

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter?
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/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
Very likely	5059	2277	2781	2443	1669	947	1549	1847	1441	2294	2765	1840	1732	1486	2559	2500	691	4368	1108	3951	3396	1663	2924	1230	673
	42%	38%	46%	46%	43%	34%	42%	42%	45%	41%	43%	42%	41%	43%	41%	44%	50%	41%	51%	40%	43%	40%	57%	37%	22%
			A	DE	E				FG					L		N	Q		S		U		WX	X	
Somewhat likely	2927	1517	1410	1395	906	627	848	1088	813	1341	1586	1018	1027	882	1563	1364	338	2589	541	2387	1945	982	1263	870	590
	24%	25%	23%	26%	23%	22%	23%	25%		24%	25%	23%	24%	26%	25%	24%	24%	24%	25%	24%	25%	23%	25%	26%	19%
		B		DE					F					K								X	X		
Somewhat unlikely	1435	757	678	619	470	346	437	506	379	642	793	507	498	431	771	664	127	1308	197	1238	919	516	467	483	422
	12%	13%	11%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	13%	12%	12%	9%	12%	9%	13%	12%	12%	9%	14%	14%
		B																P		R		V	V		
Very unlikely	2579	1427	1152	832	874	873	857	921	587	1258	1321	969	983	627	1390	1189	230	2349	319	2260	1557	1022	437	764	1377
	21%	24%	19%	16%	22%	31%	23%	21%	18%	23%	20%	22%	23%	18%	22%	21%	17%	22%	15%	23%	20%	24%	9%	23%	45%
		B			C	CD	GH	H		J		M	M					P		R		T		V	VW
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	7986	3794	4192	3838	2574	1574	2396	2935	2254	3635	4351	2857	2760	2369	4122	3864	1029	6957	1648	6338	5341	2645	4188	2100	1263
	67%	63%	70%	73%	66%	56%	65%	67%	70%	66%	67%	66%	65%	69%	66%	68%	74%	66%	76%	64%	68%	63%	82%	63%	41%
			A	DE	E				F					KL		N	Q		S		U		WX	X	
Low2Box (Somewhat unlikely/Very unlikely)	4014	2184	1830	1451	1344	1219	1294	1427	966	1900	2114	1476	1480	1058	2161	1853	356	3658	516	3498	2476	1538	904	1247	1799
	33%	37%	30%	27%	34%	44%	35%	33%	30%	34%	33%	34%	35%	31%	34%	32%	26%	34%	24%	36%	32%	37%	18%	37%	59%
		B			C	CD	GH	H				M	M		O			P		R		T		V	VW

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IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	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
Very likely	5059	313	139	155	330	164	232	98	113	152	226	302	358	188	42	337	230	203	141	334	127	249	185	255	186
	42%	63%	28%	31%	66%	33%	46%	20%	23%	30%	45%	60%	72%	38%	8%	67%	46%	41%	28%	67%	25%	50%	37%	51%	37%
		BCEFGHUMN PORTUVWX	GHN	GHN	BCEFGHIJMN NPQRTUVWV X	BGHNT	BCEGHIMNRT X	N	N	GHNT	BCEGHIMNRT TVX	BCEFGHUMN PORTUVWX	ABCEFGHIJ KMNPQRTU VWX	BCEGHINRT		BCEFGHIJMN NPQRTUVWV X	BCEGHIMNRT TVX	BCEGHINRT	GN	BCEFGHIJMN NPQRTUVWV X	GN	BCEGHIMNQ RTVX	BGHINRT	BCEGHIMNQ RTVX	BCGHINRT
Somewhat likely	2927	89	138	126	77	124	204	127	97	114	145	149	112	123	72	89	130	160	127	78	188	126	105	110	119
	24%	18%			15%		41%	25%	19%	23%	29%	30%	22%	25%	14%	18%		26%	32%	25%	16%	38%	25%	21%	22%
			ADHINOSW	ADHNOS		ADHNOS	ABCEFGHIJ LMNOPQRS I/VWX	ADHNOS	DN	DNS	ADHILNOSV WX	ADEGHILMN OSUVWX		ADHNOS			ADHNOS	ACDEGHILM NOSUVWX		ADHNOS		ABCEFGHIJ LMNOPRSUV WX			
Somewhat unlikely	1435	27	62	74	43	57	63	74	94	76	53	29	22	81	75	34	56	45	78	36	109	61	76	54	57
	12%	5%					13%	15%	19%	15%	11%	6%	4%				16%	15%	7%		22%	12%	15%	11%	11%
			ADKLOS	ADKLOQS	AKL	AKLOS	AKLOS	ADEIKLOQS WX	ABDEFGIJKL NOPQSUVWX	ADEIKLOQS WX				ABDEJKLOPQ SUWX	ADEIKLOQS WX		AKLOS	KL	ADKLOQS		ABCEFGIJKL MNOPQRSU VWX				
Very unlikely	2579	70	161	145	50	155	2	202	196	159	76	20	9	107	311	40	84	92	155	53	75	64	134	81	138
	21%	14%	32%	29%	10%	31%	*	40%	39%	32%	15%	4%	2%	21%	62%	8%	17%	18%	31%	11%	15%	13%	27%	16%	28%
		FKLO	ADFIJLMOP QSTUW	ADFIJLMOP QSTUW	FKL	ADFIJLMOP QSTUW		ABCEFIJUKL MOPQRSTUV WX	ABCEFIJUKL MOPQRSTUV WX	ADFIJLMOP QSTUWX	DFKLOS	FL		ADFIJLOSTU W	ABCEDEFGHIJ KLMOPQRST I/VWX	FKL	DFKLOS	DFKLOS	ADFIJLMOP QSTUW	FKL	DFKLOS	FKLO	ADFIKLOPQS TUV	DFKLOS	ADFIJLMOP QSTUW
Sigma	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	7986	403	277	280	407	288	436	224	210	265	371	451	469	311	113	426	360	363	268	412	316	375	290	365	305
	67%	81%	55%	56%	81%	58%	87%	45%	42%	53%	74%	90%	94%	62%	23%	85%	72%	73%	54%	82%	63%	75%	58%	73%	61%
		BCEGHUMNP QRTUVWX	GHN	GHN	BCEGHUMNP QRTUVWX	GHIN	BCRGHUMNP QRTUVWX	N	N	GHN	BCEGHIMNRT TVX	ABCEDEGHUM NOPQRSTUV WX	ABCEDEGHUM KMNPQQRST UVWX	BCEGHINR		BCEGHUMNP QRTUVWX	BCEGHIMNRT TVX	BCEGHIMNRT TVX	GHN	BCEGHUMNP QRTUVWX	BCEGHINR	BCEGHIMNRT TVX	GHN	BCEGHIMNRT TVX	BGHINR
Low2Box (Somewhat unlikely/Very unlikely)	4014	97	223	220	93	212	64	276	290	235	129	49	31	189	387	74	140	137	232	88	184	125	210	135	195
	33%	19%	45%	44%	19%	42%	13%	55%	58%	47%	26%	10%	6%		77%	15%	28%	27%	46%	18%	37%	25%	42%	27%	39%
		KL	ADFIJLMOP QSTUWX	ADFIJLMOP QSTUW	KL	ADFIJLMOP QSTUW	L	ABCEFIJUKL MOPQRSTUV WX	ABCEFIJUKL MOPQRSTUV WX	ADFIJLMOP POSTUWX	ADFKLOS	L		ADFIKLOPOS UW	ABCEDEFGHIJ KLMOPQRST I/VWX	KL	ADFKLOS	ADFKLOS	ADFIJLMOP QSTUWX	KL	ADFIKLOPOS UW	ADFKLOS	ADFIKLOPOS UW	ADFKLOS	ADFIKLOPOS UW

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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
Very likely	5059	350	980	1596	1403	1145	1067	730
	42%	35%	65%	35%	40%	29%	53%	49%
		E	ACDEFG	E	ACE		ACDEG	ACDE
Somewhat likely	2927	243	255	1092	1022	935	589	315
	24%	24%	17%	24%	29%	23%	29%	21%
		BG		BG	ABCEG	B	ABCEG	B
Somewhat unlikely	1435	114	104	644	405	559	180	168
	12%	11%	7%	14%	12%	14%	9%	11%
		BF		ABDFG	BF	ABDFG	B	B
Very unlikely	2579	294	160	1167	670	1361	164	288
	21%	29%	11%	26%	19%	34%	8%	19%
		BCDFG	F	BDFG	BF	ABCDG		BF
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Top2Box (Very likely/Somewhat likely)	7986	593	1236	2688	2425	2080	1656	1044
	67%	59%	82%	60%	69%	52%	83%	70%
		E	ACDEG	E	ACE		ACDEG	ACE
Low2Box (Somewhat unlikely/Very unlikely)	4014	407	264	1812	1075	1920	344	456
	33%	41%	18%	40%	31%	48%	17%	30%
		BDFG		BDFG	BF	ABCDG		BF

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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 (*)

	Argentina Total	Argentina																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	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
Very likely	313	129	184	150	92	72	142	131	40	75	238	203	73	37	134	180	45	268	61	253	181	133	180	76	57
	63%	53%	72%	60%	64%	66%	60%	66%	65%	54%	66%	62%	62%	67%	61%	64%	68%	62%	71%	61%	64%	61%	75%	54%	47%
		A				*			*		I						*		*			WX	*	*	
Somewhat likely	89	55	35	52	28	10	45	35	9	23	67	59	20	10	39	50	11	79	10	79	48	42	31	32	26
	18%	22%	14%	21%	19%	9%	19%	18%	15%	16%	19%	18%	17%	19%	18%	18%	16%	18%	12%	19%	17%	19%	13%	23%	21%
		B				*			*		B						*		*				V*	*	
Somewhat unlikely	27	18	9	21	4	2	19	5	3	7	20	20	6	1	15	13	5	22	9	19	16	11	14	5	8
	5%	7%	3%	8%	3%	2%	8%	3%	4%	5%	5%	6%	5%	3%	7%	4%	7%	5%	10%	5%	6%	5%	6%	4%	6%
						*			*		G						*		*				*	*	
Very unlikely	70	43	27	26	20	24	32	27	10	35	35	44	19	7	30	40	5	65	6	64	40	30	14	26	31
	14%	17%	11%	10%	14%	23%	14%	14%	16%	25%	10%	13%	16%	12%	14%	14%	8%	15%	7%	15%	14%	14%	6%	19%	25%
						C*			*		J						*		*				V*	V*	
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	403	184	219	202	120	81	187	166	50	98	305	263	93	47	173	230	56	347	71	332	228	174	211	108	83
	81%	75%	86%	81%	83%	75%	78%	83%	80%	70%	85%	80%	79%	85%	79%	81%	85%	80%	83%	80%	80%	81%	88%	78%	69%
			A			*			*		I						*		*			WX	*	*	
Low2Box (Somewhat unlikely/Very unlikely)	97	61	36	46	24	27	51	33	13	42	55	64	25	8	45	52	10	87	15	82	56	42	28	31	38
	19%	25%	14%	19%	17%	25%	22%	17%	20%	30%	15%	20%	21%	15%	21%	19%	15%	20%	17%	20%	20%	19%	12%	22%	31%
			B			*			*		J						*		*				V*	V*	

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Holiday Greetings
182. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	Belgium																													
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language		Social Media			
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	North	Center	South	French	Flemish	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	
Base: All Respondents (unwtd)	500	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)	251	249	184	163	153	157	152	159	96	178	322	172	186	142	298	202	36	464	41	459	287	213	-	-	-	240	260	120	155	225	
Very likely	155	66	88	53	63	38	51	56	20	52	103	66	59	29	84	71	9	146	12	143	78	76	-	-	-	61	94	51	52	51	
	31%	26%	36%	29%	39%	25%	33%	37%	21%	29%	32%	39%	32%	20%	28%	35%	25%	31%	28%	31%	27%	36%	-	-	-	25%	36%	43%	34%	23%	
Somewhat likely	126	71	A	E	F	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e	f	
	25%	28%	22%	36%	18%	20%	29%	19%	27%	17%	30%	25%	22%	29%	24%	27%	28%	25%	29%	25%	23%	28%	-	-	-	32%	19%	27%	26%	24%	
Somewhat unlikely	74	39	35	28	24	22	23	23	15	25	49	20	25	29	47	27	5	69	7	67	49	25	-	-	-	40	34	22	21	32	
	15%	15%	14%	15%	14%	15%	15%	15%	16%	14%	15%	12%	13%	21%	16%	14%	13%	15%	18%	15%	17%	12%	-	-	-	17%	13%	18%	13%	14%	
Very unlikely	145	76	70	37	46	62	36	45	33	71	75	42	60	43	97	49	12	134	10	135	94	52	-	-	-	63	83	14	42	89	
	29%	30%	28%	20%	29%	41%	23%	29%	35%	40%	23%	24%	33%	30%	32%	24%	33%	29%	25%	30%	33%	24%	-	-	-	26%	32%	12%	27%	40%	
Sigma	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	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	100%	100%	100%	100%	100%
Summary																															
Top2Box (Very likely/Somewhat likely)	280	137	143	119	93	69	97	85	46	82	198	110	100	70	155	126	19	261	24	257	144	136	-	-	-	137	143	84	92	104	
	56%	55%	58%	65%	57%	45%	62%	56%	49%	46%	62%	64%	54%	49%	52%	62%	53%	56%	57%	56%	50%	64%	-	-	-	57%	55%	70%	60%	46%	
Low2Box (Somewhat unlikely/Very unlikely)	220	114	105	65	70	84	60	67	49	96	124	62	85	72	143	76	17	203	18	202	143	77	-	-	-	103	117	36	63	121	
	44%	45%	42%	35%	43%	55%	38%	44%	51%	54%	38%	36%	46%	51%	48%	38%	47%	44%	43%	44%	50%	36%	-	-	-	43%	45%	30%	40%	54%	
					CD			*		J				K	O		**		*		U								ab		

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IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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 (*)

	Brazil Total	Brazil																							
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	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	81	225	275	72	428	102	398	351	149	329	116	56
Very likely	330	150	179	175	110	44	85	233	12	126	204	91	185	54	152	177	48	282	70	260	238	92	231	70	29
	66%	65%	67%	62%	72%	72%	59%	69%	66%	68%	65%	58%	70%	67%	68%	64%	67%	66%	69%	65%	68%	62%	70%	61%	52%
Somewhat likely					C	C		F	*				K									WX		*	
	77	42	34	52	17	8	21	52	4	26	51	27	36	14	32	45	13	63	15	62	51	26	52	17	8
	15%	18%	13%	18%	11%	13%	15%	15%	21%	14%	16%	17%	14%	17%	14%	16%	19%	15%	15%	15%	15%	17%	16%	14%	14%
Somewhat unlikely					D			+																	+
	43	17	27	29	11	4	20	23	1	17	27	17	21	5	18	26	5	38	9	35	32	12	21	15	7
	9%	7%	10%	10%	7%	6%	14%	7%	6%	9%	8%	11%	8%	7%	8%	9%	7%	9%	9%	9%	9%	8%	6%	13%	13%
Very unlikely					G				*														V		V*
	50	23	27	29	16	5	17	32	1	18	32	22	21	8	23	27	6	45	8	42	30	20	25	14	12
	10%	10%	10%	10%	10%	9%	12%	9%	6%	10%	10%	14%	8%	10%	10%	10%	8%	10%	8%	11%	9%	13%	8%	12%	21%
Sigma								+																	V*
	500	232	268	285	153	61	143	340	17	186	314	157	262	81	225	275	72	428	102	398	351	149	329	116	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	407	193	214	228	127	52	106	285	15	152	255	118	221	68	184	222	62	345	85	322	289	117	283	87	37
	81%	83%	80%	80%	83%	85%	74%	84%	88%	81%	81%	75%	84%	84%	82%	81%	86%	81%	84%	81%	82%	79%	86%	75%	66%
Low2Box (Somewhat unlikely/Very unlikely)								F	*				K	K								WX		*	
	93	39	54	58	27	9	37	54	2	35	59	39	42	13	41	53	10	83	17	77	62	31	46	29	19
	19%	17%	20%	20%	17%	15%	26%	16%	12%	19%	19%	25%	16%	16%	18%	19%	14%	19%	16%	19%	18%	21%	14%	25%	34%
							G		*			LM											V		V*

Holiday Greetings
 H2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter?
 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/t
 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/t
 Minimum Base: 30 (**), Small Base: 100 (*)

	Canada Total		Canada																															
	Gender		Age				Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Prairies			Atlantic			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	Urban	Rural	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec	Active	Passive	Inactive	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b	c	d	e			
Base: All Respondents (unweighted)	1000	473	527	264	348	388	189	380	431	496	504	334	473	193	493	507	115	885	127	873	666	334	71	65	101	103	-	395	265	310	272	418		
Base: All Respondents (weighted)	2000	247	253	177	172	151	104	191	205	224	276	186	223	91	243	257	56	444	62	438	328	172	35	32	50	54	-	199	130	165	138	197		
Very likely	164	67	97	62	61	41	37	63	64	69	95	86	82	26	72	92	14	150	19	145	102	62	11	9	16	18	-	67	42	87	45	31		
	33%	27%	39%	35%	36%	27%	33%	33%	31%	31%	31%	34%	30%	36%	30%	36%	25%	34%	31%	33%	31%	31%	30%	28%	31%	33%	-	34%	30%	33%	de	e		
Somewhat likely	124	58	66	53	41	30	27	52	45	30%	22%	27%	27%	22%	23%	26	68	19	105	20	104	81	43	8	9	14	15	-	25%	29	42	44	37	
	25%	24%	26%	20%	24%	20%	26%	27%	22%	20%	22%	22%	22%	20%	23%	53%	26%	34%	24%	24%	23%	25%	24%	23%	23%	23%	-	25%	23%	26%	22%	39%		
Somewhat unlikely	57	32	25	22	15	10	20	27	26	31	17	28	12	32	25	7	50	7	50	39	18	33	6	4	7	7	-	22	15	16	20	21		
	11%	13%	10%	12%	13%	10%	12%	13%	10%	12%	13%	10%	12%	13%	11%	11%	13%	11%	13%	10%	12%	11%	11%	11%	11%	11%	-	60	44	19	29	107		
Very unlikely	155	91	65	41	54	60	30	56	69	80	76	62	64	29	83	73	16	139	16	139	106	49	14	8	16	16	-	62	44	19	29	107		
	31%	37%	26%	23%	32%	40%	29%	29%	34%	36%	27%	33%	29%	32%	34%	28%	29%	31%	26%	32%	32%	29%	40%	24%	32%	25%	-	30%	34%	12%	21%	54%		
Sigma	200	247	253	177	172	151	104	191	205	224	276	186	223	91	243	257	56	444	62	438	328	172	35	32	50	54	-	199	130	165	138	197		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	
Summary	288	125	163	115	102	71	64	115	109	118	170	107	132	49	128	160	34	254	38	250	183	105	18	19	30	33	-	116	72	129	90	69		
Top2Box (Very likely/Somewhat likely)	58%	50%	65%	60%	59%	47%	62%	60%	53%	E	53%	61%	58%	59%	54%	53%	62%	60%	57%	62%	57%	56%	61%	51%	57%	60%	62%	-	59%	55%	de	e		
		A	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	E	-	59%	55%	de	e		
Low2Box (Somewhat unlikely/Very unlikely)	212	122	90	63	70	80	40	76	96	106	106	79	92	41	114	98	23	189	23	189	145	67	17	14	20	21	-	82	58	35	49	128		
	42%	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	-	41%	45%	C	C			

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Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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/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 (*)

	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	-	-	-
Very likely	232	120	112	108	82	42	37	82	112	154	78	123	83	26	144	88	33	199	72	160	191	41	-	-	-
	46%	48%	45%	54%	48%	33%	49%	44%	48%	44%	51%	42%	53%	52%	48%	44%	63%	44%	57%	43%	48%	40%	-	-	-
		*		E*	*	*	**	*	*		*	*				*	**		*		*				
Somewhat likely	204	95	109	71	65	68	26	80	98	155	49	127	57	21	124	80	18	185	52	151	162	42	-	-	-
	41%	38%	43%	35%	38%	53%	34%	43%	42%	45%	32%	43%	37%	41%	42%	40%	35%	41%	42%	41%	41%	41%	-	-	-
		*		*	*	*	**	*	*		*	*				*	**		*		*				
Somewhat unlikely	63	33	29	20	23	19	13	25	24	39	24	45	14	3	30	33	1	62	2	61	43	19	-	-	-
	13%	13%	12%	10%	14%	15%	17%	13%	10%	11%	16%	15%	9%	7%	10%	16%	2%	14%	1%	16%	11%	19%	-	-	-
		*		*	*	*	**	*	*		*	*				*	**		*		R	*			
Very unlikely	2	1	1	2	*	-	-	*	1	-	2	-	2	*	*	2	-	2	-	2	1	*	-	-	-
	*	*	*	1%	*	-	-	*	1%	-	1%	-	1%	*	*	1%	-	*	-	*	*	*	-	-	-
		*		*	*	*	**	*	*		*	*				*	**		*		*				
Sigma	500	249	251	200	170	130	76	187	236	347	153	295	155	50	298	202	52	448	126	374	398	102	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-
Summary																									
Top2Box (Very likely/Somewhat likely)	436	215	221	179	146	111	63	162	211	309	127	250	139	47	268	168	52	384	124	311	353	83	-	-	-
	87%	86%	88%	89%	86%	85%	83%	86%	89%	89%	83%	85%	90%	93%	90%	83%	98%	86%	99%	83%	89%	81%	-	-	-
		*		*	*	*	**	*	*		*	*				*	**		S*		*				
Low2Box (Somewhat unlikely/Very unlikely)	64	34	30	22	24	19	13	26	26	39	26	45	16	3	30	34	1	63	2	63	45	20	-	-	-
	13%	14%	12%	11%	14%	15%	17%	14%	11%	11%	17%	15%	10%	7%	10%	17%	2%	14%	1%	17%	11%	19%	-	-	-
		*		*	*	*		*	*		*	*				*	**		*		R	*			

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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) Base: All Respondents (wtd) Very likely	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
	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
	98	46	51	59	25	14	19	48	18	22	76	36	37	24	49	49	1	96	5	92	55	43	39	26	33
	20%	19%	20%	31%	16%	9%	19%	22%	15%	12%	23%	22%	18%	19%	16%	24%	13%	20%	16%	20%	18%	22%	36%	17%	14%
Somewhat likely				DE	E			H			I					N	**		*				WX		
	127	56	71	56	43	28	30	60	23	38	89	40	56	31	76	50	3	123	10	117	82	45	35	40	51
	25%	22%	28%	29%	28%	18%	31%	27%	19%	21%	27%	24%	27%	25%	25%	25%	31%	25%	29%	25%	27%	22%	32%	26%	22%
				E	E			H			I					**		*					X		
Somewhat unlikely	74	43	31	22	21	30	17	33	19	29	45	26	35	13	49	25	-	74	3	71	43	31	15	26	34
	15%	18%	12%	12%	14%	19%	17%	15%	15%	17%	14%	15%	17%	11%	16%	12%	-	15%	9%	15%	14%	15%	13%	16%	14%
				B	C								M			**		*							
	202	102	100	54	64	84	34	80	61	87	114	66	80	56	125	77	6	195	15	186	121	81	21	65	115
Sigma	40%	41%	40%	28%	42%	54%	34%	36%	51%	50%	35%	39%	39%	45%	42%	38%	56%	40%	46%	40%	40%	41%	19%	42%	49%
				C	CD			FG			J					**		*					V	VW	
	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	224	102	122	114	68	42	49	107	41	60	165	76	93	55	125	99	5	220	15	210	137	88	74	66	84
	45%	41%	48%	60%	44%	27%	50%	49%	34%	34%	51%	45%	45%	44%	42%	49%	44%	45%	44%	45%	45%	44%	68%	42%	36%
Low2Box (Somewhat unlikely/Very unlikely)				A	DE	E		H			I					N	**		*				WX		
	276	145	131	76	85	114	50	114	80	116	159	92	115	69	174	101	6	269	19	257	164	112	35	91	149
	55%	59%	52%	40%	56%	73%	50%	51%	66%	66%	49%	55%	55%	56%	58%	51%	56%	55%	56%	55%	55%	56%	32%	58%	64%
			B		C	CD			FG		J				O		**		*				V	V	

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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/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	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	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
Very likely	113	50	63	46	38	29	41	26	30	33	80	31	64	18	73	40	8	105	19	94	71	42	43	43	27
	23%	20%	25%	27%	22%	19%	26%	22%	24%	20%	24%	27%	23%	17%	21%	25%	21%	23%	23%	23%	22%	25%	31%	27%	13%
		A	E										M					*					X	X	
Somewhat likely	97	55	42	49	29	20	31	21	26	24	73	17	60	19	69	28	8	89	17	80	68	29	40	31	25
	19%	22%	17%	28%	16%	13%	19%	18%	20%	15%	22%	15%	21%	19%	20%	18%	19%	19%	20%	19%	21%	17%	29%	20%	12%
		B	DE									I						*					WX	X	
Somewhat unlikely	94	47	48	34	34	26	27	23	25	33	61	18	58	19	63	31	8	86	16	78	63	31	26	32	36
	19%	19%	19%	20%	20%	17%	17%	19%	19%	20%	18%	16%	20%	19%	18%	20%	20%	19%	20%	19%	19%	18%	19%	20%	18%
																	*								
Very unlikely	196	100	95	44	74	78	61	47	47	77	119	47	103	46	136	60	16	179	31	165	125	71	29	51	116
	39%	40%	39%	25%	42%	51%	38%	40%	37%	46%	36%	41%	36%	45%	40%	38%	40%	39%	38%	39%	38%	41%	21%	32%	57%
				C	CD						J				L			*					V	VW	
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	210	105	105	95	67	48	72	47	56	57	152	48	125	37	142	68	16	194	35	175	139	71	83	74	53
	42%	42%	42%	55%	38%	32%	45%	41%	44%	34%	46%	43%	44%	36%	42%	43%	40%	42%	43%	42%	42%	41%	60%	47%	26%
Low2Box (Somewhat unlikely/Very unlikely)	290	147	143	77	108	105	88	70	72	110	180	65	161	65	199	91	24	266	47	243	189	101	56	83	152
	58%	58%	58%	45%	62%	68%	55%	59%	56%	66%	54%	57%	56%	64%	58%	57%	60%	58%	57%	58%	58%	59%	40%	53%	74%
				C	C						J						*						V	VW	

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Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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/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																							
	Hungary Total	Gender		Age			Household Income			Marital Status		Hungary 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
Very likely	226	95	132	108	49	69	98	98	4	80	146	69	127	31	104	122	10	216	9	217	119	107	124	72	30
	45%	39%	51%	54%	36%	43%	48%	46%	47%	42%	47%	53%	43%	40%	41%	50%	37%	46%	32%	46%	43%	48%	64%	33%	34%
			A	D						**			LM		*		N	**		**			WX		*
Somewhat likely	145	65	80	59	39	47	64	56	2	56	89	44	83	19	70	75	9	136	10	135	74	71	47	79	19
	29%	27%	31%	29%	29%	29%	31%	26%	21%	29%	29%	34%	28%	24%	27%	31%	32%	29%	36%	29%	27%	32%	24%	37%	21%
										**			*		*		*	**		**			VX		*
Somewhat unlikely	53	32	21	17	18	18	20	25	1	20	33	8	33	11	29	24	1	52	1	52	33	19	13	25	15
	11%	13%	8%	8%	13%	11%	10%	12%	14%	10%	11%	6%	11%	15%	11%	10%	2%	11%	2%	11%	12%	9%	6%	12%	16%
										**					K*		**		**						V*
Very unlikely	76	52	24	18	31	27	23	33	2	35	41	9	51	16	53	23	8	68	8	68	51	25	11	40	25
	15%	22%	9%	9%	22%	17%	11%	16%	18%	18%	13%	7%	17%	21%	21%	9%	29%	14%	30%	14%	18%	11%	6%	18%	28%
			B		C	C				**					K	K*	O	**		**				V	V*
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	371	160	211	167	89	116	162	154	6	137	235	112	210	49	174	198	19	352	19	352	193	179	171	151	49
	74%	66%	83%	83%	65%	72%	79%	73%	68%	71%	76%	87%	71%	64%	68%	81%	69%	75%	68%	75%	70%	80%	88%	70%	55%
Low2Box (Somewhat unlikely/Very unlikely)	129	84	45	35	49	45	43	58	3	55	74	17	84	27	82	47	9	120	9	119	84	45	24	65	40
	26%	34%	17%	17%	35%	28%	21%	27%	32%	29%	24%	13%	29%	36%	32%	19%	31%	25%	32%	25%	30%	20%	12%	30%	45%
			B		C	C				**				K	K*	O		**		**		U			V

Holiday Greetings
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Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I,J,K/L/M,N/O,P/Q,R/S,T/U,V/W/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	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	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
Very likely	302	152	150	163	99	40	45	45	212	190	112	-	35	267	155	147	71	231	151	151	236	66	242	47	13
	60%	59%	62%	59%	64%	58%	54%	54%	63%	63%	57%	-	60%	61%	61%	59%	63%	60%	64%	57%	62%	55%	66%	51%	31%
Somewhat likely							FG					**						S				WX	X	*	
	149	77	72	84	46	18	27	28	94	89	60	1	16	131	77	72	30	119	65	84	113	35	104	30	15
	30%	30%	30%	30%	30%	27%	32%	34%	28%	30%	30%	61%	28%	30%	31%	29%	27%	31%	28%	32%	30%	29%	28%	33%	36%
Somewhat unlikely	29	20	9	17	7	5	6	7	16	15	14	-	5	24	11	18	7	22	12	17	17	12	15	8	7
	6%	8%	4%	6%	4%	8%	8%	8%	5%	5%	7%	-	9%	5%	4%	7%	6%	6%	5%	6%	4%	10%	4%	8%	16%
Very unlikely		B										**									T		V	V*	
	20	10	11	12	4	5	5	3	13	8	12	1	2	17	9	11	5	15	8	12	14	7	6	7	7
	4%	4%	4%	4%	2%	7%	6%	3%	4%	3%	6%	39%	4%	4%	4%	4%	4%	4%	3%	5%	4%	6%	2%	8%	18%
Sigma					D					I		**											V	VW*	
	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	451	229	222	247	145	58	72	73	305	279	172	1	52	398	231	219	101	350	216	235	349	102	346	76	28
	90%	89%	92%	90%	93%	85%	87%	89%	91%	92%	87%	61%	87%	91%	92%	88%	89%	90%	91%	89%	92%	84%	94%	84%	66%
Low2Box (Somewhat unlikely/Very unlikely)					E					J		**									U		WX	X	*
	49	29	20	29	10	10	11	9	29	23	26	1	8	41	21	29	12	38	20	29	30	19	20	15	14
	10%	11%	8%	10%	7%	15%	13%	11%	9%	8%	13%	39%	13%	9%	8%	12%	11%	10%	9%	11%	8%	16%	6%	16%	34%
					D					I		**									T		V	VW*	

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Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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		Indonesia																					
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media		
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	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
Very likely	358	183	175	194	117	47	43	165	150	211	147	118	22	218	191	167	55	303	109	248	307	51	251	98	9
	72%	73%	70%	69%	74%	78%	68%	67%	78%	76%	67%	67%	61%	76%	75%	68%	78%	71%	85%	67%	73%	62%	73%	70%	60%
						*	*		G	J			*				*		S		*				**
Somewhat likely	112	54	57	67	33	11	14	66	32	57	55	48	9	54	56	55	12	100	18	93	91	20	77	32	2
	22%	22%	23%	24%	21%	19%	23%	27%	16%	20%	25%	27%	25%	19%	22%	23%	17%	23%	14%	25%	22%	25%	22%	23%	15%
						*	*		H	M			*				*		R		*				**
Somewhat unlikely	22	10	12	16	6	-	3	12	7	6	15	7	3	11	6	16	3	19	1	21	15	7	12	8	1
	4%	4%	5%	6%	4%	-	5%	5%	4%	2%	7%	4%	10%	4%	2%	6%	4%	4%	1%	6%	4%	8%	4%	6%	10%
						*	*		I				*				*		R		*				**
Very unlikely	9	3	6	5	2	2	3	3	3	5	4	2	1	5	2	6	1	7	1	8	5	4	4	3	2
	2%	1%	2%	2%	1%	3%	4%	1%	2%	2%	2%	1%	4%	2%	1%	3%	2%	2%	1%	2%	1%	4%	1%	2%	15%
						*	*						*				*				*				**
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	469	237	233	261	150	59	57	231	182	267	202	167	31	272	247	222	67	402	128	342	398	71	328	130	11
	94%	95%	93%	93%	95%	97%	91%	94%	95%	96%	91%	95%	87%	94%	97%	91%	94%	94%	99%	92%	95%	87%	95%	92%	75%
						*	*			J			*		O		*		S		U	*			**
Low2Box (Somewhat unlikely/Very unlikely)	31	13	18	21	8	2	6	14	10	11	20	9	5	16	9	22	4	27	2	29	20	11	16	11	4
	6%	5%	7%	7%	5%	3%	9%	6%	5%	4%	9%	5%	13%	6%	3%	9%	6%	6%	1%	8%	5%	13%	5%	8%	25%
						*	*			I			*		N		*		R		T*				**

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	1000	459	541	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
Very likely	188	89	99	83	67	38	55	72	35	90	98	97	71	21	94	95	20	168	27	161	112	77	137	26	25
	38%	36%	40%	46%	35%	29%	43%	38%	35%	37%	38%	40%	36%	36%	36%	40%	39% *	38%	37%	38%	36%	40%	50%	23%	23%
Somewhat likely	123	66	57	40	46	37	26	46	27	55	68	54	56	13	70	53	16	107	22	101	80	43	70	31	22
	25%	26%	23%	22%	24%	29%	21%	24%	27%	23%	26%	22%	28%	22%	27%	22%	31% *	24%	30%	24%	26%	22%	25%	28%	19%
Somewhat unlikely	81	43	38	24	32	25	19	36	15	41	41	36	34	11	43	38	7	74	10	71	46	36	42	22	17
	16%	17%	15%	13%	17%	20%	15%	19%	15%	17%	16%	15%	17%	18%	17%	16%	13% *	17%	14%	17%	15%	18%	15%	20%	15%
Very unlikely	107	51	56	33	45	29	26	37	24	55	53	56	37	14	55	52	9	98	15	93	69	39	25	34	48
	21%	20%	22%	18%	24%	22%	20%	19%	24%	23%	20%	23%	19%	24%	21%	22%	18% *	22%	20%	22%	22%	20%	9%	30%	43%
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	311	156	156	123	113	75	81	118	62	145	166	151	127	33	163	148	37	275	49	262	192	120	207	57	47
	62%	62%	62%	68%	59%	58%	64%	62%	62%	60%	64%	62%	64%	57%	62%	62%	69% *	61%	66%	62%	63%	62%	75%	50%	42%
Low2Box (Somewhat unlikely/Very unlikely)	189	94	94	58	77	54	45	73	38	96	93	92	72	25	98	91	16	172	25	164	114	74	68	56	65
	38%	38%	38%	32%	41% C	42% C	36%	38%	38%	40%	36%	38%	36%	43%	38%	38%	31% *	39%	34%	38%	37%	38%	25%	50% V	58% V

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	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
Very likely	42	17	25	29	7	5	26	14	1	12	30	26	6	10	17	25	4	37	7	35	24	18	12	14	16
	8%	7%	10%	16%	5%	3%	8%	10%	6%	4%	13%	9%	7%	8%	7%	9%	18%	8%	17%	8%	7%	10%	31%	12%	5%
				DE					*		I						Q*		S*			WX*	X		
Somewhat likely	72	34	37	39	19	14	47	21	3	32	40	41	12	19	36	36	5	67	6	66	48	23	13	20	39
	14%	14%	15%	21%	12%	9%	14%	14%	12%	12%	17%	14%	13%	17%	15%	13%	19%	14%	14%	14%	15%	14%	33%	17%	11%
				DE					+		I						+					WX*	6		
Somewhat unlikely	75	37	38	32	26	17	45	25	5	42	33	41	13	21	35	40	2	74	3	72	55	20	19	50	
	15%	15%	15%	17%	17%	11%	14%	17%	20%	15%	15%	14%	14%	19%	15%	15%	6%	15%	9%	16%	17%	12%	15%	16%	15%
				E					*								+		*			+			
Very unlikely	311	163	149	85	103	123	207	88	16	185	127	187	60	65	144	168	14	297	24	288	202	109	8	68	235
	62%	65%	60%	46%	67%	77%	64%	59%	62%	68%	55%	63%	66%	56%	62%	62%	57%	63%	60%	62%	61%	64%	21%	56%	69%
				C		CD			*		J						+		*			*	V	VW	
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	113	51	62	68	26	19	73	36	5	44	70	67	18	29	52	61	9	104	12	101	72	41	24	34	55
	23%	20%	25%	37%	17%	12%	22%	24%	18%	16%	30%	23%	20%	25%	23%	23%	37%	22%	31%	22%	22%	24%	64%	28%	16%
				DE					*		I						Q*		*			WX*	X		
Low2Box (Somewhat unlikely/Very unlikely)	387	200	187	117	129	140	253	112	22	227	160	228	72	86	179	207	16	371	27	360	257	130	14	87	286
	77%	80%	75%	63%	83%	88%	78%	76%	82%	84%	70%	77%	80%	75%	77%	77%	63%	78%	69%	78%	78%	76%	36%	72%	84%
				C		C			*		J						+	P	+			+	V	VW	

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	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)	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	
	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	
	337	155	182	174	123	41	270	65	3	132	205	207	75	56	166	171	92	245	98	239	224	113	218	80	39	
	67%	65%	70%	64%	74%	63%	68%	66%	47%	72%	65%	64%	73%	73%	70%	65%	73%	66%	72%	66%	70%	62%	73%	64%	50%	*
Somewhat likely					*	**	*	*	**								*	*	*	*		X	*	*	*	
	89	42	47	62	17	10	68	19	2	27	62	56	18	15	42	47	19	70	20	69	50	39	46	31	12	
	18%	18%	18%	23%	10%	15%	17%	19%	36%	15%	20%	18%	17%	20%	18%	18%	15%	19%	15%	19%	16%	22%	15%	25%	15%	
				D																						
Somewhat unlikely	34	16	18	18	11	4	30	3	-	8	25	29	3	2	13	21	9	24	9	24	20	14	19	5	10	
	7%	7%	7%	7%	7%	7%	8%	3%	*	5%	8%	9%	3%	3%	5%	8%	7%	7%	7%	7%	6%	7%	6%	4%	13%	
					*	*	*	*	**			LM					*	*	*	*			*	*	*	
Very unlikely	40	26	15	16	14	10	29	11	1	16	24	29	8	3	17	23	6	34	10	31	25	15	15	8	17	
	8%	11%	6%	6%	8%	16%	7%	11%	9%	9%	8%	9%	7%	4%	7%	9%	5%	9%	7%	8%	8%	8%	5%	7%	22%	
						C*	*	*	**								*	*	*	*					VW*	
Sigma	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	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Very likely/Somewhat likely)	426	197	229	236	140	51	337	84	5	159	267	263	93	71	208	218	111	315	118	308	274	152	264	111	50	
	85%	83%	87%	87%	85%	78%	85%	86%	83%	87%	84%	82%	90%	93%	87%	83%	88%	84%	86%	85%	86%	84%	89%	89%	65%	
Low2Box (Somewhat unlikely/Very unlikely)	74	41	33	34	25	15	59	14	1	25	49	58	10	5	30	44	15	58	19	55	45	28	34	13	27	
	15%	17%	13%	13%	15%	22%	15%	14%	17%	13%	16%	18%	10%	7%	13%	17%	12%	16%	14%	15%	14%	16%	11%	11%	35%	
					*	*	*	*	**			M					*	*	*	*			*	VW*		

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	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	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
Very likely	230	93	137	107	64	59	166	35	-	114	116	61	145	25	90	141	18	212	23	207	105	125	134	76	20
	46%	37%	54%	50%	43%	44%	50%	33%	-	44%	48%	58%	44%	36%	40%	50%	38%	47%	38%	47%	42%	50%	57%	42%	23%
		A				G		**			M*					N	*		*			WX	X	*	
Somewhat likely	130	77	53	58	41	30	79	37	1	64	65	18	87	24	66	64	16	114	17	113	74	55	64	46	20
	26%	31%	21%	27%	27%	23%	24%	35%	100%	25%	27%	17%	27%	35%	30%	23%	32%	25%	28%	26%	30%	22%	27%	25%	23%
		B				F		**			K					*		*							*
Somewhat unlikely	56	23	33	27	17	11	30	13	-	30	26	14	35	7	25	31	8	48	10	46	25	30	20	23	13
	11%	9%	13%	13%	11%	8%	9%	12%	-	12%	11%	13%	11%	10%	11%	11%	16%	11%	16%	11%	10%	12%	8%	13%	16%
								**				*					*		*						*
Very unlikely	84	55	29	22	28	33	54	21	-	50	35	11	60	13	41	43	7	77	11	73	44	40	17	36	31
	17%	22%	11%	10%	19%	25%	16%	20%	-	19%	14%	11%	18%	19%	18%	15%	14%	17%	18%	17%	18%	16%	7%	20%	37%
		B			C	C		**				*					*		*				V	VW*	
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	360	169	191	165	105	90	245	72	1	178	182	79	232	49	156	204	34	326	40	320	179	181	198	122	39
	72%	68%	76%	77%	70%	67%	75%	68%	100%	69%	75%	76%	71%	70%	70%	73%	70%	72%	66%	73%	72%	72%	84%	68%	47%
									**			*					*		*			WX	X	*	
Low2Box (Somewhat unlikely/Very unlikely)	140	79	61	50	46	45	84	34	-	79	61	25	94	21	66	74	15	125	21	119	70	70	37	59	44
	28%	32%	24%	23%	30%	33%	25%	32%	-	31%	25%	24%	29%	30%	30%	27%	30%	28%	34%	27%	28%	28%	16%	32%	53%
									**			*					*		*				V	VW*	

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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
Very likely	203	87	116	91	72	41	14	87	95	100	103	55	111	37	86	118	15	188	26	177	141	63	73	75	56
	41%	36%	45%	43%	39%	38%	35%	40%	43%	43%	39%	38%	42%	42%	37%	43%	42%	41%	47%	40%	43%	36%	49%	35%	41%
						*						*				*		*			W				
Somewhat likely	160	76	84	70	58	33	18	67	63	70	90	46	92	22	79	81	11	149	20	140	108	52	44	76	40
	32%	32%	32%	33%	32%	31%	46%	31%	29%	30%	34%	31%	34%	25%	34%	30%	30%	32%	37%	31%	33%	30%	29%	36%	29%
						1																			
Somewhat unlikely	45	26	19	14	22	9	1	14	27	25	20	17	18	10	27	18	6	39	5	40	32	13	13	22	11
	9%	11%	7%	7%	12%	9%	2%	6%	12%	11%	7%	12%	7%	11%	12%	7%	17%	8%	9%	9%	10%	7%	8%	10%	8%
							*		G			*					*		*						
Very unlikely	92	52	40	37	32	23	6	48	34	39	53	28	45	19	38	54	4	88	4	88	47	44	20	42	30
	18%	21%	16%	17%	17%	22%	17%	22%	15%	17%	20%	19%	17%	21%	17%	20%	11%	19%	7%	20%	14%	26%	13%	19%	22%
							*					*				*		*	R		T				
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	363	163	200	160	129	73	31	155	159	170	194	101	203	60	165	198	26	337	46	317	249	114	116	151	96
	73%	68%	77%	76%	71%	69%	81%	71%	72%	73%	73%	69%	76%	67%	72%	73%	72%	73%	84%	71%	76%	67%	78%	70%	70%
			A				*					*				*		S*		U					
Low2Box (Somewhat unlikely/Very unlikely)	137	78	59	51	54	33	7	62	61	64	73	45	63	29	65	72	10	127	9	128	80	57	33	63	41
	27%	32%	23%	24%	29%	31%	19%	29%	28%	27%	27%	31%	24%	33%	28%	27%	28%	27%	16%	29%	24%	33%	22%	30%	30%
		B					*					*				*		*	R		T				

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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		Saudi Arabia			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
Very likely	141	69	71	83	50	8	78	36	11	82	59	73	40	27	67	74	22	118	27	114	89	52	82	37	21
	28%	25%	33%	28%	32%	17%	27%	29%	33%	27%	30%	25%	28%	42%	30%	27%	38%	27%	32%	27%	34%	22%	36%	22%	21%
Somewhat likely	127	73	54	77	28	22	68	41	5	90	37	78	37	11	60	67	15	112	21	106	64	63	62	48	17
	25%	26%	25%	26%	18%	47%	23%	33%	15%	29%	19%	27%	26%	18%	27%	24%	25%	25%	25%	24%	26%	27%	29%	16%	*
Somewhat unlikely	78	51	27	45	25	7	39	23	8	44	34	50	17	10	35	43	8	70	13	65	44	34	36	29	13
	16%	18%	13%	15%	16%	15%	14%	19%	24%	14%	17%	17%	12%	15%	15%	16%	13%	16%	15%	16%	17%	14%	16%	17%	12%
Very unlikely	155	90	65	90	55	10	106	23	9	89	65	89	50	16	62	93	14	141	23	131	65	89	48	54	53
	31%	32%	30%	30%	35%	21%	36%	19%	28%	29%	33%	31%	34%	25%	28%	33%	23%	32%	28%	32%	25%	37%	21%	32%	51%
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	268	143	125	160	78	30	146	77	16	172	96	151	78	39	127	141	37	230	48	219	153	115	144	86	38
	54%	51%	57%	54%	49%	64%	50%	62%	48%	56%	49%	52%	54%	60%	57%	51%	64%	52%	57%	53%	58%	48%	63%	51%	37%
Low2Box (Somewhat unlikely/Very unlikely)	232	140	92	135	80	17	145	46	17	133	99	139	67	26	97	136	21	211	36	196	109	123	84	83	66
	46%	49%	43%	46%	51%	36%	50%	38%	52%	44%	51%	48%	46%	40%	43%	49%	36%	48%	43%	47%	42%	52%	37%	49%	63%

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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
Base: All Respondents (wtd)	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
Very likely	334	148	186	188	99	46	39	79	215	138	196	161	86	86	167	167	60	274	106	228	264	70	234	78	21
	67%	62%	71%	66%	69%	66%	69%	64%	68%	69%	65%	63%	71%	72%	66%	68%	68%	67%	67%	67%	67%	66%	72%	63%	43%
		A				*	*										*				*	X	X	*	
Somewhat likely	78	43	35	51	15	12	11	25	42	22	56	47	16	15	37	41	10	68	24	54	58	20	48	21	9
	16%	18%	14%	18%	11%	17%	19%	20%	13%	11%	19%	18%	13%	13%	14%	17%	11%	17%	15%	16%	15%	19%	15%	17%	18%
		I				*	*										*				*				*
Somewhat unlikely	36	16	20	25	9	2	3	10	23	9	27	22	7	7	19	17	5	31	8	28	32	4	23	9	4
	7%	6%	8%	9%	6%	3%	5%	8%	7%	5%	9%	8%	6%	6%	7%	7%	5%	7%	5%	8%	8%	4%	7%	7%	9%
		*				*	*										*				*				*
Very unlikely	53	34	19	23	20	10	4	10	38	30	22	28	13	12	32	21	14	38	21	32	40	12	22	16	15
	11%	14%	7%	8%	14%	14%	7%	8%	12%	15%	7%	11%	11%	10%	12%	9%	16%	9%	13%	9%	10%	12%	7%	13%	30%
		B				*	*			J							*				*		V	VW*	
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	412	191	221	238	115	58	50	104	257	160	252	208	102	102	204	208	69	342	129	282	322	90	281	100	30
	82%	79%	85%	83%	80%	83%	87%	84%	81%	80%	84%	81%	83%	84%	80%	85%	78%	83%	82%	83%	82%	85%	86%	80%	61%
						*	*										*				*	X	X	*	
Low2Box (Somewhat unlikely/Very unlikely)	88	49	39	48	29	12	7	20	61	40	49	49	20	19	51	38	19	69	29	60	72	16	44	25	19
	18%	21%	15%	17%	20%	17%	13%	16%	19%	20%	16%	19%	17%	16%	20%	15%	22%	17%	18%	17%	18%	15%	14%	20%	39%
						*	*										*				*				VW*

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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 Total		South Korea																						
			Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Social Media	
		Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total Employed	Non Employed	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	500	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
Very likely	127	55	72	55	48	24	22	45	60	75	52	2	32	93	66	61	19	108	32	95	101	26	58	57	11
	25%	22%	29%	26%	23%	29%	27%	25%	26%	26%	25%	40%	29%	24%	24%	28%	27%	25%	29%	24%	26%	25%	31%	25%	13%
Somewhat likely	188	112	77	75	80	33	28	65	95	118	70	1	30	157	122	67	30	158	49	139	162	27	94	73	21
	38%	44%	31%	35%	39%	40%	34%	35%	41%	41%	34%	21%	28%	41%	44%	30%	44%	37%	44%	36%	41%	25%	50%	32%	24%
Somewhat unlikely	109	B	55	42	49	19	19	40	50	66	44	2	22	86	58	51	11	99	17	93	83	26	21	63	25
	22%	22%	22%	20%	24%	23%	23%	22%	22%	23%	21%	40%	20%	22%	21%	23%	15%	23%	15%	24%	21%	25%	11%	28%	30%
Very unlikely	75	31	44	39	29	7	14	34	27	32	43	-	25	50	33	42	10	65	13	62	47	28	15	32	28
	15%	12%	18%	19%	14%	8%	17%	18%	12%	11%	20%	-	23%	13%	12%	19%	14%	15%	12%	16%	12%	26%	8%	14%	33%
Sigma				E		*	*			I	**	M			N	*					T				VW*
	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	316	167	149	130	128	58	50	110	155	193	122	3	62	250	188	127	49	266	82	234	263	53	153	131	32
	63%	66%	60%	62%	62%	69%	60%	60%	67%	66%	59%	60%	57%	65%	67%	58%	71%	62%	73%	60%	67%	50%	81%	58%	38%
Low2Box (Somewhat unlikely/Very unlikely)	184	86	98	81	77	26	33	74	77	98	87	2	47	136	91	93	20	164	30	155	130	54	36	95	53
	37%	34%	40%	38%	38%	31%	40%	40%	33%	34%	41%	40%	43%	35%	33%	42%	29%	38%	27%	40%	33%	50%	19%	42%	62%
						*	*					**			N	*			R		T		V		VW*

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	
Very likely	249	115	133	118	88	43	149	67	9	101	148	120	68	61	112	137	17	232	18	231	132	116	170	48	31	
	50%	46%	54%	58%	49%	36%	52%	49%	42%	46%	52%	48%	59%	44%	47%	52%	47%	50%	48%	50%	49%	51%	64%	35%	32%	
Somewhat likely		A	DE	E					*				M*				*		*			WX				
	126	68	58	52	46	29	68	36	5	55	71	64	23	40	62	64	11	115	13	113	68	58	68	35	23	
	25%	27%	24%	25%	26%	24%	24%	26%	22%	25%	25%	26%	20%	29%	26%	25%	31%	25%	34%	25%	25%	25%	26%	25%	24%	
Somewhat unlikely	61	28	32	22	17	22	36	13	5	27	34	30	10	20	29	31	3	58	3	57	33	27	18	27	15	
	12%	11%	13%	11%	9%	19%	13%	9%	24%	12%	12%	12%	9%	15%	12%	12%	8%	12%	9%	12%	12%	12%	7%	20%	16%	
Very unlikely		CD							G*				*				*		*			V		V		
	64	40	24	13	27	24	33	21	3	35	29	35	14	16	36	29	5	60	3	61	38	27	10	27	27	
	13%	16%	10%	6%	15%	20%	12%	15%	12%	16%	10%	14%	12%	12%	15%	11%	13%	13%	9%	13%	14%	12%	4%	20%	28%	
Sigma		B			C	C			*				*				*		*			V		V		
	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	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box (Very likely/Somewhat likely)	375	183	192	170	134	71	216	103	14	156	219	184	90	100	174	201	28	348	31	344	201	174	238	83	54	
	75%	73%	77%	83%	75%	61%	76%	75%	64%	72%	78%	74%	79%	73%	73%	77%	79%	75%	82%	74%	74%	76%	89%	61%	56%	
Low2Box (Somewhat unlikely/Very unlikely)		DE	E						*				*				*		*			WX				
	125	69	56	35	44	46	69	33	8	62	63	65	24	36	65	60	8	117	7	118	71	54	29	54	42	
	25%	27%	23%	17%	25%	39%	24%	25%	36%	28%	22%	26%	21%	27%	27%	23%	21%	25%	18%	26%	26%	24%	11%	39%	44%	
					C	CD			*				*				*		*			V		V		

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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
Very likely	185	85	101	62	67	57	37	105	26	66	119	40	94	51	120	66	29	157	49	136	140	46	98	39	49
	37%	33%	41%	33%	41%	38%	32%	45%	30%	38%	37%	38%	36%	39%	38%	35%	35%	38%	41%	36%	37%	37%	56%	28%	26%
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	WX*	*	*	*
Somewhat likely	105	51	54	37	30	38	34	40	23	40	65	22	63	20	68	37	20	85	30	75	80	25	38	26	41
	21%	20%	22%	20%	18%	26%	29%	17%	27%	23%	20%	21%	24%	15%	22%	20%	25%	20%	25%	20%	21%	20%	22%	19%	22%
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Somewhat unlikely	76	41	35	37	19	19	17	28	12	25	51	17	28	31	48	28	11	64	16	60	53	23	26	26	23
	15%	16%	14%	20%	12%	13%	15%	12%	14%	14%	16%	16%	11%	23%	15%	15%	14%	15%	14%	16%	14%	18%	15%	19%	12%
				*	*	*	*	*	*	*	*	*	*	L*	*	*	*	*	*	*	*	*	*	*	*
Very unlikely	134	76	58	49	49	35	28	62	25	45	88	26	77	30	76	58	22	112	24	110	103	31	12	47	75
	27%	30%	23%	27%	30%	24%	24%	26%	29%	26%	27%	25%	29%	23%	24%	31%	27%	27%	20%	29%	27%	25%	7%	34%	40%
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	V*	V*	V*
Sigma	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	290	136	154	99	97	95	71	145	49	106	184	62	158	71	188	103	49	241	79	212	220	71	135	65	91
	58%	54%	63%	53%	59%	64%	61%	62%	57%	60%	57%	59%	60%	54%	60%	55%	59%	58%	66%	56%	58%	57%	78%	47%	48%
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	WX*	*	*
Low2Box (Somewhat unlikely/Very unlikely)	210	117	92	87	69	54	45	90	37	70	139	43	105	61	124	85	34	176	40	169	156	53	38	73	99
	42%	46%	37%	47%	41%	36%	39%	38%	43%	40%	43%	41%	40%	46%	40%	45%	41%	42%	34%	44%	42%	43%	22%	53%	52%
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	V*	V*	V*

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	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)	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	
Very likely	255	123	132	115	100	40	6	67	182	139	117	49	50	156	165	91	37	218	89	166	182	73	166	69	21	
	51%	49%	53%	44%	58%	63%	29%	54%	51%	57%	45%	45%	62%	51%	56%	44%	59%	50%	53%	50%	56%	42%	57%	44%	38%	
Somewhat likely					C	**	**			J	*	*	K*		O		*				U		WX		*	
	110	56	54	68	28	13	4	25	81	46	63	24	11	74	56	53	15	94	40	70	75	34	75	25	9	
	22%	22%	22%	26%	16%	20%	19%	20%	23%	19%	25%	22%	14%	24%	19%	26%	24%	22%	24%	21%	23%	20%	26%	16%	17%	
Somewhat unlikely					D	**	**					*	*		*		*				W		W		*	
	54	29	25	28	22	5	4	13	38	22	32	11	11	32	33	21	3	52	19	35	28	26	20	24	10	
	11%	11%	10%	11%	13%	7%	**	18%	10%	11%	9%	13%	10%	13%	11%	10%	4%	12%	11%	11%	9%	15%	7%	15%	18%	
Very unlikely					**	**	**			*	*	*	*	*	*	*	*				T		V		V*	
	81	44	37	51	23	6	7	19	55	36	44	26	9	46	39	42	8	73	20	61	41	39	27	39	14	
	16%	17%	15%	19%	13%	10%	**	34%	15%	15%	15%	23%	12%	15%	13%	20%	13%	17%	12%	18%	13%	23%	10%	25%	27%	
Sigma					**	**	**			*	*	*	*	*	*	*	*				T		V		V*	
	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	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Summary																										
Top2Box (Very likely/Somewhat likely)	365	179	186	184	128	53	10	92	263	185	180	73	61	230	221	144	52	313	130	235	258	107	241	94	30	
	73%	71%	75%	70%	74%	83%	48%	74%	74%	76%	70%	66%	75%	75%	76%	69%	83%	72%	77%	71%	79%	62%	83%	60%	55%	
Low2Box (Somewhat unlikely/Very unlikely)						**	**			*	*	*	*	*	*	*	*				U		WX		*	
	135	73	62	79	45	11	10	32	93	58	77	37	20	78	72	63	11	124	39	96	69	65	48	63	24	
	27%	29%	25%	30%	26%	17%	**	52%	26%	26%	24%	30%	34%	25%	25%	24%	31%	17%	28%	23%	29%	21%	38%	17%	40%	45%
						**	**			*	*	*	*	*	*	*	*				T		V		V*	

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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	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 Base: All Respondents (wtd) Very likely	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
	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
	152	61	91	68	50	33	28	69	35	64	88	34	53	64	90	62	13	139	20	132	99	53	97	30	25
	30%	25%	36%	37%	32%	21%	29%	28%	36%	31%	30%	29%	31%	31%	29%	33%	34% *	30%	36%	30%	32%	28%	44%	25%	15%
Somewhat likely		A	E	E													*					WX	X		
	114	58	56	46	43	25	18	64	21	45	69	20	48	46	72	42	8	106	14	100	82	32	62	29	23
	23%	24%	22%	25%	27%	16%	19%	26%	22%	22%	23%	17%	28%	22%	23%	22%	21%	23%	25%	23%	26%	17%	28%	25%	14%
		E	E					F						K				*			U	X	X		
Somewhat unlikely	76	38	37	35	19	22	14	37	17	27	49	18	21	36	44	32	6	70	6	70	45	30	30	23	23
	15%	16%	15%	19%	12%	14%	14%	15%	17%	13%	16%	15%	12%	17%	14%	17%	15%	15%	11%	16%	15%	16%	13%	19%	14%
		D												L			*					V			
	159	89	70	36	45	78	37	77	25	70	89	46	51	62	105	54	12	147	15	144	85	74	31	36	92
Sigma	32%	36%	28%	19%	29%	49%	38%	31%	26%	34%	30%	39%	29%	30%	34%	29%	31%	32%	28%	32%	27%	39%	14%	30%	57%
		B			C	CD	H					LM					*					T	V	VW	
	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	265	119	146	114	93	58	46	133	56	109	157	54	102	110	162	104	21	245	33	232	180	85	159	59	47
	53%	48%	58%	62%	59%	37%	48%	54%	57%	53%	53%	46%	59%	53%	52%	55%	55%	53%	61%	52%	58%	45%	72%	50%	29%
Low2Box (Somewhat unlikely/Very unlikely)		A	E	E									K				*				U	WX	X		
	235	127	108	71	64	100	50	114	42	97	137	65	72	98	149	86	17	217	21	214	130	105	61	58	115
	47%	52%	42%	38%	41%	63%	52%	46%	43%	47%	47%	54%	41%	47%	48%	45%	45%	47%	39%	48%	42%	55%	28%	50%	71%
		B				CD							L				*					T		V	VW

Holiday Greetings
IB2. On and around New Years 2014, how likely are you to express greetings (such as "Happy New Year") through a social network such as Facebook or Twitter
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
Very likely	186	70	116	83	57	46	28	85	72	111	74	85	50	50	87	99	26	159	33	153	119	67	107	41	38
	37%	28%	46%	45%	37%	28%	35%	41%	35%	37%	37%	37%	40%	35%	36%	38%	46%	36%	46%	36%	38%	35%	53%	37%	20%
Somewhat likely		A	DE	E													Q		S			WX	X		
	119	63	56	52	36	31	20	48	51	67	52	50	29	40	60	59	16	104	19	100	83	37	56	28	35
Somewhat unlikely	24%	26%	22%	29%	24%	19%	25%	23%	24%	23%	26%	21%	23%	29%	25%	23%	27%	23%	27%	23%	27%	19%	28%	25%	19%
		E												K						U		X			
Very unlikely	57	32	25	20	16	21	10	19	27	36	21	25	18	14	26	31	5	52	5	52	33	24	17	17	23
	11%	13%	10%	11%	10%	13%	13%	9%	13%	12%	10%	11%	14%	10%	11%	12%	8%	12%	7%	12%	11%	13%	9%	15%	12%
Sigma																						V			
	138	83	56	27	46	65	22	57	59	83	55	73	30	36	66	72	10	128	14	124	77	62	22	27	89
	28%	33%	22%	15%	30%	40%	27%	27%	28%	28%	27%	31%	23%	25%	28%	28%	18%	29%	20%	29%	25%	33%	11%	24%	48%
		B			C	CD						L					P		R		T		V	VW	
	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
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Very likely/Somewhat likely)	305	133	172	135	93	77	49	133	123	179	126	135	79	90	147	158	42	263	52	253	202	103	163	70	73
Low2Box (Somewhat unlikely/Very unlikely)	61%	54%	68%	74%	60%	47%	60%	64%	59%	60%	63%	58%	63%	64%	61%	61%	74%	59%	73%	59%	65%	55%	80%	61%	39%
		A	DE	E													Q		S		U		WX	X	
	195	114	81	47	61	87	32	76	86	119	76	97	48	50	92	103	15	180	19	176	110	85	39	44	112
	39%	46%	32%	26%	40%	53%	40%	36%	41%	40%	37%	42%	37%	36%	39%	39%	26%	41%	27%	41%	35%	45%	20%	39%	61%
		B			C	CD											P		R		T		V	VW	