121	66	38
Skype or Facetime)	45%	45%	45%	42%	42%	55%	35%	52%	60%	47%	44%	42%	47%	56%	53%	39%	49%	44%	45%	45%	48%	41%	51%	47%	31%
					*	F		F	F*					K		O	*		*			X		X*	*
Sigma	893	419	474	413	264	216	372	388	133	263	631	555	223	116	430	463	120	773	151	742	548	346	475	248	171
	179%	171%	186%	166%	184%	200%	156%	195%	213%	188%	175%	170%	188%	210%	197%	164%	182%	178%	177%	179%	193%	160%	199%	178%	141%

[Table of Contents](#)

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

	Australia Total		Australia																														
			Gender		Age		Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region										
	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total Employed	Unemployed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e		
Base: All Respondents (unwtd)	1001	422	579	295	351	355	237	514	250	525	476	304	304	393	537	464	120	881	143	858	586	415	-	-	-	-	-	-	-	392	212	397	
Base: All Respondents (wtd)	500	248	252	197	160	143	116	271	112	222	278	131	295	74	264	236	57	443	68	432	288	212	-	-	-	-	-	-	-	198	101	202	
Used a mobile device to send a text greeting on a holiday or other special occasion because	377	176	201	155	116	106	77	205	95	166	211	95	224	58	191	186	43	334	52	325	223	154	-	-	-	-	-	-	-	158	72	147	
	75%	71%	80%	79%	72%	74%	66%	76%	84%	75%	76%	72%	76%	78%	72%	79%	76%	75%	77%	75%	77%	72%	-	-	-	-	-	-	-	80%	71%	73%	
Phone name for location																																	
Used a mobile device (mobile phone or tablet) to take photos of gatherings	348	161	187	149	110	89	76	193	79	160	188	90	201	56	174	174	41	307	48	300	201	147	-	-	-	-	-	-	-	148	74	126	
	70%	65%	74%	70%	69%	62%	65%	71%	70%	72%	68%	69%	68%	76%	66%	74%	73%	69%	71%	69%	70%	69%	-	-	-	-	-	-	-	75%	74%	62%	
Used an online video chat platform (such as Skype or Facetime)	204	96	108	87	58	58	40	115	49	96	107	46	116	41	113	91	26	178	28	175	118	86	-	-	-	-	-	-	-	100	42	62	
	41%	39%	43%	44%	36%	41%	34%	42%	43%	43%	39%	35%	39%	35%	43%	38%	45%	40%	42%	41%	41%	40%	-	-	-	-	-	-	-	51%	41%	31%	
Sigma	928	432	496	391	284	253	192	513	223	422	506	231	542	155	478	451	110	818	128	800	542	386	-	-	-	-	-	-	-	496	188	334	
	186%	174%	197%	199%	177%	177%	166%	189%	198%	190%	182%	176%	184%	210%	181%	191%	194%	185%	190%	185%	188%	182%	-	-	-	-	-	-	-	206%	186%	166%	

[Table of Contents](#)

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

	Belgium Total	Belgium																												
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active
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	243	257	149	167	184	142	162	97	200	300	117	250	133	311	189	33	467	42	458	298	202	-	-	-	236	264	117	155	228
Base: All Respondents (wtd)	500	251	249	184	163	153	157	152	95	178	322	172	186	142	298	202	36	464	41	459	287	213	-	-	-	240	260	120	155	225
Used a mobile device to send a text greeting on a holiday or other special occasion because	398	195	203	142	134	122	117	124	81	146	252	132	145	121	239	159	25	374	31	367	237	161	-	-	-	185	213	95	124	179
	80%	78%	82%	77%	83%	80%	74%	81%	86%	82%	78%	77%	78%	85%	80%	79%	69%	80%	75%	80%	83%	76%	-	-	-	77%	82%	80%	80%	80%
thru voice for social									*								**		*											
Used a mobile device (mobile phone or tablet) to take photos of gatherings	233	107	127	91	77	66	71	83	38	78	155	82	88	64	139	95	20	214	21	212	128	105	-	-	-	98	136	70	80	84
	47%	42%	51%	49%	47%	43%	45%	54%	40%	44%	48%	47%	47%	45%	47%	47%	55%	46%	52%	46%	45%	49%	-	-	-	41%	52%	58%	52%	37%
									H								**		Y											
Used an online video chat platform (such as Skype or Facetime)	190	94	95	93	49	48	58	64	36	52	137	55	71	64	112	77	19	170	19	170	102	87	-	-	-	99	91	57	71	61
	38%	37%	38%	50%	30%	31%	37%	42%	38%	29%	43%	32%	38%	45%	38%	38%	54%	37%	46%	37%	36%	41%	-	-	-	41%	35%	48%	46%	27%
									*								**		*											
Sigma	821	396	425	325	260	236	246	270	155	277	545	269	303	249	490	331	64	758	72	749	468	353	-	-	-	382	440	222	275	324
	164%	158%	171%	176%	160%	154%	157%	177%	164%	155%	169%	156%	163%	175%	164%	164%	178%	163%	173%	163%	166%	-	-	-	159%	169%	186%	178%	144%	

[Table of Contents](#)

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

	Brazil Total	Brazil																								
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed T	Non Employed U	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			V	W	X	
Base: All Respondents (unwtd)	1040	430	610	484	387	169	220	772	48	425	615	158	560	322	506	534	172	868	246	794	780	260	702	236	102	
Base: All Respondents (wtd)	500	232	268	285	153	61	143	340	17	186	314	157	262	61	225	275	72	428	102	398	351	149	329	116	56	
Used a mobile device (mobile phone or tablet)	345	163	183	199	101	46	85	247	13	132	214	105	182	58	153	192	52	293	71	274	242	104	238	77	31	
to take photos of gatherings	69%	70%	68%	70%	66%	74%	60%	73%	75%	71%	68%	67%	69%	72%	68%	70%	72%	69%	70%	69%	69%	70%	72%	66%	55%	
								F	*													X		*		
Used a mobile device to send a text greeting	308	137	171	172	97	39	75	221	12	114	194	87	168	53	142	166	44	264	67	241	223	85	221	66	21	
on a holiday or other special occasion because	62%	59%	64%	60%	63%	64%	52%	65%	69%	61%	62%	55%	64%	66%	63%	60%	61%	62%	66%	61%	63%	57%	67%	57%	38%	
they were far away								F	*													WX		X	*	
Used an online video chat platform (such as	189	89	99	108	54	27	47	133	8	68	121	56	94	39	85	104	36	153	46	143	139	50	145	27	17	
Skype or Facetime)	38%	39%	37%	38%	35%	44%	33%	39%	48%	37%	39%	36%	36%	48%	38%	38%	49%	36%	45%	36%	40%	33%	44%	23%	31%	
									*					KL				Q		S			WX		*	
Sigma	842	389	453	479	251	112	207	601	34	313	529	248	444	150	380	462	131	711	184	658	604	238	604	169	69	
	168%	168%	169%	168%	164%	182%	145%	177%	192%	168%	168%	159%	169%	185%	169%	168%	182%	166%	181%	165%	172%	160%	184%	146%	124%	

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

[Table of Contents](#)

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/d
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	1003	451	552	473	418	112	61	271	671	682	321	75	244	684	649	354	109	894	329	674	872	131	-	-	-
Base: All Respondents (wtd	500	249	251	200	170	130	76	187	236	347	153	295	155	50	298	202	52	448	126	374	398	102	-	-	-
Used a mobile device (mobile phone or tablet)	306	143	163	130	84	91	35	108	164	213	93	171	100	36	180	127	24	282	78	228	230	76	-	-	-
to take photos of gatherings	61%	57%	65%	65%	50%	71%	46%	58%	69%	61%	61%	58%	64%	71%	60%	63%	46%	63%	62%	61%	58%	75%	-	-	-
		*		*	*	D*	**	*	*		*	*		K		*	**		*		*				
Used a mobile device to send a text greeting	305	122	183	120	110	75	37	114	154	197	107	182	89	34	158	147	36	269	79	226	225	80	-	-	-
on a holiday or other special occasion because	61%	49%	73%	60%	65%	58%	49%	61%	65%	57%	70%	62%	57%	68%	53%	73%	68%	60%	62%	60%	57%	78%	-	-	-
they were far away		*	A	*	*	*	**	*	*		*	*		L		N*	**		*		*				
Used an online video chat platform (such as	245	131	114	91	93	61	38	88	118	180	65	134	83	28	156	89	27	218	80	164	198	46	-	-	-
Skype or Facetime)	49%	52%	45%	45%	55%	47%	50%	47%	50%	52%	43%	45%	53%	56%	52%	44%	52%	49%	64%	44%	50%	45%	-	-	-
		*		*	*	*	**	*	*		*	*				*	**		S*		*				
Sigma	856	395	460	341	287	228	110	310	435	590	266	486	271	98	493	362	87	769	238	618	653	202	-	-	-
	171%	159%	183%	170%	169%	176%	144%	165%	184%	170%	174%	165%	175%	195%	166%	179%	165%	172%	188%	165%	164%	198%	-	-	-

[Table of Contents](#)

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d)

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/d)

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	509	491	327	311	362	189	443	253	374	626	379	299	322	624	376	23	977	69	931	602	398	211	326	463
Base: All Respondents (wtd)	500	247	253	191	153	156	100	221	121	176	324	168	209	124	300	200	11	489	33	467	301	199	109	158	233
Used a mobile device to send a text greeting	379	184	196	146	116	117	72	168	92	128	251	124	159	97	228	151	8	372	26	354	231	148	80	118	181
on a holiday or other special occasion because	76%	74%	77%	77%	76%	75%	72%	76%	76%	73%	78%	74%	76%	78%	76%	75%	70%	76%	77%	76%	77%	74%	74%	75%	78%
they were far away																	**		*						
Used a mobile device (mobile phone or tablet)	260	137	123	103	76	81	46	110	75	95	165	81	109	69	151	109	5	255	17	242	154	105	65	93	102
to take photos of gatherings	52%	55%	48%	54%	50%	51%	46%	50%	62%	54%	51%	49%	52%	56%	50%	54%	45%	52%	52%	52%	51%	53%	60%	59%	44%
B																	**		*						
Used an online video chat platform (such as	157	79	79	77	37	43	31	65	44	51	106	43	60	54	91	66	5	152	12	145	94	64	49	50	58
Skype or Facetime)	31%	32%	31%	41%	24%	27%	32%	29%	36%	29%	33%	26%	29%	43%	30%	33%	46%	31%	36%	31%	31%	32%	45%	32%	25%
				DE										KL			**		*				WX		X
Sigma	796	399	397	327	230	240	149	343	210	274	522	249	328	220	470	326	18	779	55	741	479	317	194	261	342
	159%	162%	157%	171%	150%	153%	150%	155%	174%	156%	161%	148%	157%	177%	157%	163%	160%	159%	165%	159%	159%	159%	178%	165%	146%

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d

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/d

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 T	Non Employed U	Active V	Passive W	Inactive X
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S					
Base: All Respondents (unwtd)	1000	491	509	280	345	375	317	238	256	358	642	198	624	178	691	309	87	913	172	828	661	339	267	309	424
Base: All Respondents (wtd)	500	253	247	172	175	153	160	117	128	167	333	113	285	101	341	159	41	459	83	417	328	172	139	157	205
Used a mobile device to send a text greeting on a holiday or other special occasion because	331 66%	160 63%	171 69%	115 67%	119 68%	97 63%	104 65%	83 71%	86 71%	108 64%	223 67%	75 66%	186 65%	70 69%	229 67%	101 64%	27 66%	304 66%	58 71%	272 65%	214 65%	117 68%	95 69%	104 66%	132 64%
Used a mobile device (mobile phone or tablet) to take photos of gatherings	298 60%	144 57%	155 63%	119 69%	103 59%	77 50%	96 60%	66 56%	79 62%	92 55%	207 62%	57 51%	178 62%	63 62%	199 58%	99 62%	26 63%	273 59%	53 64%	245 59%	201 61%	98 57%	94 68%	99 64%	105 51%
Used an online video chat platform (such as Skype or Facetime)	156 31%	84 33%	72 29%	69 40%	46 26%	40 26%	50 31%	34 29%	43 33%	47 28%	109 33%	29 26%	86 30%	41 40%	108 32%	47 30%	13 32%	142 31%	28 34%	127 31%	95 29%	61 35%	59 43%	51 32%	46 22%
Sigma	785 157%	387 153%	397 161%	303 176%	268 153%	214 140%	251 157%	183 156%	208 163%	247 148%	538 162%	161 142%	450 158%	173 171%	537 157%	248 156%	66 162%	719 157%	140 169%	645 155%	510 155%	275 160%	275 179%	249 162%	282 138%

[Table of Contents](#)

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d)

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/d)

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

	Hungary Total	Hungary																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd	501	215	286	181	154	166	212	202	9	196	305	188	220	93	246	255	26	475	28	473	264	237	198	214	89
Base: All Respondents (wtd)	500	244	256	202	137	161	205	213	9	192	308	129	294	77	256	244	28	472	28	472	276	224	195	216	89
Used a mobile device to send a text greeting	405	192	213	165	118	122	161	179	7	149	256	100	236	68	209	196	24	381	25	380	231	174	157	182	66
on a holiday or other special occasion because	81%	79%	83%	82%	86%	76%	79%	84%	76%	78%	83%	77%	80%	89%	82%	80%	87%	81%	88%	81%	84%	78%	81%	84%	73%
they were far away					E				**					K*			**		**				X		*
Used a mobile device (mobile phone or tablet)	336	160	176	153	85	98	139	142	7	126	210	78	208	51	161	175	17	319	18	318	189	147	139	144	53
to take photos of gatherings	67%	66%	69%	76%	62%	61%	68%	67%	70%	66%	68%	60%	71%	66%	63%	72%	60%	68%	63%	67%	68%	66%	71%	67%	60%
				DE					**				K	*		N	**		**						*
Used an online video chat platform (such as	229	109	120	101	58	71	95	91	7	83	147	55	135	40	108	122	12	217	13	217	112	118	106	88	35
Skype or Facetime)	46%	45%	47%	50%	42%	44%	46%	43%	77%	43%	48%	42%	46%	52%	42%	50%	45%	46%	44%	46%	40%	53%	55%	41%	39%
									**				*				**		**		T	WX			*
Sigma	970	461	509	419	261	291	395	412	21	358	613	233	579	159	477	493	53	917	56	915	532	438	402	414	154
	194%	189%	199%	208%	190%	180%	193%	194%	223%	187%	199%	180%	197%	208%	187%	202%	192%	194%	195%	194%	192%	196%	207%	192%	172%

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d

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/d

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 T	Non Employed U	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			V	W	X
Base: All Respondents (unwtd)	1000	508	492	504	341	155	155	165	680	650	350	3	110	887	517	483	225	775	485	515	774	226	729	186	85
Base: All Respondents (wtd)	500	258	242	276	156	68	83	82	334	302	198	2	59	439	252	248	113	387	236	264	379	121	367	91	42
Used a mobile device to send a text greeting	335	169	165	175	108	51	53	48	233	203	131	1	37	297	166	169	65	269	155	180	256	78	250	61	24
on a holiday or other special occasion because	67%	66%	68%	63%	70%	75%	64%	58%	70%	67%	66%	39%	63%	68%	66%	68%	58%	70%	66%	68%	68%	65%	68%	67%	57%
						C			G			**						P				X		*	
Used a mobile device (mobile phone or tablet)	329	167	163	181	102	47	46	48	235	202	128	*	36	293	161	168	73	256	164	166	251	78	249	58	22
to take photos of gatherings	66%	65%	67%	66%	65%	69%	55%	59%	70%	67%	64%	30%	61%	67%	64%	68%	65%	66%	69%	63%	66%	65%	68%	64%	52%
						FG			F			**						S				X		*	
Used an online video chat platform (such as	264	129	135	143	86	35	34	42	188	167	97	*	28	236	134	130	58	206	137	127	204	60	208	44	12
Skype or Facetime)	53%	50%	56%	52%	55%	51%	41%	51%	56%	55%	49%	31%	47%	54%	53%	52%	52%	53%	58%	48%	54%	50%	57%	48%	28%
						F			F			**						S				WX		X	*
Sigma	928	465	463	499	296	133	133	138	657	572	356	2	101	825	461	467	197	732	456	472	711	217	707	163	58
	186%	180%	191%	181%	190%	196%	160%	167%	196%	190%	179%	100%	171%	188%	183%	188%	175%	189%	193%	179%	187%	180%	193%	180%	138%

[Table of Contents](#)

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d)

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/d)

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

	Indonesia Total	Indonesia																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed T	Non Employed U	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			V	W	X
Base: All Respondents (unwtd	500	233	267	235	203	62	48	244	208	311	189	165	33	302	263	237	71	429	139	361	432	68	337	148	15
Base: All Respondents (wtd/	500	250	250	282	158	60	63	245	192	278	222	176	36	288	256	244	71	429	129	371	418	82	344	141	15
Used a mobile device to send a text greeting	410	208	202	234	127	49	51	198	161	233	177	143	24	243	213	197	62	348	112	298	347	64	284	115	11
on a holiday or other special occasion because	82%	83%	81%	83%	81%	81%	81%	81%	84%	84%	80%	82%	67%	84%	83%	81%	87%	81%	87%	80%	83%	78%	83%	82%	74%
they were far away						*	*						*	L			*				*				**
Used a mobile device (mobile phone or tablet)	373	184	189	214	118	41	46	185	142	211	162	131	26	216	188	185	51	322	93	280	308	65	264	102	7
to take photos of gatherings	75%	74%	75%	76%	75%	68%	73%	76%	74%	76%	73%	74%	73%	75%	73%	76%	71%	75%	72%	75%	74%	79%	77%	72%	47%
						*	*						*	*			*				*				**
Used an online video chat platform (such as	203	94	109	125	58	19	25	95	83	104	99	57	19	127	103	100	32	171	59	143	169	33	156	43	4
Skype or Facetime)	41%	38%	43%	44%	37%	32%	40%	39%	43%	37%	45%	32%	52%	44%	40%	41%	44%	40%	46%	39%	40%	41%	45%	31%	26%
					*	*	*	*	*	*	*	*	K	K			*				*	*	W		**
Sigma	986	487	499	573	304	109	122	478	386	548	438	331	69	586	504	482	144	842	265	721	824	162	704	260	21
	197%	195%	200%	203%	192%	180%	194%	195%	201%	197%	198%	188%	193%	203%	197%	198%	202%	196%	205%	195%	197%	198%	205%	184%	148%

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/D)

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/D)

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

	Italy Total	Italy																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed T	Non Employed U	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			V	W	X
Base: All Respondents (unwtd	1000	459	541	328	388	284	230	392	224	480	520	309	546	145	538	462	106	894	161	839	647	353	554	237	209
Base: All Respondents (wtd'	500	250	250	181	189	130	126	191	100	241	259	243	198	58	261	239	53	447	74	426	306	194	275	112	113
Used a mobile device to send a text greeting	384	190	194	135	148	101	96	148	78	182	202	185	156	43	200	184	41	343	57	327	236	148	208	88	88
on a holiday or other special occasion because	77%	76%	78%	74%	78%	78%	76%	78%	78%	76%	78%	76%	79%	74%	77%	77%	77%	77%	77%	77%	77%	76%	76%	79%	78%
Used a mobile device (mobile phone or tablet)	245	124	121	91	96	58	58	93	56	118	127	114	100	31	128	117	26	219	40	205	156	89	141	57	47
to take photos of gatherings	49%	49%	48%	50%	50%	45%	46%	49%	56%	49%	49%	47%	50%	54%	49%	49%	49%	49%	54%	48%	51%	46%	51%	50%	42%
																	*					X			
Used an online video chat platform (such as	210	111	99	94	72	44	50	81	46	96	114	94	86	29	113	97	28	182	34	176	126	84	129	45	36
Skype or Facetime)	42%	45%	39%	52%	38%	34%	40%	42%	46%	40%	44%	39%	44%	51%	43%	41%	53%	41%	47%	41%	41%	43%	47%	40%	32%
					OE												OK								
Sigma	839	425	414	320	316	203	204	322	179	397	443	393	343	104	441	398	95	744	132	707	519	320	478	190	171
	168%	170%	165%	177%	167%	157%	162%	169%	179%	165%	171%	161%	173%	179%	169%	167%	180%	166%	178%	166%	169%	165%	174%	169%	152%

[Table of Contents](#)

Holiday Greetings
IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following
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/D/
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/D/
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	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)	1016	527	489	284	358	374	602	336	78	615	401	302	218	496	533	483	55	961	96	920	714	302	83	263	670	
Base: All Respondents (wtd)	500	251	249	186	155	160	326	148	26	270	230	295	90	115	232	268	25	475	39	461	329	171	38	122	340	
Used a mobile device to send a text greeting	312	142	170	126	89	97	203	90	19	157	155	171	65	77	136	176	13	299	24	288	196	116	27	84	201	
on a holiday or other special occasion because	62%	57%	68%	68%	58%	61%	62%	61%	73%	58%	67%	58%	72%	67%	59%	66%	53%	63%	61%	63%	60%	68%	70%	69%	59%	
they were far away				D									K	K		N	*		*		T	*		X		
Used a mobile device (mobile phone or tablet)	254	118	136	102	79	73	160	82	12	140	114	151	44	59	119	136	12	243	19	235	164	90	21	69	165	
to take photos of gatherings	51%	47%	55%	55%	51%	46%	49%	56%	47%	52%	50%	51%	49%	52%	51%	51%	47%	51%	49%	51%	50%	53%	55%	56%	48%	
			A	E					*								*		*			*				
Used an online video chat platform (such as	77	41	36	37	21	18	51	21	5	33	44	50	8	19	40	37	9	68	9	68	47	30	13	18	47	
Skype or Facetime)	15%	17%	14%	20%	14%	11%	16%	14%	19%	12%	19%	17%	9	17%	17%	14%	35%	12%	24%	15%	14%	18%	33%	14%	14%	
			E						*		I	L		L		Q*		S*				WX*				
Sigma	643	302	342	265	190	189	414	194	36	330	313	372	116	155	295	349	33	610	53	591	407	237	60	171	413	
	129%	120%	137%	143%	123%	118%	127%	131%	139%	122%	136%	126%	129%	135%	127%	130%	134%	128%	134%	128%	124%	138%	158%	140%	121%	

[Table of Contents](#)

Holiday Greetings
IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following
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/D/
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/D/
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 T	Non Employed U	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			V	W	X
Base: All Respondents (unwtd)	510	270	240	245	181	84	352	143	15	207	303	143	158	209	279	231	142	368	160	350	354	156	332	118	60
Base: All Respondents (wtd)	500	239	261	270	165	65	396	98	6	184	316	321	103	76	238	262	127	373	137	363	319	181	298	125	77
Used a mobile device to send a text greeting	334	143	191	176	111	47	260	68	6	131	203	212	70	52	161	173	79	255	89	246	207	128	205	83	46
on a holiday or other special occasion because	67%	60%	73%	65%	67%	72%	66%	70%	90%	71%	64%	66%	68%	68%	68%	66%	62%	68%	65%	68%	65%	71%	69%	67%	60%
they were far away			A			*		*	**								*		*				*	*	
Used a mobile device (mobile phone or tablet)	325	157	168	174	111	40	247	73	4	123	202	199	71	56	153	173	85	240	93	232	205	120	210	68	47
to take photos of gatherings	65%	66%	64%	64%	67%	62%	62%	75%	70%	67%	64%	62%	69%	73%	64%	66%	67%	64%	68%	64%	64%	66%	70%	55%	61%
					*	*		F*	**					K	*		*		*			W	*	*	
Used an online video chat platform (such as	216	104	111	111	70	35	168	44	4	82	133	124	56	36	96	119	71	144	73	143	147	68	152	37	26
Skype or Facetime)	43%	44%	43%	41%	42%	54%	42%	45%	66%	45%	42%	39%	54%	47%	41%	45%	56%	39%	53%	39%	46%	38%	51%	30%	34%
					*	*		*	**				K				Q*		S*			W	*	*	
Sigma	875	404	471	461	292	122	676	185	14	337	538	535	196	144	410	465	235	640	254	621	559	316	567	189	120
	175%	170%	180%	171%	177%	188%	171%	190%	226%	183%	170%	167%	191%	189%	173%	177%	185%	171%	185%	171%	175%	175%	190%	152%	155%

[Table of Contents](#)

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d)

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/d)

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 T	Non Employed U	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			V	W	X	
Base: All Respondents (unwtd)	500	235	265	176	163	161	313	122	1	281	219	42	339	119	247	253	53	447	69	431	277	223	232	189	79	
Base: All Respondents (wtd)	500	248	252	215	151	134	329	106	1	257	243	104	327	69	222	278	49	451	61	439	249	251	235	181	84	
Used a mobile device to send a text greeting	372	182	190	163	118	91	241	82	1	191	181	79	235	58	155	218	37	335	47	325	197	175	180	135	57	
on a holiday or other special occasion because	74%	73%	76%	76%	78%	68%	73%	77%	100%	74%	75%	76%	72%	84%	70%	78%	75%	74%	77%	74%	79%	70%	77%	75%	68%	
they were far away					E				**			*		L			*		*		U				*	
Used a mobile device (mobile phone or tablet)	360	185	175	156	111	93	240	80	1	188	172	76	233	50	161	199	31	329	42	318	182	178	168	135	57	
to take photos of gatherings	72%	75%	69%	73%	73%	69%	73%	75%	100%	73%	71%	73%	71%	72%	73%	72%	64%	73%	69%	72%	73%	71%	72%	75%	67%	
									**			*					*		*						*	
Used an online video chat platform (such as	233	110	123	107	58	67	154	44	1	117	115	40	156	37	103	130	17	215	23	210	115	118	129	82	22	
Skype or Facetime)	47%	44%	49%	50%	38%	50%	47%	42%	100%	46%	48%	38%	48%	53%	46%	47%	36%	48%	37%	48%	46%	47%	55%	45%	26%	
					D				**			*					*		*			X	X	X	*	
Sigma	965	477	488	427	287	251	635	205	2	496	469	195	624	145	418	546	85	879	112	853	494	471	478	352	135	
	193%	192%	194%	199%	190%	187%	193%	195%	300%	193%	193%	188%	191%	209%	189%	196%	174%	195%	184%	194%	198%	188%	203%	194%	161%	

Holiday Greetings
IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following
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/D/
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/D/
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	217	283	214	169	117	36	213	227	245	255	98	292	110	230	270	39	461	60	440	341	159	152	212	136	
Base: All Respondents (wtd)	500	241	259	211	183	106	39	217	220	233	267	146	265	89	230	270	37	463	55	445	328	172	149	214	137	
Used a mobile device to send a text greeting	415	198	217	179	152	84	29	181	189	200	215	119	221	75	188	227	28	388	40	375	271	144	124	188	104	
on a holiday or other special occasion because	83%	82%	84%	85%	83%	79%	76%	83%	86%	86%	81%	82%	83%	85%	82%	84%	76%	84%	72%	84%	83%	84%	83%	88%	76%	
they were far away							*					*					*		*	R			X			
Used a mobile device (mobile phone or tablet)	361	167	194	153	126	81	24	159	163	177	184	97	198	66	159	202	25	336	39	322	241	120	108	160	92	
to take photos of gatherings	72%	70%	75%	73%	69%	77%	63%	73%	74%	76%	69%	67%	75%	74%	69%	75%	67%	73%	71%	72%	73%	70%	73%	75%	68%	
							*					*					*		*							
Used an online video chat platform (such as	271	129	142	117	97	56	15	110	129	127	144	74	140	57	123	148	25	246	37	234	190	81	89	123	59	
Skype or Facetime)	54%	54%	55%	56%	53%	53%	39%	51%	59%	55%	54%	51%	53%	64%	54%	55%	69%	53%	67%	53%	58%	47%	59%	58%	43%	
							*			F		*					*		S*		U		X			
																							X			
Sigma	1047	494	553	450	376	221	69	450	481	504	543	291	559	198	470	577	77	970	116	931	703	344	321	472	255	
	209%	206%	213%	213%	205%	209%	178%	208%	219%	216%	204%	199%	210%	223%	205%	214%	212%	209%	211%	209%	214%	200%	215%	220%	186%	

[Table of Contents](#)

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d)

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/d)

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

		Saudi Arabia																									
	Saudi Arabia Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media				
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X		
Base: All Respondents (unwtd	500	283	217	310	156	34	260	125	56	311	189	108	142	250	225	275	67	433	85	415	297	203	263	146	91		
Base: All Respondents (wtd'	500	283	217	295	158	47	291	124	32	305	195	290	145	65	223	277	58	442	85	415	262	238	228	169	104		
Used a mobile device to send a text greeting	307	185	122	185	96	25	175	78	22	185	122	169	95	43	151	166	35	271	59	248	155	152	140	115	51		
on a holiday or other special occasion because	61%	65%	56%	63%	61%	53%	60%	63%	67%	61%	62%	58%	65%	67%	63%	60%	60%	61%	69%	60%	59%	64%	62%	68%	49%		
they were far away					*	**		*	**								**		*				x*	*			
Used a mobile device (mobile phone or tablet)	270	143	127	166	80	25	147	77	21	162	108	154	78	38	108	162	32	238	49	221	131	139	117	92	62		
to take photos of gatherings	54%	50%	59%	56%	51%	52%	50%	62%	65%	53%	55%	53%	54%	58%	48%	59%	55%	54%	58%	53%	50%	58%	51%	55%	59%		
					*	**		*	**								**		*				*	*			
Used an online video chat platform (such as	236	119	116	144	67	24	134	57	14	146	90	118	78	39	102	134	19	216	38	198	120	115	120	62	54		
Skype or Facetime)	47%	42%	54%	49%	43%	52%	46%	46%	44%	48%	46%	41%	54%	60%	45%	49%	33%	49%	44%	48%	46%	48%	53%	37%	52%		
					*	**		*	**				K	K			**		*				W	*	*		
Sigma	813	447	366	495	244	74	455	212	57	493	320	441	251	121	350	462	87	726	145	668	407	406	378	269	166		
	163%	158%	169%	168%	155%	157%	156%	172%	176%	162%	164%	152%	173%	186%	157%	167%	149%	164%	171%	161%	155%	171%	166%	159%	161%		

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d

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/d

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

		South Africa		South Africa																					
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	202	298	288	157	55	50	128	322	214	286	258	123	119	252	248	89	411	156	344	404	96	326	125	49
	500	240	260	287	143	70	57	125	318	199	301	258	122	120	254	246	88	412	158	342	394	106	326	125	50
Base: All Respondents (wtd)	422	192	230	230	129	64	42	95	285	176	246	209	101	112	215	207	83	339	143	279	330	93	280	104	38
Used a mobile device to send a text greeting on a holiday or other special occasion because	84%	80%	88%	80%	90%	91%	75%	76%	89%	88%	82%	81%	83%	93%	84%	84%	94%	82%	91%	82%	84%	87%	86%	83%	77%
			A		C	*	*		FG					KL			Q		S		*				*
Used a mobile device (mobile phone or tablet) to take photos of gatherings	421	197	225	241	123	57	42	105	275	169	252	223	95	103	217	204	76	346	139	282	335	87	290	97	34
	84%	82%	86%	84%	86%	82%	74%	84%	86%	85%	84%	87%	78%	86%	85%	83%	86%	84%	88%	82%	85%	82%	89%	78%	69%
					*	*	*		F					L			*				*	WX			*
Used an online video chat platform (such as Skype or Facetime)	252	121	131	130	80	43	12	44	197	115	138	111	70	72	133	119	59	194	99	153	207	45	178	58	17
	50%	50%	51%	45%	55%	61%	21%	35%	62%	58%	46%	43%	57%	60%	52%	48%	66%	47%	63%	45%	53%	43%	55%	46%	34%
					C*	*	*		FG		J		K	K			Q*		S		*	X			*
Sigma	1096	510	586	601	331	164	96	243	756	460	636	543	266	287	565	531	217	879	381	715	872	224	748	259	89
	219%	213%	225%	210%	231%	233%	170%	195%	238%	231%	212%	211%	218%	238%	222%	216%	246%	213%	242%	209%	221%	212%	230%	208%	180%

[Table of Contents](#)

Holiday Greetings
IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following
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/d
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/d
Minimum Base: 30 (**), Small Base: 100 (*)

		South Korea																							
	South Korea Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		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	198	219	83	84	183	233	293	207	5	111	384	280	220	71	429	113	387	391	109	189	226	85
Base: All Respondents (wtd)	500	253	247	211	205	84	84	184	233	291	209	5	109	386	280	220	70	430	111	389	393	107	189	226	85
Used a mobile device to send a text greeting	366	180	186	149	150	67	58	130	178	211	155	2	80	284	202	164	51	315	82	283	291	74	128	180	58
on a holiday or other special occasion because	73%	71%	75%	71%	73%	80%	70%	71%	76%	72%	74%	40%	74%	73%	72%	74%	73%	73%	74%	73%	74%	69%	68%	80%	68%
they were far away						*	*					**					*						VX	*	
Used a mobile device (mobile phone or tablet)	322	164	159	147	130	46	54	114	154	177	145	4	69	250	185	138	42	281	70	252	253	69	120	153	49
to take photos of gatherings	64%	65%	64%	70%	63%	54%	65%	62%	66%	61%	69%	79%	63%	65%	66%	63%	59%	65%	63%	65%	64%	65%	64%	68%	57%
Used an online video chat platform (such as Skype or Facetime)	114	69	45	59	37	18	15	35	63	66	48	1	15	98	70	44	19	95	34	80	95	19	67	41	6
	23%	27%	18%	28%	18%	22%	18%	19%	27%	23%	23%	21%	14%	25%	25%	20%	27%	22%	31%	21%	24%	18%	36%	18%	7%
Sigma		B		D		*	*					**		L			*		S				WX	X	*
	802	412	390	354	317	131	128	279	395	454	348	7	164	632	456	346	111	691	186	616	639	163	315	374	113
	160%	163%	158%	168%	154%	155%	153%	152%	170%	156%	166%	140%	150%	164%	163%	157%	159%	161%	167%	158%	163%	152%	167%	165%	133%

Holiday Greetings
IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following
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/D/
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/D/
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	503	497	346	405	249	591	248	44	476	524	615	81	304	494	506	72	928	74	926	552	448	519	267	214
Base: All Respondents (wtd)	500	252	248	205	178	117	285	136	21	218	282	249	115	136	239	261	35	465	38	462	272	228	267	137	96
Used a mobile device to send a text greeting	409	200	209	170	145	94	232	114	17	172	237	201	96	112	194	215	29	380	32	377	226	183	218	116	74
on a holiday or other special occasion because	82%	79%	84%	83%	82%	80%	81%	84%	81%	79%	84%	81%	84%	82%	81%	83%	83%	82%	84%	82%	83%	80%	82%	85%	77%
they were far away									*		I		*				*		*				X		
Used a mobile device (mobile phone or tablet)	377	188	189	163	131	82	206	110	17	163	214	180	93	105	176	201	29	348	29	348	204	173	215	100	62
to take photos of gatherings	75%	74%	76%	80%	74%	70%	72%	81%	79%	75%	76%	72%	81%	77%	74%	77%	81%	75%	77%	75%	75%	76%	80%	73%	65%
				E			F		*				*				*		*			WX			
Used an online video chat platform (such as	214	103	111	103	63	48	116	66	12	86	128	78	65	71	97	117	15	199	16	197	115	99	135	53	26
Skype or Facetime)	43%	41%	45%	50%	35%	41%	41%	49%	56%	39%	45%	31%	57%	52%	41%	45%	41%	43%	44%	43%	42%	43%	51%	39%	27%
				DE					*				K*	K			*		*			WX		X	
Sigma	1000	491	509	436	340	224	554	291	46	421	579	459	253	288	467	533	72	927	77	923	545	455	568	269	163
	200%	195%	205%	213%	190%	192%	194%	213%	216%	193%	205%	184%	221%	211%	195%	204%	206%	199%	205%	200%	200%	199%	213%	197%	169%

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d)

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/d)

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

	Sweden Total	Sweden																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd	500	243	257	180	146	174	145	218	75	166	334	330	88	82	303	197	59	441	75	425	327	173	138	145	217
Base: All Respondents (wtd)	500	253	247	186	165	149	115	235	86	176	324	105	262	132	312	188	83	417	119	381	376	124	173	138	189
Used a mobile device to send a text greeting	444	236	209	155	151	139	104	212	79	152	292	93	222	129	288	156	83	362	119	326	347	98	154	131	160
on a holiday or other special occasion because	89%	93%	85%	84%	91%	93%	90%	90%	92%	86%	90%	89%	85%	98%	92%	83%	100%	87%	100%	85%	92%	79%	89%	95%	85%
they were far away		B		*	*	*	*		*	*			*	KL*	O	*		Q*	S*		U	*	*	X*	*
Used a mobile device (mobile phone or tablet)	322	165	157	122	120	80	59	157	68	117	206	62	166	93	212	110	61	262	96	226	255	67	128	89	105
to take photos of gatherings	64%	65%	64%	66%	72%	54%	51%	67%	79%	66%	64%	59%	63%	70%	68%	59%	73%	63%	81%	59%	68%	54%	74%	65%	55%
				*	E*	*	*	F	F*	*			*	*	*	*	*	S*		U	*	*	X*	*	*
Used an online video chat platform (such as	248	125	124	93	80	75	44	125	55	97	151	39	128	81	152	97	35	214	70	178	196	52	103	70	75
Skype or Facetime)	50%	49%	50%	50%	48%	50%	38%	53%	64%	55%	47%	37%	49%	61%	49%	51%	42%	51%	59%	47%	52%	42%	60%	51%	39%
				*	*	*	*		F*	*			*	K*	*	*	*	*	*	*	*	*	X*	*	*
Sigma	1015	525	490	371	351	294	207	494	202	366	649	195	516	304	652	363	178	837	285	730	798	217	385	290	340
	203%	207%	199%	200%	212%	197%	179%	210%	235%	207%	201%	185%	197%	229%	209%	193%	215%	201%	240%	192%	212%	175%	223%	211%	179%

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d

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/d

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 T	Non Employed U	Active V	Passive W	Inactive X		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S							
Base: All Respondents (unwtd)	502	290	212	312	160	30	22	130	350	239	263	114	84	304	294	208	66	436	170	332	350	152	300	149	53	
Base: All Respondents (wtd)	500	252	248	262	173	64	20	124	356	244	256	110	81	308	293	207	63	437	168	332	327	173	289	157	54	
Used a mobile device (mobile phone or tablet)	372	183	189	195	133	43	13	73	286	178	194	70	51	251	213	159	40	332	122	249	246	125	225	126	21	
to take photos of gatherings	74%	73%	76%	74%	77%	67%	64%	59%	80%	73%	76%	63%	63%	81%	73%	77%	63%	76%	73%	75%	75%	72%	78%	80%	39%	
						**	**		G			*	*	KL			*	P			X	X	*			
Used a mobile device to send a text greeting	363	168	195	182	133	48	12	81	271	180	183	75	48	239	211	152	45	318	124	239	232	132	205	124	35	
on a holiday or other special occasion because	73%	67%	79%	69%	77%	74%	59%	65%	76%	74%	71%	68%	60%	78%	72%	73%	71%	73%	74%	72%	71%	76%	71%	79%	64%	
they were far away						**	**		G			*	*	L			*					X	X	*		
Used an online video chat platform (such as	291	146	145	161	83	47	7	70	213	137	153	61	49	181	171	120	39	251	107	183	194	96	184	83	24	
Skype or Facetime)	58%	58%	58%	61%	48%	73%	37%	57%	60%	56%	60%	55%	60%	59%	58%	58%	62%	58%	64%	55%	59%	56%	64%	53%	44%	
						D	**	**				*	*				*					WX			*	
Sigma	1025	496	529	538	349	138	32	224	770	495	530	206	148	671	595	431	124	901	354	672	672	353	613	332	80	
	205%	197%	213%	205%	202%	214%	159%	181%	216%	203%	207%	186%	182%	218%	203%	208%	197%	206%	210%	203%	205%	204%	212%	212%	147%	

[Table of Contents](#)

Holiday Greetings
IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following
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/D/
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/D/
Minimum Base: 30 (**), Small Base: 100 (*)

	Great Britain	Great Britain																								
		Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
			Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed T	Non Employed U	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			V	W	X	
Base: All Respondents (unwtd)	1001	489	512	337	304	360	196	500	192	429	572	243	344	414	632	369	78	923	111	890	621	380	433	232	336	
Base: All Respondents (wtd)	500	246	254	185	157	158	97	247	98	206	294	119	173	208	310	190	38	462	54	446	310	190	220	117	163	
Used a mobile device to send a text greeting on a holiday or other special occasion because they were far away	375	176	199	139	119	117	61	190	81	158	217	80	134	161	227	148	28	347	41	335	240	135	172	91	113	
	75%	71%	78%	75%	76%	74%	63%	77%	83%	77%	74%	68%	77%	77%	73%	78%	74%	75%	75%	75%	77%	71%	78%	77%	69%	
Used a mobile device (mobile phone or tablet) to take photos of gatherings	351	165	186	138	116	97	65	169	79	143	208	75	121	155	222	129	26	325	43	308	228	123	168	86	97	
	70%	67%	73%	75%	74%	61%	67%	68%	81%	70%	71%	63%	70%	75%	71%	68%	67%	70%	79%	69%	73%	65%	76%	73%	59%	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	U	X	Y	Z		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	U	X	Y	Z		
Used an online video chat platform (such as Skype or Facetime)	256	115	141	110	73	73	40	121	62	103	153	50	86	120	147	109	16	240	27	229	155	101	127	65	64	
	51%	47%	56%	60%	46%	46%	42%	49%	64%	50%	52%	42%	50%	58%	47%	57%	43%	52%	51%	51%	50%	53%	58%	56%	39%	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	U	X	Y	Z		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	U	X	Y	Z		
Sigma	982	456	526	388	307	286	166	479	222	404	578	205	341	436	596	386	70	912	111	871	623	359	466	242	273	
	196%	185%	207%	210%	196%	181%	172%	194%	227%	196%	196%	173%	196%	210%	192%	203%	185%	197%	205%	195%	201%	189%	212%	206%	168%	

Holiday Greetings

IB1. Now thinking about your communication with loved ones, such as family or friends, have you ever done any of the following

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/d)

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/d)

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

	United States Total	the US																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd	1000	502	498	315	313	372	140	456	404	618	382	358	317	325	515	485	119	881	154	846	642	358	413	225	362
Base: All Respondents (wtd/	500	247	253	182	154	163	81	210	209	298	202	232	127	141	239	261	57	443	72	428	311	189	202	113	185
Used a mobile device to send a text greeting	345	157	188	137	108	100	50	146	150	201	144	153	97	95	162	183	40	305	51	295	217	128	153	81	112
on a holiday or other special occasion because	69%	63%	74%	75%	70%	61%	61%	70%	72%	68%	71%	66%	76%	68%	68%	70%	70%	69%	71%	69%	70%	68%	76%	72%	60%
they were far away			A	E	E				F				KM									X	X		
Used a mobile device (mobile phone or tablet)	344	156	188	131	103	110	51	140	153	207	137	154	89	100	166	177	39	305	50	294	222	122	154	82	108
to take photos of gatherings	69%	63%	74%	72%	67%	67%	63%	67%	73%	69%	68%	66%	70%	71%	70%	68%	68%	69%	70%	69%	71%	65%	76%	72%	58%
			A						F											U		X	X		
Used an online video chat platform (such as	178	79	99	81	52	46	22	74	82	108	70	64	53	61	83	95	20	158	31	147	115	63	91	43	45
Skype or Facetime)	36%	32%	39%	44%	33%	28%	27%	35%	39%	36%	35%	28%	41%	43%	35%	36%	35%	36%	43%	34%	37%	33%	45%	38%	24%
			A	DE					F				K	K				S					X	X	
Sigma	867	391	475	349	262	256	123	359	385	516	351	372	239	256	412	455	98	768	131	735	554	313	397	205	264
	173%	158%	188%	191%	170%	157%	151%	172%	184%	173%	174%	160%	188%	182%	172%	174%	172%	174%	184%	172%	178%	166%	197%	181%	143%

[Table of Contents](#)