Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Total	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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18331	9036	9295	6957	6329	5045	5791	7501	4879	9288	9043	5368	6306	6657	9966	8365	2082	16249	3299	15032	12471	5860
Base: All Respondents (wtd)	12000	5978	6022	5289	3883	2828	4189	4659	2995	5633	6367	4386	4288	3325	6150	5850	1326	10674	1977	10023	7764	4236
Looked at/read an ad for a brand or product	5552	2694	2859	2565	1807	1181	1725	2175	1600	2613	2940	1828	1975	1750	2832	2720	702	4850	1118	4434	3695	1857
	46%	45%	47%	48%	47%	42%	41%	47%	53%	46%	46%	42%	46%	53%	46%	47%	53%	45%	57%	44%	48%	44%
			A	E	E			F	FG				K	KL			Q		S		U	
Watched a commercial for a brand or product	5022	2510	2512	2451	1567	1005	1556	1970	1454	2341	2682	1649	1740	1633	2566	2456	651	4371	1038	3985	3349	1673
	42%	42%	42%	46%	40%	36%	37%	42%	49%	42%	42%	38%	41%	49%	42%	42%	49%	41%	53%	40%	43%	39%
				DE	E			F	FG				K	KL			Q		S		U	
Clicked on a banner/pop-up ad for a brand or product	2960	1542	1418	1379	971	611	875	1129	926	1416	1544	911	1039	1010	1536	1425	409	2552	675	2285	2011	949
	25%	26%	24%	26%	25%	22%	21%	24%	31%	25%	24%	21%	24%	30%	25%	24%	31%	24%	34%	23%	26%	22%
		B		E	E			F	FG				K	KL			Q		S		U	

Socialogue
GU2. Which of the following activities have you done online in the past month?
Proportions/Means: - Column Proportions:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X

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

	Total	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)	18331	517	1016	508	1027	1024	1008	1015	1025	1017	513	1016	505	1020	1007	506	514	503	516	515	508	1020	513	504	1014
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
Looked at/read an ad for a brand or product	5552	230	210	172	280	211	216	140	182	178	172	251	317	216	138	286	233	256	218	270	280	218	308	362	208
	46%	46%	42%	34%	56%	42%	43%	28%	36%	36%	34%	50%	63%	43%	28%	57%	47%	51%	44%	54%	56%	44%	62%	72%	42%
		CGHIJN	CGHIJN	GN	ABCEFGHIJKMNPRUX	CGHIJN	CGIJN		GN	GN	GN	BCEGHIJMNUX	ABCDEFGHIJKMNPQRSTUX	CGHIJN		ABCEFGHIJKMNPRUX	CGHIJN	BCEGHIJMNUX	CGHIJN	ABCEFGHIJMNRUX	ABCEFGHIJKMNPRUX	CGHIJN	ABCEFGHIJKMNPQRUX	ABCDEFGHIJKLMNOPQRSTUVX	CGHIJN
Watched a commercial for a brand or product	5022	238	212	141	250	219	205	136	115	214	131	275	240	190	109	289	177	230	190	229	225	211	190	385	221
	42%	48%	42%	28%	50%	44%	41%	27%	23%	43%	26%	55%	48%	38%	22%	58%	35%	46%	38%	46%	45%	42%	38%	77%	44%
		CGHJMNPRV	CGHJNP	HN	BCEFGHIJMNPRUVX	CGHJMNP	CGHJN	HN		CGHJMNP		ABCDEFGHIJLMNPQRSTUVX	CGHJMNPRUV	CGHJN		ABCDEFGHIJLMNPQRSTUVX	CGHJN	CGHJMNPR	CGHJN	CGHJMNP	CGHJMNP	CGHJNP	CGHJN	ABCDEFGHIJKLMNOPQRSTUVX	CGHJMNP
Clicked on a banner/pop-up ad for a brand or product	2960	104	74	77	164	94	176	97	68	68	92	176	165	113	89	113	158	177	120	126	173	108	84	271	75
	25%	21%	15%	15%	33%	19%	35%	19%	14%	14%	18%	35%	33%	23%	18%	23%	32%	35%	24%	25%	35%	22%	17%	54%	15%
		BCHIX			ABCEGHIJMNORSUVX	BHIX	ABCEGHIJMNORSUVX	BHIX			HI	ABCEGHIJMNORSUVX	ABCEGHIJMNORSUVX	BCEHINX	HI	BCHIX	ABCEGHIJMNORUVX	ABCEGHIJMNORSUVX	BCHINX	BCEGHIJNVX	ABCEGHIJMNORSUVX	BCHIX		ABCDEFGHIJKLMNOPQRSTUVX	

Socialogue
GU2. Which of the following activities have you done online in the past month?
Proportions/Means: - 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	LATAM	Europe	APAC	G-8	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18331	2038	2050	7145	5563	7625	3554	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Looked at/read an ad for a brand or product	5552	419	796	1819	1668	1530	1003	850
	46%	42%	53%	40%	48%	38%	50%	57%
		E	ACDE	E	ACE		ACE	ACDEF
Watched a commercial for a brand or product	5022	440	778	1503	1497	1433	960	804
	42%	44%	52%	33%	43%	36%	48%	54%
		CE	ACDEF		CE	C	ACDE	ACDEF
Clicked on a banner/pop-up ad for a brand or product	2960	169	381	865	1030	781	692	517
	25%	17%	25%	19%	29%	20%	35%	34%
			ACE	A	ABCE	A	ABCDE	ABCDE

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	517	246	271	228	160	129	276	169	72	176	341	210	180	127	247	270	57	460	68	449	300	217
Base: All Respondents (wtd)	500	245	255	248	145	106	312	139	49	154	346	327	118	55	221	279	51	449	54	446	257	243
Watched a commercial for a brand or product	238	118	121	114	64	61	141	66	31	71	167	140	71	27	117	121	28	211	28	210	129	110
	48%	48%	47%	46%	44%	57%	45%	48%	64%	46%	48%	43%	60%	50%	53%	43%	54%	47%	52%	47%	50%	45%
						*			FG*				K				*		*			
Looked at/read an ad for a brand or product	230	102	128	103	69	58	128	73	29	69	161	127	71	32	110	120	22	208	26	204	126	104
	46%	41%	50%	41%	47%	55%	41%	53%	58%	45%	46%	39%	60%	58%	50%	43%	43%	46%	47%	46%	49%	43%
						C*		F	F*				K	K			*		*			
Clicked on a banner/pop-up ad for a brand or product	104	64	40	39	36	29	50	34	20	32	72	57	30	17	55	49	13	91	12	92	65	38
	21%	26%	16%	16%	25%	27%	16%	25%	40%	21%	21%	17%	25%	31%	25%	18%	24%	20%	22%	21%	25%	16%
		B				C*		F	FG*				K	K			*		*		U	

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	Total	Non	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1016	429	587	347	336	333	270	488	258	515	501	309	305	402	534	482	115	901	156	860	611	405	704	311	280	370	181	93	91
Base: All Respondents (wtd)	500	248	252	196	159	144	142	246	112	226	274	131	295	74	261	239	48	452	70	430	291	209	323	176	114	184	100	54	48
Watched a commercial for a brand or product	212	112	100	89	66	57	55	103	54	96	116	50	125	37	112	100	24	189	38	174	131	81	142	70	49	79	38	23	23
	42%	45%	40%	45%	42%	39%	38%	42%	49%	43%	42%	38%	43%	50%	43%	42%	49%	42%	55%	40%	45%	39%	44%	40%	43%	43%	38%	43%	47%
														K			*		S*									*	*
Looked at/read an ad for a brand or product	210	112	98	88	64	57	57	102	51	88	122	53	121	36	107	103	27	183	37	173	127	83	135	75	51	79	39	20	20
	42%	45%	39%	45%	40%	40%	40%	42%	46%	39%	45%	40%	41%	48%	41%	43%	55%	41%	53%	40%	44%	40%	42%	43%	45%	43%	39%	37%	42%
																	Q*		S*									*	*
Clicked on a banner/pop-up ad for a brand or product	74	45	30	27	24	23	20	36	18	32	42	18	42	14	46	28	13	61	16	59	47	28	50	24	23	19	17	8	7
	15%	18%	12%	14%	15%	16%	14%	15%	16%	14%	15%	14%	14%	19%	18%	12%	27%	14%	23%	14%	16%	13%	16%	14%	21%	10%	17%	16%	14%
		B													O		Q*		S*						Y			*	*

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non	North	Center	South	French	Flemish
		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
Base: All Respondents (unwtd)	508	253	255	169	168	171	168	227	113	181	327	110	243	155	315	193	24	484	49	459	296	212	261	111	136	250	258
Base: All Respondents (wtd)	500	251	249	184	157	159	175	219	106	173	327	172	186	142	287	213	21	479	43	457	270	230	244	104	152	259	241
Looked at/read an ad for a brand or product	172	89	83	71	54	47	45	82	45	60	112	50	62	61	94	78	9	163	22	150	95	77	82	34	56	92	80
	34%	35%	33%	39%	34%	29%	26%	38%	42%	35%	34%	29%	33%	43%	33%	37%	45%	34%	52%	33%	35%	34%	34%	33%	37%	36%	33%
								F	F					K			**		S*								
Watched a commercial for a brand or product	141	73	68	67	38	36	41	64	36	44	97	34	59	48	70	71	9	131	20	121	80	61	67	28	46	76	64
	28%	29%	27%	36%	24%	23%	23%	29%	34%	25%	30%	20%	32%	34%	25%	33%	44%	27%	46%	26%	29%	27%	27%	27%	30%	29%	27%
				DE									K	K			**		S*								
Clicked on a banner/pop-up ad for a brand or product	77	48	30	30	21	27	22	33	22	25	52	21	27	30	43	35	6	72	12	65	39	38	35	17	26	44	34
	15%	19%	12%	16%	13%	17%	13%	15%	20%	14%	16%	12%	15%	21%	15%	16%	26%	15%	29%	14%	15%	17%	14%	16%	17%	17%	14%
		B															**		S*								

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1027	487	540	475	335	217	289	708	30	418	609	162	599	266	442	585	133	894	182	845	672	355
Base: All Respondents (wtd)	500	232	268	285	142	73	172	319	8	189	311	157	262	81	189	311	54	446	74	426	305	195
Looked at/read an ad for a brand or product	280	125	156	156	81	43	73	200	7	107	173	73	152	55	106	174	37	243	50	230	184	96
	56%	54%	58%	55%	57%	59%	42%	63%	79%	57%	56%	46%	58%	68%	56%	56%	68%	55%	67%	54%	60%	49%
								F	**				K	KL			Q		S		U	
Watched a commercial for a brand or product	250	117	133	140	72	37	58	185	7	104	146	59	139	52	93	157	30	220	41	209	163	87
	50%	50%	50%	49%	51%	51%	34%	58%	79%	55%	47%	38%	53%	64%	49%	50%	55%	49%	55%	49%	53%	45%
								F	**	J			K	KL							U	
Clicked on a banner/pop-up ad for a brand or product	164	77	86	88	50	26	41	117	5	66	98	30	100	34	66	98	25	139	35	129	112	51
	33%	33%	32%	31%	35%	36%	24%	37%	60%	35%	31%	19%	38%	42%	35%	32%	46%	31%	46%	30%	37%	26%
								F	**				K	K			Q		S		U	

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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

	Canada Total	Canada																										
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region					
		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	Non	Prairies	Atlantic	Alberta	BC	Northwest	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: All Respondents (unwtd)	1024	439	585	309	328	387	226	384	414	514	510	390	468	166	515	509	108	916	133	891	692	332	66	70	134	134	-	389	231
Base: All Respondents (wtd)	500	247	253	178	174	149	115	188	197	238	262	186	223	91	259	241	54	446	68	432	340	160	32	34	64	65	-	195	110
Watched a commercial for a brand or product	219	106	113	95	76	48	48	85	86	96	123	73	98	48	116	103	24	196	33	186	151	68	13	16	32	30	-	93	36
	44%	43%	45%	54%	44%	32%	41%	45%	44%	40%	47%	39%	44%	53%	45%	43%	44%	44%	49%	43%	44%	43%	39%	48%	50%	45%	-	48%	33%
				DE	E						I			KL									*	b*	b	b		b	
Looked at/read an ad for a brand or product	211	98	113	88	73	50	45	87	79	89	122	69	99	43	108	103	28	183	37	174	142	69	14	18	29	31	-	87	33
	42%	39%	45%	50%	42%	34%	39%	47%	40%	37%	47%	37%	44%	47%	42%	43%	52%	41%	54%	40%	42%	43%	44%	52%	44%	47%	-	45%	30%
				E	E						I		K	K			Q		S				b*	b*	b	b		b	
Clicked on a banner/pop-up ad for a brand or product	94	48	46	37	34	23	21	38	34	36	57	33	44	17	48	46	10	83	13	81	63	30	5	8	12	12	-	38	19
	19%	19%	18%	21%	19%	15%	18%	20%	17%	15%	22%	18%	20%	19%	19%	19%	19%	19%	19%	19%	19%	19%	16%	23%	19%	18%	-	20%	17%
											I												*	*					

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1008	574	434	530	356	122	82	245	681	694	314	90	250	668	667	341	83	925	295	713	875	133
Base: All Respondents (wtd)	500	249	251	200	196	103	101	140	259	344	156	295	155	50	267	233	44	456	96	404	362	138
Looked at/read an ad for a brand or product	216	105	111	89	79	47	33	52	131	149	66	108	76	31	121	94	16	199	52	164	162	53
	43%	42%	44%	44%	40%	46%	32%	37%	50%	43%	43%	37%	49%	62%	45%	41%	37%	44%	54%	41%	45%	39%
			*		*	*	*	*			*	*		KL		*	**		*			*
Watched a commercial for a brand or product	205	103	102	75	75	55	30	58	117	153	52	103	75	27	123	83	25	180	52	153	156	49
	41%	42%	41%	37%	39%	53%	29%	42%	45%	44%	33%	35%	49%	54%	46%	36%	57%	39%	54%	38%	43%	36%
			*		*	*	*	*			*	*	K	K		*	**		*			*
Clicked on a banner/pop-up ad for a brand or product	176	98	77	84	53	38	32	43	101	115	61	98	56	22	104	71	13	163	38	138	128	48
	35%	40%	31%	42%	27%	37%	31%	31%	39%	33%	39%	33%	36%	45%	39%	31%	30%	36%	40%	34%	35%	35%
			*	D	*	*	*	*			*	*		KL		*	**		*			*

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1015	449	566	369	332	314	241	524	250	418	597	397	310	308	550	465	39	976	66	949	625	390
Base: All Respondents (wtd)	500	247	253	191	167	142	115	262	123	203	297	168	209	124	273	227	21	479	34	466	314	186
Looked at/read an ad for a brand or product	140	66	74	59	44	37	32	68	40	54	85	44	59	36	76	64	7	132	13	127	80	60
	28%	27%	29%	31%	26%	26%	28%	26%	33%	27%	29%	26%	28%	29%	28%	28%	36%	28%	37%	27%	25%	32%
																	*		*			T
Watched a commercial for a brand or product	136	63	73	60	44	32	30	68	38	53	83	40	57	39	72	64	5	131	11	125	82	54
	27%	26%	29%	31%	26%	22%	26%	26%	31%	26%	28%	24%	27%	31%	26%	28%	27%	27%	32%	27%	26%	29%
				E										K			*		*			
Clicked on a banner/pop-up ad for a brand or product	97	41	55	32	34	31	20	47	30	41	56	28	40	29	51	45	5	92	9	88	55	42
	19%	17%	22%	17%	20%	22%	17%	18%	24%	20%	19%	17%	19%	23%	19%	20%	23%	19%	26%	19%	17%	23%
			A						G					K			*		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1025	519	506	296	388	341	315	301	409	429	596	199	637	189	706	319	81	944	189	836	751	274
Base: All Respondents (wtd)	500	252	248	172	189	139	157	148	195	196	304	113	285	101	336	164	37	463	88	412	356	144
Looked at/read an ad for a brand or product	182	95	88	71	64	47	53	57	73	67	115	29	113	40	125	58	15	168	40	142	131	51
	36%	38%	35%	41%	34%	34%	33%	38%	37%	34%	38%	26%	40%	40%	37%	35%	40%	36%	46%	34%	37%	36%
													K	K			*		S			
Watched a commercial for a brand or product	115	64	51	49	39	27	33	32	50	42	72	15	73	26	78	37	9	105	27	87	79	36
	23%	25%	20%	28%	21%	19%	21%	22%	26%	22%	24%	14%	26%	26%	23%	22%	26%	23%	31%	21%	22%	25%
				DE									K	K			*		S			
Clicked on a banner/pop-up ad for a brand or product	68	38	30	27	26	15	23	20	26	25	44	10	40	18	49	20	5	63	15	53	49	20
	14%	15%	12%	15%	14%	11%	14%	13%	13%	13%	14%	9%	14%	18%	14%	12%	14%	14%	17%	13%	14%	14%
														K			*					

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	513	262	251	187	181	145	177	239	10	210	303	163	254	96	298	215	27	486	26	487	299	214
Base: All Respondents (wtd)	500	244	256	202	150	148	171	229	9	194	306	129	294	77	279	221	25	475	23	477	275	225
Looked at/read an ad for a brand or product	172	90	81	77	49	46	59	72	3	63	109	41	106	24	96	75	11	161	11	161	94	77
	34%	37%	32%	38%	32%	31%	35%	31%	35%	32%	36%	32%	36%	32%	34%	34%	44%	34%	47%	34%	34%	34%
									**					*			**		**			
Watched a commercial for a brand or product	131	74	57	73	29	29	42	59	2	35	96	23	90	18	70	60	7	123	6	124	71	59
	26%	30%	22%	36%	19%	20%	25%	26%	19%	18%	31%	18%	31%	24%	25%	27%	30%	26%	28%	26%	26%	26%
		B		DE					**		I		K	*			**		**			
Clicked on a banner/pop-up ad for a brand or product	92	49	43	40	28	24	30	40	1	30	62	22	57	12	47	45	6	86	5	87	52	40
	18%	20%	17%	20%	18%	17%	18%	18%	15%	15%	20%	17%	19%	16%	17%	20%	24%	18%	22%	18%	19%	18%
									**					*			**		**			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1016	547	469	449	376	191	354	381	281	728	288	-	109	907	563	453	301	715	540	476	845	171
Base: All Respondents (wtd)	500	258	242	276	152	72	191	179	129	308	192	-	64	436	254	246	143	357	251	249	396	104
Watched a commercial for a brand or product	275	140	135	143	90	42	96	98	80	176	99	-	28	247	146	129	75	200	152	123	224	51
	55%	54%	56%	52%	59%	58%	50%	55%	62%	57%	52%	-	44%	57%	58%	52%	52%	56%	61%	49%	57%	49%
					C				F				*	L					S			
Looked at/read an ad for a brand or product	251	122	129	128	87	36	83	94	73	163	87	-	26	224	123	128	75	176	140	110	203	48
	50%	47%	53%	46%	57%	51%	44%	52%	57%	53%	45%	-	42%	51%	48%	52%	52%	49%	56%	44%	51%	46%
					C			F	F	J			*						S			
Clicked on a banner/pop-up ad for a brand or product	176	88	88	97	57	22	53	69	54	116	59	-	16	159	93	83	53	122	106	69	146	30
	35%	34%	36%	35%	37%	31%	28%	38%	42%	38%	31%	-	25%	37%	37%	34%	37%	34%	42%	28%	37%	29%
								F	F				*	L					S			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	505	249	256	229	186	90	71	254	180	298	207	174	42	289	251	254	78	427	142	363	404	101
Base: All Respondents (wtd)	500	250	250	282	152	66	85	251	164	266	234	177	41	281	236	264	72	428	135	365	397	103
Looked at/read an ad for a brand or product	317	164	153	174	104	39	46	168	104	169	148	112	30	176	166	152	53	264	95	222	259	58
	63%	66%	61%	62%	68%	59%	54%	67%	64%	63%	63%	63%	72%	63%	70%	57%	74%	62%	71%	61%	65%	56%
						*	*	F					*		O		Q*		S			*
Watched a commercial for a brand or product	240	125	116	141	68	31	38	122	80	129	111	82	21	138	128	113	38	202	73	168	190	50
	48%	50%	46%	50%	45%	47%	45%	49%	49%	49%	47%	46%	50%	49%	54%	43%	54%	47%	54%	46%	48%	49%
						*	*						*		O		*					*
Clicked on a banner/pop-up ad for a brand or product	165	95	69	93	55	17	26	86	53	91	73	59	14	91	91	74	38	127	61	103	134	30
	33%	38%	28%	33%	36%	26%	30%	34%	32%	34%	31%	33%	35%	32%	38%	28%	53%	30%	45%	28%	34%	29%
		B				*	*						*		O		Q*		S			*

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1020	509	511	323	390	307	263	483	274	497	523	341	556	123	499	521	98	922	138	882	615	405
Base: All Respondents (wtd)	500	250	250	181	176	143	140	235	125	244	256	243	198	58	231	269	45	455	63	437	284	216
Looked at/read an ad for a brand or product	216	111	105	92	69	55	57	103	57	103	113	104	85	28	103	113	17	199	24	192	120	96
	43%	45%	42%	51%	39%	38%	40%	44%	45%	42%	44%	43%	43%	47%	44%	42%	38%	44%	39%	44%	42%	44%
				DE													*					
Watched a commercial for a brand or product	190	96	93	80	65	45	47	89	54	86	104	82	82	25	84	105	20	170	26	164	106	84
	38%	39%	37%	44%	37%	32%	34%	38%	43%	35%	41%	34%	41%	43%	36%	39%	44%	37%	41%	38%	37%	39%
				E					F				K				*					
Clicked on a banner/pop-up ad for a brand or product	113	60	53	43	41	29	28	56	29	51	62	46	52	15	56	57	11	102	16	97	63	50
	23%	24%	21%	24%	23%	20%	20%	24%	23%	21%	24%	19%	26%	26%	24%	21%	24%	22%	26%	22%	22%	23%
													K				*					

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1007	534	473	277	345	385	593	346	68	621	386	325	217	465	524	483	65	942	101	906	696	311
Base: All Respondents (wtd)	500	251	249	186	155	159	328	153	20	273	227	295	90	115	224	276	27	473	39	461	316	184
Looked at/read an ad for a brand or product	138	65	73	55	38	45	88	43	7	76	62	84	22	32	55	83	11	127	14	124	81	57
	28%	26%	29%	30%	25%	28%	27%	28%	37%	28%	27%	29%	24%	28%	25%	30%	39%	27%	36%	27%	26%	31%
									*								*		*			
Watched a commercial for a brand or product	109	56	54	43	32	34	67	36	7	57	52	64	19	27	51	59	9	100	12	97	71	39
	22%	22%	22%	23%	21%	22%	20%	23%	35%	21%	23%	22%	21%	23%	23%	21%	34%	21%	32%	21%	22%	21%
									F*								Q*		S*			
Clicked on a banner/pop-up ad for a brand or product	89	42	47	33	28	28	58	28	3	49	40	54	15	20	38	51	6	83	8	81	55	34
	18%	17%	19%	18%	18%	17%	18%	18%	14%	18%	18%	18%	16%	18%	17%	19%	22%	18%	20%	18%	17%	19%
									*								*		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	251	255	242	170	94	350	138	18	219	287	137	151	218	263	243	124	382	122	384	313	193
Base: All Respondents (wtd)	500	238	262	270	160	70	397	94	9	212	288	321	103	76	238	262	111	389	91	409	271	229
Watched a commercial for a brand or product	289	148	141	162	83	45	217	65	7	137	152	170	69	50	142	148	65	225	63	226	164	125
	58%	62%	54%	60%	52%	64%	55%	70%	81%	65%	53%	53%	67%	66%	59%	56%	58%	58%	69%	55%	61%	55%
					*	*		F*	**	J			K	K			*		*			
Looked at/read an ad for a brand or product	286	133	152	138	104	44	221	58	7	127	159	177	61	47	143	143	60	226	60	225	165	121
	57%	56%	58%	51%	65%	64%	56%	62%	73%	60%	55%	55%	59%	62%	60%	55%	54%	58%	66%	55%	61%	53%
					C*	*		*	**								*		*			
Clicked on a banner/pop-up ad for a brand or product	113	63	51	57	38	19	74	34	5	52	62	53	31	28	55	58	33	80	34	79	72	41
	23%	26%	19%	21%	23%	28%	19%	36%	62%	24%	21%	17%	30%	37%	23%	22%	30%	21%	37%	19%	27%	18%
					*	*		F*	**				K	K			*		S*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	514	294	220	207	161	146	399	104	11	247	267	60	364	90	232	282	61	453	76	438	285	229
Base: All Respondents (wtd)	500	248	252	215	147	138	403	87	9	229	271	104	327	69	206	294	51	449	63	437	253	247
Looked at/read an ad for a brand or product	233	113	120	119	64	50	188	42	4	91	142	56	146	31	77	156	23	211	27	207	110	123
	47%	46%	48%	56%	44%	36%	46%	48%	44%	40%	53%	54%	45%	45%	37%	53%	44%	47%	42%	47%	44%	50%
				DE					**		I	*		*		N	*		*			
Watched a commercial for a brand or product	177	92	85	93	45	39	143	31	2	72	105	33	115	29	71	105	20	157	23	154	92	84
	35%	37%	34%	43%	31%	28%	36%	36%	26%	31%	39%	32%	35%	42%	35%	36%	39%	35%	36%	35%	37%	34%
				DE					**			*		*			*		*			
Clicked on a banner/pop-up ad for a brand or product	158	80	79	88	33	37	130	25	3	58	100	43	98	17	54	105	15	143	18	140	77	81
	32%	32%	31%	41%	22%	27%	32%	29%	28%	25%	37%	41%	30%	25%	26%	36%	30%	32%	28%	32%	30%	33%
				DE					**		I	*		*		N	*		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	503	234	269	194	175	134	61	270	172	257	246	81	285	137	265	238	33	470	43	460	365	138
Base: All Respondents (wtd)	500	241	259	211	177	112	75	276	149	234	266	146	265	89	246	254	32	468	38	462	343	157
Looked at/read an ad for a brand or product	256	111	145	110	85	61	31	138	88	126	130	73	142	40	124	133	22	234	24	232	174	82
	51%	46%	56%	52%	48%	55%	42%	50%	59%	54%	49%	50%	54%	46%	50%	52%	70%	50%	63%	50%	51%	52%
							*		F			*					**		*			
Watched a commercial for a brand or product	230	98	131	106	74	50	27	126	76	106	123	69	120	40	112	117	17	212	19	211	159	71
	46%	41%	51%	50%	42%	44%	36%	46%	51%	46%	46%	48%	45%	45%	46%	46%	54%	45%	50%	46%	46%	45%
							*					*					**		*			
Clicked on a banner/pop-up ad for a brand or product	177	78	99	66	70	42	25	87	65	94	83	43	104	30	95	82	17	161	19	159	127	50
	35%	32%	38%	31%	39%	37%	34%	31%	43%	40%	31%	29%	39%	34%	39%	32%	52%	34%	49%	34%	37%	32%
							*		G	J		*					**		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	516	329	187	310	171	35	246	137	60	316	200	119	143	254	249	267	86	430	102	414	331	185
Base: All Respondents (wtd)	500	283	217	295	164	41	276	116	42	304	196	290	145	65	213	287	73	427	78	422	277	223
Looked at/read an ad for a brand or product	218	122	96	129	70	20	125	50	27	145	73	127	60	32	95	123	39	179	47	171	128	90
	44%	43%	44%	44%	43%	47%	45%	43%	64%	48%	38%	44%	41%	48%	45%	43%	54%	42%	61%	41%	46%	40%
					*	**		*	**								*		S*			
Watched a commercial for a brand or product	190	99	92	115	54	21	118	43	16	105	85	113	45	32	73	117	30	160	35	156	115	75
	38%	35%	42%	39%	33%	50%	43%	37%	38%	34%	44%	39%	31%	49%	34%	41%	41%	38%	44%	37%	42%	34%
					*	**		*	**					L			*		*			
Clicked on a banner/pop-up ad for a brand or product	120	65	54	72	44	4	79	20	9	70	49	64	37	19	45	75	21	98	25	94	68	51
	24%	23%	25%	24%	27%	9%	29%	17%	22%	23%	25%	22%	25%	29%	21%	26%	29%	23%	32%	22%	25%	23%
					*	**		*	**								*		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	515	164	351	207	189	119	22	121	372	264	251	230	153	132	283	232	95	420	156	359	449	66
Base: All Respondents (wtd)	500	240	260	287	132	82	34	130	335	203	297	235	139	126	261	239	89	411	137	363	398	102
Looked at/read an ad for a brand or product	270	124	146	157	73	40	17	57	196	112	158	118	79	73	142	128	55	215	80	190	218	52
	54%	52%	56%	55%	56%	49%	50%	44%	58%	55%	53%	50%	57%	58%	54%	54%	62%	52%	58%	52%	55%	51%
		*					**	*	G				*	*			*		*			*
Watched a commercial for a brand or product	229	113	116	142	55	32	10	50	169	91	138	105	65	59	114	115	44	184	65	163	184	45
	46%	47%	45%	49%	42%	39%	30%	38%	50%	45%	46%	45%	47%	47%	44%	48%	50%	45%	48%	45%	46%	44%
		*					**	*					*	*			*		*			*
Clicked on a banner/pop-up ad for a brand or product	126	72	54	73	32	20	4	17	106	48	78	53	40	33	59	67	24	102	40	86	92	34
	25%	30%	21%	26%	25%	25%	11%	13%	31%	23%	26%	23%	29%	26%	23%	28%	27%	25%	29%	24%	23%	33%
		*					**	*	G				*	*			*		*			*

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	508	258	250	176	205	127	87	198	223	315	193	10	127	371	292	216	77	431	118	390	395	113
Base: All Respondents (wtd)	500	252	248	211	192	97	92	203	205	283	217	10	133	357	276	224	69	431	104	396	374	126
Looked at/read an ad for a brand or product	280	140	140	118	109	53	40	118	122	161	119	3	73	204	157	123	38	242	59	221	212	68
	56%	55%	57%	56%	57%	54%	44%	58%	59%	57%	55%	29%	55%	57%	57%	55%	55%	56%	56%	56%	57%	54%
							*	F	F			**					*					
Watched a commercial for a brand or product	225	117	108	98	85	41	36	96	93	117	108	2	56	167	131	93	32	193	50	175	172	53
	45%	46%	44%	47%	44%	43%	39%	47%	46%	41%	50%	21%	42%	47%	48%	42%	47%	45%	48%	44%	46%	42%
							*					**					*					
Clicked on a banner/pop-up ad for a brand or product	173	84	89	76	58	39	24	69	80	92	81	1	45	127	101	72	20	153	37	136	129	44
	35%	33%	36%	36%	30%	40%	26%	34%	39%	32%	37%	7%	34%	36%	37%	32%	29%	35%	36%	34%	35%	35%
							*		F			**					*					

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1020	484	536	315	429	276	695	287	38	476	544	653	79	288	555	465	77	943	83	937	603	417
Base: All Respondents (wtd)	500	252	248	205	177	118	344	137	19	202	298	249	115	136	267	233	36	464	41	459	289	211
Looked at/read an ad for a brand or product	218	106	111	92	80	46	145	62	10	79	138	100	48	70	117	100	15	203	21	197	132	86
	44%	42%	45%	45%	45%	39%	42%	45%	55%	39%	46%	40%	42%	51%	44%	43%	42%	44%	50%	43%	46%	41%
									*		I		*	K			*		*			
Watched a commercial for a brand or product	211	106	105	94	75	43	146	56	9	73	139	98	52	61	115	97	15	196	18	193	129	82
	42%	42%	42%	46%	42%	36%	42%	41%	49%	36%	47%	39%	45%	45%	43%	41%	43%	42%	45%	42%	45%	39%
				E					*		I		*				*		*			
Clicked on a banner/pop-up ad for a brand or product	108	56	52	46	40	21	70	33	4	36	72	47	26	35	62	46	9	98	12	95	69	39
	22%	22%	21%	22%	23%	18%	20%	24%	23%	18%	24%	19%	23%	25%	23%	20%	26%	21%	30%	21%	24%	18%
									*		I		*	K			*		*			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	513	252	261	145	161	207	152	267	94	200	313	366	77	70	325	188	57	456	80	433	374	139
Base: All Respondents (wtd)	500	253	247	185	140	174	138	242	120	185	315	105	262	132	323	177	59	441	78	422	407	93
Looked at/read an ad for a brand or product	308	157	152	122	94	92	77	157	74	110	198	56	158	95	202	107	34	275	49	259	250	58
	62%	62%	62%	66%	67%	53%	55%	65%	62%	59%	63%	53%	60%	71%	63%	60%	57%	62%	62%	62%	61%	63%
			*	*	*	*	*		*	*			*	K*		*	**		*			*
Watched a commercial for a brand or product	190	110	79	89	65	36	45	95	50	71	119	40	87	63	123	67	28	162	41	149	151	38
	38%	44%	32%	48%	47%	21%	33%	39%	41%	38%	38%	38%	33%	47%	38%	38%	48%	37%	52%	35%	37%	42%
			*	E*	E*	*	*		*	*			*	*		*	**		*			*
Clicked on a banner/pop-up ad for a brand or product	84	44	39	30	26	28	18	37	28	38	46	10	41	33	59	25	6	78	10	74	73	10
	17%	18%	16%	16%	18%	16%	13%	15%	23%	20%	15%	10%	15%	25%	18%	14%	10%	18%	13%	17%	18%	11%
			*	*	*	*	*		*	*			*	K*		*	**		*			*

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	504	283	221	299	172	33	16	174	314	289	215	137	86	281	284	220	75	429	206	298	367	137
Base: All Respondents (wtd)	500	252	248	262	183	54	15	170	315	287	213	144	83	272	277	223	72	428	195	305	351	149
Watched a commercial for a brand or product	385	182	203	211	134	40	11	125	249	217	168	108	63	214	207	178	50	335	151	234	271	115
	77%	72%	82%	80%	73%	75%	73%	74%	79%	76%	79%	75%	76%	79%	75%	80%	70%	78%	78%	77%	77%	77%
			A			*	**						*				*					
Looked at/read an ad for a brand or product	362	176	186	188	131	43	12	110	241	203	159	98	59	205	196	167	45	318	140	222	257	106
	72%	70%	75%	72%	71%	80%	79%	65%	76%	71%	75%	68%	71%	75%	71%	75%	62%	74%	72%	73%	73%	71%
						*	**		G				*				*	P				
Clicked on a banner/pop-up ad for a brand or product	271	137	134	150	95	26	7	80	184	151	120	71	43	157	147	125	40	232	111	160	199	72
	54%	54%	54%	57%	52%	48%	48%	47%	58%	52%	57%	49%	51%	58%	53%	56%	55%	54%	57%	53%	57%	49%
						*	**		G				*				*					

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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

	Great Britain Total	Great Britain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1017	505	512	364	306	347	250	592	175	408	609	307	334	376	592	425	79	938	102	915	688	329
Base: All Respondents (wtd)	500	246	254	185	147	168	128	287	85	193	307	156	168	176	280	220	38	462	49	451	327	173
Watched a commercial for a brand or product	214	103	110	82	68	64	44	126	44	80	134	54	76	83	117	97	18	196	23	190	143	71
	43%	42%	43%	44%	46%	38%	34%	44%	52%	41%	44%	35%	45%	47%	42%	44%	48%	42%	48%	42%	44%	41%
					E			F	F				K	K			*					
Looked at/read an ad for a brand or product	178	81	97	63	57	59	40	98	40	71	107	43	63	72	94	84	14	164	19	159	120	58
	36%	33%	38%	34%	39%	35%	32%	34%	47%	37%	35%	28%	37%	41%	34%	38%	38%	35%	38%	35%	37%	34%
									FG				K	K			*					
Clicked on a banner/pop-up ad for a brand or product	68	33	35	24	21	23	11	42	14	27	42	15	26	27	34	35	6	62	10	58	47	21
	14%	13%	14%	13%	14%	14%	9%	15%	17%	14%	14%	9%	16%	15%	12%	16%	16%	13%	20%	13%	14%	12%
								F	F				K	K			*		S			

Socialogue
GU2. Which of the following activities have you done online in the past month?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1014	485	529	310	309	395	188	464	362	598	416	398	337	279	515	499	109	905	126	888	620	394
Base: All Respondents (wtd)	500	247	253	182	148	170	81	210	210	292	208	232	127	141	246	254	55	445	64	436	310	190
Watched a commercial for a brand or product	221	93	128	92	68	61	33	92	96	130	91	90	56	75	100	121	27	194	30	191	136	85
	44%	38%	51%	50%	46%	36%	41%	44%	46%	45%	44%	39%	44%	53%	41%	48%	49%	44%	47%	44%	44%	45%
			A	E	E									KL		N	*					
Looked at/read an ad for a brand or product	208	88	120	78	66	64	30	84	95	130	78	83	64	62	97	111	29	179	32	176	124	84
	42%	36%	48%	43%	44%	38%	37%	40%	45%	44%	38%	36%	50%	44%	39%	44%	53%	40%	50%	40%	40%	44%
			A							J			K	K			Q*					
Clicked on a banner/pop-up ad for a brand or product	75	38	37	27	29	19	8	37	30	43	32	35	16	24	41	34	14	61	13	62	48	27
	15%	15%	15%	15%	19%	11%	9%	18%	14%	15%	15%	15%	12%	17%	17%	13%	25%	14%	21%	14%	16%	14%
					E			F									Q*					

Socialogue
GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Total	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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	11215	5509	5706	4592	3848	2775	3173	4647	3314	5692	5523	2878	3824	4513	6104	5111	1463	9752	2427	8788	7827	3388
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	7444	3694	3750	3502	2357	1585	2378	2926	2066	3469	3975	2492	2650	2303	3823	3621	932	6512	1464	5980	4931	2513
It is for a brand or a product I like or am interested in	2988	1436	1552	1286	977	725	920	1161	888	1452	1536	995	1073	920	1553	1435	386	2602	648	2340	1988	1000
	40%	39%	41%	37%	41%	46%	39%	40%	43%	42%	39%	40%	40%	40%	41%	40%	41%	40%	44%	39%	40%	40%
			A		C	CD			FG	J									S			
The content of the ad is interesting	2902	1411	1491	1278	964	660	910	1133	828	1398	1505	963	982	957	1555	1347	412	2491	677	2225	1978	924
	39%	38%	40%	36%	41%	42%	38%	39%	40%	40%	38%	39%	37%	42%	41%	37%	44%	38%	46%	37%	40%	37%
					C	C				J				L	O		Q		S		U	
The ad is informative or useful	2549	1237	1313	1113	831	605	782	987	763	1258	1292	831	845	874	1393	1156	372	2178	630	1919	1772	778
	34%	33%	35%	32%	35%	38%	33%	34%	37%	36%	32%	33%	32%	38%	36%	32%	40%	33%	43%	32%	36%	31%
					C	C			FG	J				KL	O		Q		S		U	
It is for a product I am currently shopping for	2476	1143	1333	1049	834	593	729	964	760	1194	1283	797	949	731	1312	1165	337	2139	552	1924	1676	801
	33%	31%	36%	30%	35%	37%	31%	33%	37%	34%	32%	32%	36%	32%	34%	32%	36%	33%	38%	32%	34%	32%
			A		C	C			FG				KM				Q		S			
The ad is funny	2247	1107	1140	1128	706	413	647	899	683	1016	1231	711	793	744	1196	1051	300	1947	494	1753	1506	741
	30%	30%	30%	32%	30%	26%	27%	31%	33%	29%	31%	29%	30%	32%	31%	29%	32%	30%	34%	29%	31%	30%
				E	E			F	F					K	O				S			
The ad is entertaining	2147	1042	1105	1070	681	396	616	836	683	971	1176	669	709	769	1113	1033	295	1852	495	1651	1446	701
	29%	28%	29%	31%	29%	25%	26%	29%	33%	28%	30%	27%	27%	33%	29%	29%	32%	28%	34%	28%	29%	28%
				E	E			F	FG					KL					S			
It is from a company I like or am interested in	2072	1062	1010	935	661	476	596	843	622	1005	1067	680	750	642	1103	968	300	1771	495	1577	1421	651
	28%	29%	27%	27%	28%	30%	25%	29%	30%	29%	27%	27%	28%	28%	29%	27%	32%	27%	34%	26%	29%	26%
						C		F	F								Q		S		U	
I'm forced to look at it in order to get to the screen I want to see	1803	842	961	895	523	384	566	709	510	776	1026	540	683	579	900	902	201	1602	317	1485	1153	650
	24%	23%	26%	26%	22%	24%	24%	24%	25%	22%	26%	22%	26%	25%	24%	25%	22%	25%	22%	25%	23%	26%
			A	D							I		K	K						R		T
Great/catchy music	1559	720	839	755	514	290	455	571	524	720	839	491	541	528	808	751	211	1348	368	1191	1027	533
	21%	19%	22%	22%	22%	18%	19%	20%	25%	21%	21%	20%	20%	23%	21%	21%	23%	21%	25%	20%	21%	21%
			A	E	E				FG					KL					S			
A friend told me about the ad	1543	678	865	817	478	248	448	621	464	666	877	523	527	493	791	753	214	1329	361	1183	1033	510
	21%	18%	23%	23%	20%	16%	19%	21%	22%	19%	22%	21%	20%	21%	21%	21%	23%	20%	25%	20%	21%	20%
			A	DE	E			F	F		I								S			
The ad has special effects or interesting cinematography	1406	721	685	700	430	276	403	526	461	681	725	437	432	537	767	639	211	1196	384	1022	969	437
	19%	20%	18%	20%	18%	17%	17%	18%	22%	20%	18%	18%	16%	23%	20%	18%	23%	18%	26%	17%	20%	17%
				E					FG					KL	O		Q		S		U	
There are attractive/interesting people in the ad	1039	529	511	545	320	175	272	393	372	490	549	314	298	427	575	464	165	874	302	737	725	314
	14%	14%	14%	16%	14%	11%	11%	13%	18%	14%	14%	13%	11%	19%	15%	13%	18%	13%	21%	12%	15%	12%
				DE	E			F	FG					KL	O		Q		S		U	
I have nothing better to do	839	404	435	480	216	144	283	300	239	340	499	295	285	259	415	424	122	717	178	661	520	320
	11%	11%	12%	14%	9%	9%	12%	10%	12%	10%	13%	12%	11%	11%	11%	12%	13%	11%	12%	11%	11%	13%
				DE							I											T
It has a fun game	770	356	413	452	202	115	272	272	226	321	449	273	241	255	388	381	119	651	199	571	492	278
	10%	10%	11%	13%	9%	7%	11%	9%	11%	9%	11%	11%	9%	11%	10%	11%	13%	10%	14%	10%	10%	11%
				DE			G				I	L		L			Q		S			
The spokesperson/celebrity is someone I like	732	327	405	412	222	97	189	252	285	332	400	224	218	290	386	346	116	616	205	527	499	233
	10%	9%	11%	12%	9%	6%	8%	9%	14%	10%	10%	9%	8%	13%	10%	10%	12%	9%	14%	9%	10%	9%
			A	DE	E				FG					KL			Q		S			
The spokesperson/celebrity is someone I recognize	691	317	373	395	206	90	199	238	252	324	366	233	204	254	369	322	118	572	194	496	485	206
	9%	9%	10%	11%	9%	6%	8%	8%	12%	9%	9%	9%	8%	11%	10%	9%	13%	9%	13%	8%	10%	8%
				DE	E				FG					L			Q		S		U	
None of the above	678	364	314	296	221	161	231	276	163	299	379	235	253	189	339	339	64	614	86	592	424	253
	9%	10%	8%	8%	9%	10%	10%	9%	8%	9%	10%	9%	10%	8%	9%	9%	7%	9%	6%	10%	9%	10%
		B					H											P		R		
Sigma	28441	13695	14746	13607	8986	5849	8518	10980	8722	13242	15200	9212	9781	9448	14965	13477	3943	24498	6586	21855	19112	9329
	382%	371%	393%	389%	381%	369%	358%	375%	422%	382%	382%	370%	369%	410%	391%	372%	423%	376%	450%	365%	388%	371%

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

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: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	11215	347	608	233	773	576	747	442	468	573	241	769	391	592	386	398	323	348	314	361	351	606	318	449	601
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	7444	313	297	225	360	291	326	217	228	281	239	378	387	289	191	376	315	350	292	353	345	311	339	444	294
It is for a brand or a product I like or am interested in	2988	144	105	85	186	119	151	62	84	85	90	161	167	107	71	173	99	145	115	165	132	109	107	220	108
	40%	46%	35%	38%	52%	41%	46%	29%	37%	30%	38%	43%	43%	37%	37%	46%	31%	41%	39%	47%	38%	35%	31%	49%	37%
		BGHIMNPUVX	G	GI	BCEGHIJKLMNPQRTUVX	GIPV	BGHIMPUVX		GI		GI	BGIMPUVX	BGIPUV	GI	G	BGHIMNPUVX		GIPV	GI	BGHIMNPUVX	GI			BCEGHIJKMNPQRTUVX	GI
The content of the ad is interesting	2902	154	85	62	210	92	108	54	88	68	87	170	220	98	78	180	90	105	135	140	131	100	96	266	86
	39%	49%	29%	28%	58%	32%	33%	25%	39%	24%	36%	45%	57%	34%	41%	48%	28%	30%	46%	40%	38%	32%	28%	60%	29%
		BCEFGHIJMPQSTUVX			ABCEFGHIJKMNOPQRSTUVX	GI	I		BCEGIPQUVX		GI	BCEFGHIJMPQTUVX	BCEFGHIJKMNOPQRSTUVX	GI	BCEGIMPQUVX	BCEFGHIJMPQTUVX			BCEFGIMPQUVX	BCEGIPQVX	BCGIPQVX	GI		ABCEFGHIJKMNOPQRSTUVX	
The ad is informative or useful	2549	127	75	54	196	76	103	47	66	67	70	187	215	83	29	180	71	98	105	149	79	110	46	231	85
	34%	41%	25%	24%	54%	26%	32%	21%	29%	24%	29%	50%	55%	29%	15%	48%	23%	28%	36%	42%	23%	35%	14%	52%	29%
		BCEGHIJMNPQTVX	NV	NV	ABCEFGHIJMNPQRSTUVX	NV	GNPV	NV	GNPV	NV	GNV	ABCEFGHIJMNPQRTUVX	ABCEFGHIJMNPQRSTUVX	GNV		BCEFGHIJMNPQRTUVX	NV	NV	BCEGINPTV	BCEFGHIJMNPQTUVX	NV	BCEGIMNPQTVX		ABCEFGHIJMNPQRSTUVX	GNV
It is for a product I am currently shopping for	2476	94	100	71	134	107	127	69	55	79	64	153	75	117	18	117	112	166	127	136	70	101	123	163	97
	33%	30%	34%	32%	37%	37%	39%	32%	24%	28%	27%	41%	20%	41%	10%	31%	35%	47%	44%	39%	20%	32%	36%	37%	33%
		LNT	HLNT	LNT	AHIJLNT	HIJLNT	HIJLNT	HLNT	N	LNT	LN	ABCGHIJLNOTUX	N	ABCGHIJLNOTUX		LNT	HIJLNT	ABCDEGHIJLNOPTUVWX	ABCGHIJLNOTUX	HIJLNT	N	HLNT	HLNT	HIJLNT	HLNT
The ad is funny	2247	105	74	60	112	93	106	59	67	69	93	117	142	76	33	137	87	81	59	140	108	75	57	212	85
	30%	34%	25%	27%	31%	32%	32%	27%	29%	24%	39%	31%	37%	26%	17%	36%	28%	23%	20%	40%	31%	24%	17%	48%	29%
		BIMNQRUV	NV	NV	BINQRUV	BIMNQRUV	NQRV	NV	NRV	NV	BCDGHIKMNPQRUVX	BINQRUV	BCGHIMNPQRUVX	NV		BCGIMNPQRUVX	NV			BCDGHIKMNPQRTUVX	INQRUV	N		ABCDEFGHIJKLMNOPQRTUVX	NRV
The ad is entertaining	2147	103	67	41	126	78	68	50	70	60	67	163	160	80	37	124	71	58	57	153	80	75	35	239	83
	29%	33%	22%	18%	35%	27%	21%	23%	31%	21%	28%	43%	41%	28%	20%	33%	22%	17%	19%	43%	23%	24%	10%	54%	28%
		BCFGINPQRTUV	V	V	BCEFGIMNPQRTUVX	CINQRV	V	QV	BCFGINPQRTUV	V	CNQV	ABCDEFGHIJMNOPQRTUVX	ABCDEFGHIJMNOPQRTUVX	CINQRV	V	BCFGINPQRTUV	V		V	ABCDEFGHIJMNOPQRTUVX	QV	QV		ABCDEFGHIJKLMNOPQRSTUVX	CINQRV
It is from a company I like or am interested in	2072	95	71	41	141	92	73	34	47	59	51	141	93	86	59	137	49	94	106	122	76	82	62	187	76
	28%	30%	24%	18%	39%	31%	22%	16%	21%	21%	21%	37%	24%	30%	31%	36%	15%	27%	36%	35%	22%	26%	18%	42%	26%
		CGHIJPTV	GP		ABCEFGHIJLMNPQTUVX	BCFGHIJLPTVX			G	GP		ABCEFGHIJLMPQTUVX	GP	CGHIJPTV	BCGHIJLPTV	BCFGHIJLPQTUVX		CGPV	BCFGHIJLPQTUVX	BCFGHIJLPTUVX	GP	CGIPV		ABCEFGHIJLMNPQTUVX	CGP
I'm forced to look at it in order to get to the screen I want to see	1803	49	84	66	51	105	64	70	59	76	63	66	55	72	20	50	89	99	70	74	96	99	116	108	100
	24%	16%	28%	29%	14%	36%	20%	32%	26%	27%	26%	18%	14%	25%	10%	13%	28%	28%	24%	21%	28%	32%	34%	24%	34%
			ADFKLNO	ADFKLNOS		ABDFHIJKLMNOPQRSTW	N	ADFHKLMNOSW	ADKLNO	ADKLNO	ADKLNO	N		ADKLNO			ADFKLNO	ADFKLNO	ADLNO	DLNO	ADKLNO	ADFHKLMNOSW	ADFKLMNOSW	ADKLNO	ADFHIJKLMNORSTW
Great/catchy music	1559	76	45	24	77	58	91	43	43	40	57	102	66	57	13	93	68	50	31	66	81	61	19	252	46
	21%	24%	15%	11%	21%	20%	28%	20%	19%	14%	24%	27%	17%	20%	7%	25%	21%	14%	11%	19%	24%	19%	5%	57%	16%
		BCILNQRVX	NV		BCINQRVX	CINQRV	BCGHILMNQRSUVX	CINRV	CINRV	NV	BCILNQRVX	BCDEGHILMNQRSUVX	CNV	CINQRV		BCILNQRVX	BCINQRVX	NV		CNRV	BCILNQRVX	CINRV		ABCDEFGHIJKLMNOPQRSTUVX	NV
A friend told me about the ad	1543	99	42	41	128	55	38	38	39	36	37	100	85	47	4	87	37	60	86	100	36	69	40	201	38
	21%	32%	14%	18%	36%	19%	12%	17%	17%	13%	16%	27%	22%	16%	2%	23%	12%	17%	30%	28%	10%	22%	12%	45%	13%
		BCEFGHIJLMNOPQTUVX	N	NPT	BCEFGHIJKLMNOPQTUVX	FINPTVX	N	NPT	NPT	N	N	BCEFGHIJMNPQTVX	BFIMNPTVX	NT		BFIJMNPTVX	N	NT	BCEFGHIJMNPQTVX	BCEFGHIJMNPQTVX	N	BFIMNPTVX	N	ABCDEFGHIJKLMNOPQRSTUVX	N
The ad has special effects or interesting cinematography	1406	69	30	21	75	40	57	24	17	18	42	112	140	30	19	75	44	54	106	73	51	43	18	211	38
	19%	22%	10%	9%	21%	14%	17%	11%	7%	6%	17%	30%	36%	10%	10%	20%	14%	15%	36%	21%	15%	14%	5%	47%	13%
		BCEGHIMNPQTUVX	I		BCEGHIMNPTUVX	HIV	BCHIMNV	IV			BCGHIMNV	ABCDEFGHIJMNOPQSTUVX	ABCDEFGHIJKMNOPQSTUVX	I		BCEGHIMNUVX	HIV	CHIMV	ABCDEFGHIJMNOPQSTUVX	BCEGHIMNUVX	HIV	HIV		ABCDEFGHIJKLMNOPQRSTUVX	HIV
There are attractive/interesting people in the ad	1039	42	15	11	36	26	77	12	17	16	14	102	83	20	24	62	22	53	48	48	68	17	14	187	28
	14%	13%	5%	5%	10%	9%	23%	5%	7%	6%	6%	27%	21%	7%	13%	16%	7%	15%	16%	13%	20%	6%	4%	42%	9%
		BCGHIJMPUV			BCGIJUV	BCGIUV	ABCDEGHIJMNPQSUVX					ABCDEGHIJMNOPQRSTUVX	ABCDEGHIJMNPQSUVX		BCGHIJMPUV	BCDEGHIJMPUVX		BCDEGHIJMPUVX	BCDEGHIJMPUVX	BCGHIJMPUV	ABCDEGHIJMNPUVX		ABCDEFGHIJKLMNOPQRSTUVX	BCGIUV
I have nothing better to do	839	40	38	19	24	42	35	21	44	36	40	55	26	33	13	35	32	40	34	22	36	37	38	51	46
	11%	13%	13%	8%	7%	15%	11%	9%	19%	13%	17%	15%	7%	12%	7%	9%	10%	11%	11%	6%	11%	12%	11%	12%	16%
		DLNS	DLNS			CDGLNOS			ABCDFGIKLMNOPQRSTUVW	DLNS	CDGLNOPST	CDGLNOS		DLNS				DL			D	DLNS		DLS	CDGLNOPST
It has a fun game	770	42	14	18	35	30	39	22	21	15	25	75	36	26	7	44	41	24	29	43	17	27	8	107	25
	10%	13%	5%	8%	10%	10%	12%	10%	9%	5%	11%	20%	9%	9%	4%	12%	13%	7%	10%	12%	5%	9%	2%	24%	9%
		BINQTUVX		NV	BINTV	BINTV	BINTV	BINTV	BINTV		BINTV	ABCDEFGHIJLMNOPQRSTUVX	BINTV	BINTV		BINTV	BINQTV	V	BNV	BINTV		BINTV		ABCDEFGHIJLMNOPQRSTUVX	BINTV
The spokesperson/celebrity is someone I like	732	30	16	5	26	28	46	12	11	13	14	69	39	24	19	34	12	32	40	32	32	17	13	138	31
	10%	10%	5%	2%	7%	10%	14%	5%	5%	5%	6%	18%	10%	8%	10%	9%	4%	9%	14%	9%	9%	6%	4%	31%	11%
		CGHIPV			CP	BCGHIPUV	BCDGHIJPUV					ABCDEGHIJLMNOPQSTUVX	BCGHIPUV	CHIPV	BCGHIPUV	CIP		CHIPV	BCDGHIJPUV	CIP	CGHIPV			ABCDEFGHIJKLMNOPQRSTUVX	BCDGHIJPUV
The spokesperson/celebrity is someone I recognize	691	30	20	2	20	30	54	8	12	13	8	70	26	27	11	36	15	23	41	37	26	21	7	130	26
	9%	10%	7%	1%	5%	10%	16%	4%	5%	5%	3%	19%	7%	9%	6%	9%	5%	7%	14%	11%	8%	7%	2%	29%	9%
		CDGHIJPV	CV		C	CDGHIJNPUV	BCDGHIJLMNPQTUVX	C	C	C		ABCDEGHIJLMNOPQSTUVX	CV	CDGHIJPV	C	CDGHIJPV	C	CV	BCDGHIJLNPQTUV	CDGHIJPV	CGJV	CV		ABCDEFGHIJKLMNOPQRSTUVX	CDGHIJPV
None of the above	678	23	57	33	15	48	18	27	31	56	14	8	4	30	31	14	46	23	15	23	27	21	68	6	41
	9%	7%	19%	15%	4%	17%	5%	12%	13%	20%	6%	2%	1%	10%	16%	4%	15%	7%	5%	7%	8%	7%	20%	1%	14%
		KLW	ADFGHJKLMOQRSTUWX	ADFJKLOQRSTUW	KLW	ADFJKLMOQRSTUW	KLW	ADFJKLOQRSTUW	ADFJKLOQRSTUW	ADFGHJKLMOQRSTUWX	KLW			DJKLORUW	ADFJKLMOQRSTUW	L	ADFJKLOQRSTUW	KLW	LW	KLW	DKLOW	KLW	ADFGJKLMOQRSTUW		ADFJKLOQRSTUW
Sigma	28441	1324	938	654	1592	1118	1254	650	770	806	837	1852	1632	1014	486	1577	983	1205	1204	1522	1146	1063	864	2910	1039
	382%	423%	316%	291%	442%	385%	384%	299%	338%	287%	349%	490%	422%	350%	255%	419%	312%	344%	412%	431%	332%	341%	255%	655%	353%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G

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

	Total	North	LATAM	Europe	APAC	G-8	BRIC	Middle
		A	B	C	D	E	F	G
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	11215	1177	1518	3796	3600	3986	2637	1124
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	7444	585	1049	2446	2274	2141	1415	1090
It is for a brand or a product I like or am interested in	2988	227	502	828	932	781	643	499
	40%	39%	48%	34%	41%	36%	45%	46%
		C	ACDE		CE	C	ACDE	ACDE
The content of the ad is interesting	2902	178	544	742	897	669	592	542
	39%	30%	52%	30%	39%	31%	42%	50%
			ACDEF		ACE		ACE	ACDEF
The ad is informative or useful	2549	160	504	615	786	550	584	485
	34%	27%	48%	25%	35%	26%	41%	44%
			ACDEF		ACE		ACDE	ACDE
It is for a product I am currently shopping for	2476	204	345	791	711	709	580	426
	33%	35%	33%	32%	31%	33%	41%	39%
		D					ABCDE	BCDE
The ad is funny	2247	178	354	643	660	563	416	412
	30%	30%	34%	26%	29%	26%	29%	38%
		CE	CDEF		CE		CE	ACDEF
The ad is entertaining	2147	161	354	550	633	517	415	449
	29%	28%	34%	23%	28%	24%	29%	41%
		CE	ACDEF		CE		CE	ABCDEF
It is from a company I like or am interested in	2072	168	372	510	607	546	449	415
	28%	29%	35%	21%	27%	26%	32%	38%
		CE	ACDE		C	C	CDE	ACDEF
I'm forced to look at it in order to get to the screen I want to see	1803	206	150	710	485	601	280	252
	24%	35%	14%	29%	21%	28%	20%	23%
		BCDEFG		BDFG	B	BDFG	B	B
Great/catchy music	1559	104	247	411	448	350	320	349
	21%	18%	24%	17%	20%	16%	23%	32%
			ACDE		CE		ACDE	ABCDEF
A friend told me about the ad	1543	93	314	384	365	317	327	387
	21%	16%	30%	16%	16%	15%	23%	35%
			ACDEF				ACDE	ABCDEF
The ad has special effects or interesting cinematography	1406	77	220	256	463	239	298	390
	19%	13%	21%	10%	20%	11%	21%	36%
		C	ACE		ACE		ACE	ABCDEF
There are attractive/interesting people in the ad	1039	54	140	141	422	196	267	283
	14%	9%	13%	6%	19%	9%	19%	26%
		C	ACE		ABCE	C	ABCE	ABCDEF
I have nothing better to do	839	88	99	300	244	275	154	107
	11%	15%	9%	12%	11%	13%	11%	10%
		BCDFG		B		BDG		
It has a fun game	770	55	122	202	212	170	174	178
	10%	9%	12%	8%	9%	8%	12%	16%
			CE				ACDE	ABCDEF
The spokesperson/celebrity is someone I like	732	59	90	121	252	170	173	211
	10%	10%	9%	5%	11%	8%	12%	19%
		CE	C		BCE	C	BCE	ABCDEF
The spokesperson/celebrity is someone I recognize	691	55	86	112	229	149	167	208
	9%	9%	8%	5%	10%	7%	12%	19%
		CE	C		CE	C	BCE	ABCDEF
None of the above	678	89	52	325	168	286	63	44
	9%	15%	5%	13%	7%	13%	4%	4%
		BDFG		BDFG	BFG	BDFG		
Sigma	28441	2157	4493	7641	8514	7089	5903	5636
	382%	369%	428%	312%	374%	331%	417%	517%

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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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	347	163	184	146	103	98	167	121	59	120	227	119	139	89	177	170	39	308	49	298	213	134
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	313	149	164	147	88	78	182	93	38	93	220	183	91	38	149	164	33	280	35	277	169	143
The content of the ad is interesting	154	82	72	55	52	47	86	49	19	54	101	90	48	16	89	65	16	139	17	137	89	65
	49%	55%	44%	38%	60%	60%	47%	53%	51%	58%	46%	49%	53%	41%	60%	40%	48%	50%	50%	49%	53%	46%
					C*	C*		*	*	*				*	O		**		*			
It is for a brand or a product I like or am interested in	144	74	69	57	42	45	80	43	21	44	100	78	49	16	75	69	14	129	16	127	84	59
	46%	50%	42%	39%	47%	58%	44%	46%	55%	47%	45%	43%	54%	42%	50%	42%	44%	46%	47%	46%	50%	41%
					*	C*		*	*	*				*			**		*			
The ad is informative or useful	127	67	61	40	45	42	74	37	17	45	82	68	46	14	72	56	14	113	16	112	76	52
	41%	45%	37%	27%	51%	54%	40%	40%	43%	49%	37%	37%	50%	36%	48%	34%	43%	40%	45%	40%	45%	36%
					C*	C*		*	*	*			KM	*	O		**		*			
The ad is funny	105	55	50	50	35	20	61	36	9	32	73	59	34	13	48	57	11	94	13	93	60	46
	34%	37%	31%	34%	40%	26%	33%	39%	23%	35%	33%	32%	37%	33%	33%	35%	34%	34%	36%	33%	35%	32%
					*	*		*	*	*				*			**		*			
The ad is entertaining	103	52	51	45	32	26	57	35	12	35	69	55	34	14	50	53	11	92	10	93	55	48
	33%	35%	31%	31%	37%	33%	31%	37%	32%	37%	31%	30%	37%	37%	34%	32%	34%	33%	29%	34%	33%	33%
					*	*		*	*	*				*			**		*			
A friend told me about the ad	99	44	55	48	31	21	61	27	11	27	72	59	33	7	48	51	6	93	8	91	55	44
	32%	29%	34%	32%	35%	27%	34%	30%	28%	29%	33%	32%	36%	18%	33%	31%	18%	33%	24%	33%	32%	31%
					*	*		*	*	*		M	M	*			**		*			
It is from a company I like or am interested in	95	49	46	31	35	30	45	31	19	32	63	47	38	10	53	42	8	87	10	85	55	40
	30%	33%	28%	21%	39%	38%	25%	33%	49%	34%	29%	26%	41%	26%	36%	26%	25%	31%	27%	31%	32%	28%
					C*	C*		*	F*	*			KM	*			**		*			
It is for a product I am currently shopping for	94	46	48	37	33	23	60	22	12	26	68	53	32	8	51	43	9	84	11	83	55	39
	30%	31%	29%	25%	38%	29%	33%	23%	32%	28%	31%	29%	35%	22%	34%	26%	29%	30%	30%	30%	32%	27%
					*	*		*	*	*			M	*			**		*			
Great/catchy music	76	38	38	27	25	24	41	29	7	26	50	42	26	8	38	38	7	68	7	69	40	36
	24%	26%	23%	19%	28%	31%	22%	31%	17%	28%	23%	23%	28%	21%	25%	23%	23%	24%	19%	25%	24%	25%
					*	*		*	*	*				*			**		*			
The ad has special effects or interesting cinematography	69	43	26	27	23	19	35	27	7	20	50	41	22	6	38	31	7	62	9	61	44	25
	22%	29%	16%	19%	26%	25%	19%	29%	19%	21%	23%	23%	24%	16%	26%	19%	21%	22%	25%	22%	26%	18%
		B			*	*		*	*	*				*			**		*			
I'm forced to look at it in order to get to the screen I want to see	49	25	25	29	9	11	28	14	7	15	34	29	12	8	21	29	3	46	5	44	27	22
	16%	16%	15%	20%	11%	14%	15%	15%	19%	16%	16%	16%	13%	21%	14%	17%	10%	16%	15%	16%	16%	16%
					*	*		*	*	*				*			**		*			
There are attractive/interesting people in the ad	42	27	15	22	11	9	20	18	5	13	29	22	16	4	20	22	3	39	4	38	20	22
	13%	18%	9%	15%	13%	11%	11%	19%	13%	14%	13%	12%	18%	9%	13%	14%	10%	14%	12%	14%	12%	15%
		B			*	*		*	*	*				*			**		*			
It has a fun game	42	19	23	25	11	6	24	13	4	13	29	29	10	4	14	28	3	39	2	40	18	24
	13%	13%	14%	17%	12%	7%	13%	14%	11%	14%	13%	16%	11%	9%	10%	17%	10%	14%	5%	14%	10%	17%
					*	*		*	*	*				*			**		*			
I have nothing better to do	40	19	21	31	7	3	22	11	7	7	34	27	10	4	8	32	1	39	6	34	18	22
	13%	13%	13%	21%	8%	4%	12%	11%	19%	7%	15%	15%	11%	10%	6%	19%	3%	14%	18%	12%	11%	16%
				DE	*	*		*	*	*				*		N	**		*			
The spokesperson/celebrity is someone I recognize	30	15	16	15	14	1	21	5	4	5	25	18	11	1	11	19	-	30	1	29	13	17
	10%	10%	9%	10%	16%	2%	11%	6%	11%	6%	11%	10%	12%	3%	7%	12%	-	11%	4%	10%	8%	12%
				E	E*	*		*	*	*			M	*			**		*			
The spokesperson/celebrity is someone I like	30	16	14	8	16	7	16	8	6	11	19	17	10	3	14	16	2	27	1	29	19	11
	10%	11%	9%	5%	18%	8%	9%	8%	15%	12%	9%	9%	11%	7%	9%	10%	7%	10%	3%	10%	11%	7%
					C*	*		*	*	*				*			**		*			
None of the above	23	12	11	11	8	4	18	2	3	7	16	16	4	3	11	12	2	21	*	23	12	11
	7%	8%	7%	7%	9%	5%	10%	3%	8%	8%	7%	9%	5%	7%	7%	7%	7%	7%	1%	8%	7%	7%
					*	*	G	*	*	*				*			**		*			
Sigma	1324	682	642	559	430	335	747	407	169	411	913	751	435	138	661	663	120	1204	137	1187	740	584
	423%	458%	392%	381%	487%	431%	411%	439%	445%	441%	416%	410%	477%	358%	445%	404%	366%	430%	390%	428%	437%	407%

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

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	Total	Non	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	608	263	345	219	209	180	144	295	169	305	303	155	183	270	319	289	77	531	110	498	383	225	426	182	186	221	104	47	50
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	297	154	143	119	96	82	81	142	74	132	166	71	177	49	154	143	33	264	52	245	179	118	193	104	72	114	55	28	28
It is for a brand or a product I like or am interested in	105	58	47	37	29	39	31	46	28	45	61	27	64	14	57	48	13	92	22	83	61	45	67	38	23	45	23	7	7
	35%	38%	33%	31%	30%	47%	39%	32%	38%	34%	37%	38%	36%	28%	37%	34%	41%	35%	42%	34%	34%	38%	35%	37%	32%	40%	42%	25%	25%
						CD	*		*			M					*		*								*	**	**
It is for a product I am currently shopping for	100	56	44	37	31	32	22	49	29	42	58	22	60	18	54	46	15	85	23	78	61	39	59	41	30	38	20	5	7
	34%	37%	31%	31%	32%	39%	28%	34%	39%	32%	35%	31%	34%	37%	35%	32%	46%	32%	43%	32%	34%	33%	31%	39%	42%	33%	36%	18%	26%
							*		*								*		*								*	**	**
The content of the ad is interesting	85	44	41	32	26	27	21	43	21	36	49	21	52	12	47	38	12	73	21	64	52	33	53	32	23	32	17	7	6
	29%	28%	29%	27%	27%	33%	27%	30%	28%	28%	29%	29%	30%	24%	31%	26%	37%	28%	40%	26%	29%	28%	27%	31%	32%	28%	31%	26%	22%
							*		*								*		S*								*	**	**
I'm forced to look at it in order to get to the screen I want to see	84	37	47	37	21	27	25	39	21	33	51	15	54	15	41	44	9	75	18	66	48	36	60	24	21	27	19	11	8
	28%	24%	33%	31%	21%	33%	30%	28%	28%	25%	31%	21%	31%	31%	26%	31%	28%	28%	35%	27%	27%	31%	31%	23%	28%	23%	34%	38%	29%
						D	*		*					K			*		*								*	**	**
The ad is informative or useful	75	42	33	22	25	28	14	37	24	37	38	16	47	12	45	30	13	62	21	53	50	25	44	31	21	29	16	4	4
	25%	27%	23%	18%	26%	34%	17%	26%	33%	28%	23%	22%	27%	24%	29%	21%	38%	23%	41%	22%	28%	21%	23%	29%	28%	25%	30%	16%	16%
						C	*		F*								Q*		S*								*	**	**
The ad is funny	74	42	32	32	21	21	18	39	17	32	42	20	42	12	43	31	10	64	16	58	49	25	48	26	19	26	15	7	7
	25%	28%	22%	27%	22%	25%	22%	27%	23%	24%	26%	28%	24%	24%	28%	22%	30%	24%	30%	24%	27%	21%	25%	25%	27%	23%	27%	25%	24%
							*		*								*		*								*	**	**
It is from a company I like or am interested in	71	42	29	21	21	28	15	34	22	31	39	15	45	11	44	27	9	62	16	54	47	24	48	22	19	20	18	7	8
	24%	27%	20%	18%	22%	35%	18%	24%	29%	24%	24%	21%	25%	22%	28%	19%	26%	24%	32%	22%	26%	20%	25%	21%	26%	17%	32%	24%	27%
						CD	*		*						O		*		*								Y*	**	**
The ad is entertaining	67	35	32	28	19	19	16	31	19	30	37	17	36	13	39	28	6	60	13	54	45	22	43	23	19	25	14	3	4
	22%	23%	22%	24%	20%	23%	20%	22%	26%	23%	22%	24%	20%	27%	25%	19%	19%	23%	25%	22%	25%	18%	22%	22%	27%	22%	26%	11%	16%
							*		*								*		*								*	**	**
Great/catchy music	45	23	22	19	12	14	11	22	12	19	26	10	29	6	24	22	4	41	10	35	32	13	32	13	14	16	6	2	7
	15%	15%	15%	16%	12%	17%	14%	15%	16%	14%	16%	14%	16%	13%	15%	15%	12%	16%	18%	14%	18%	11%	17%	13%	19%	14%	10%	9%	26%
							*		*								*		*								*	**	**
A friend told me about the ad	42	19	23	19	12	11	9	21	12	25	17	10	24	8	21	21	6	36	9	33	27	15	26	16	14	8	11	6	3
	14%	13%	16%	16%	12%	14%	12%	15%	16%	19%	10%	14%	13%	16%	14%	14%	17%	14%	17%	13%	15%	13%	13%	16%	19%	7%	20%	22%	10%
							*		*	J							*		*						Y		Y*	**	**
I have nothing better to do	38	19	19	22	8	8	10	21	7	16	22	12	20	6	22	16	4	34	6	32	24	14	27	11	14	13	8	2	1
	13%	12%	13%	18%	8%	10%	12%	15%	10%	12%	14%	16%	11%	13%	14%	11%	12%	13%	11%	13%	13%	12%	14%	10%	19%	12%	15%	6%	3%
				D			*		*								*		*								*	**	**
The ad has special effects or interesting cinematography	30	16	15	18	5	7	5	17	8	12	18	8	16	6	12	18	1	29	4	26	17	13	23	7	7	8	6	3	5
	10%	10%	10%	15%	6%	8%	6%	12%	11%	9%	11%	12%	9%	12%	8%	13%	5%	11%	8%	11%	10%	11%	12%	7%	10%	7%	12%	12%	18%
				D			*		*								*		*								*	**	**
The spokesperson/celebrity is someone I recognize	20	11	9	9	7	5	3	10	7	12	8	3	11	5	12	8	1	19	3	17	14	6	15	5	9	4	4	2	1
	7%	7%	6%	7%	7%	5%	4%	7%	10%	9%	5%	5%	6%	11%	8%	5%	3%	7%	7%	7%	8%	5%	8%	5%	12%	3%	8%	8%	4%
							*		*					K			*		*						Y		*	**	**
The spokesperson/celebrity is someone I like	16	9	8	7	4	5	1	9	6	7	9	4	9	4	9	8	1	15	4	13	10	6	13	3	7	2	5	1	1
	5%	6%	5%	6%	4%	6%	1%	6%	8%	5%	6%	6%	5%	8%	6%	5%	3%	6%	7%	5%	6%	5%	7%	3%	10%	2%	9%	3%	4%
							*		F*								*		*						Y		Y*	**	**
There are attractive/interesting people in the ad	15	7	8	6	4	5	2	8	5	6	9	4	7	4	7	8	2	13	4	11	8	7	12	3	4	4	4	*	2
	5%	4%	6%	5%	4%	6%	2%	6%	7%	4%	6%	5%	4%	9%	5%	5%	5%	5%	7%	5%	4%	6%	6%	3%	5%	4%	8%	2%	7%
							*		*					L			*		*								*	**	**
It has a fun game	14	6	8	8	3	4	2	8	4	6	8	5	5	4	8	6	2	13	3	11	9	5	9	5	3	6	2	*	2
	5%	4%	6%	7%	3%	4%	2%	6%	5%	5%	5%	7%	3%	9%	5%	4%	5%	5%	6%	5%	5%	4%	5%	5%	5%	6%	4%	1%	7%
							*		*					L			*		*								*	**	**
None of the above	57	32	25	15	25	17	19	24	14	25	32	14	32	10	33	24	3	54	5	52	30	27	40	17	13	24	10	6	4
	19%	21%	17%	13%	26%	21%	23%	17%	19%	19%	19%	20%	18%	21%	21%	17%	9%	20%	10%	21%	17%	23%	21%	16%	18%	21%	19%	20%	14%
					C		*										*		*	R							*	**	**
Sigma	938	498	440	369	272	297	224	458	256	413	525	224	554	161	518	420	111	827	198	741	582	356	621	318	260	327	200	74	78
	316%	324%	308%	310%	284%	361%	278%	322%	345%	314%	317%	313%	313%	329%	336%	294%	334%	314%	380%	302%	325%	302%	322%	305%	360%	288%	363%	264%	277%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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	
		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	Non	North	Center	South	French	Flemish
		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
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	233	119	114	92	73	68	68	106	59	83	150	39	113	81	139	94	13	220	33	200	136	97	118	49	66	117	116
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	225	116	108	97	68	60	68	101	55	73	151	62	87	75	121	104	11	214	28	196	123	102	108	44	73	119	105
It is for a brand or a product I like or am interested in	85	51	34	32	24	28	27	37	22	29	56	28	36	22	46	40	4	81	11	75	42	43	45	12	28	41	44
	38%	44%	31%	33%	36%	48%	39%	36%	40%	40%	37%	45%	41%	29%	38%	38%	40%	38%	37%	38%	34%	42%	42%	28%	38%	35%	42%
				*	*	*	*	*	*	*		*		*		*	**		*			*		*	*		
It is for a product I am currently shopping for	71	37	34	26	26	19	21	35	15	27	44	21	35	15	39	32	4	67	9	62	41	30	39	12	20	34	37
	32%	32%	31%	27%	38%	32%	31%	34%	28%	37%	29%	34%	40%	20%	32%	31%	41%	31%	31%	32%	34%	29%	36%	28%	27%	29%	35%
				*	*	*	*	*	*	*		*	M	*		*	**		*			*		*	*		
I'm forced to look at it in order to get to the screen I want to see	66	32	34	28	20	18	26	22	19	15	51	17	24	25	37	29	4	62	9	57	39	27	30	16	20	38	28
	29%	28%	31%	29%	29%	31%	37%	21%	34%	21%	33%	27%	27%	34%	31%	28%	36%	29%	31%	29%	32%	27%	28%	37%	27%	32%	27%
				*	*	*	G*	*	*	*		*		*		*	**		*			*		*	*		
The content of the ad is interesting	62	40	22	25	22	15	16	29	17	21	42	19	28	15	30	32	3	59	7	56	36	26	32	8	22	32	30
	28%	34%	20%	26%	32%	25%	24%	28%	31%	28%	27%	31%	31%	20%	25%	31%	28%	28%	23%	28%	29%	26%	29%	18%	31%	27%	29%
		B		*	*	*	*	*	*	*		*		*		*	**		*			*		*	*		
The ad is funny	60	33	27	26	23	11	19	30	11	19	41	18	21	21	25	35	1	59	6	54	31	29	21	12	28	41	19
	27%	29%	25%	27%	33%	19%	27%	29%	21%	25%	27%	29%	24%	28%	20%	34%	13%	27%	22%	27%	25%	28%	19%	26%	38%	35%	18%
				*	*	*	*	*	*	*		*		*		N*	**		*			*		*	V*	Z	
The ad is informative or useful	54	32	22	19	14	21	13	26	15	22	33	9	27	18	28	27	1	53	6	49	30	25	29	9	17	27	28
	24%	28%	20%	20%	21%	34%	20%	25%	28%	29%	22%	15%	30%	24%	23%	26%	13%	25%	20%	25%	24%	24%	27%	20%	23%	22%	26%
				*	*	C*	*	*	*	*		*		*		*	**		*			*		*	*		
The ad is entertaining	41	26	15	17	11	13	12	20	9	15	27	18	12	11	13	29	-	41	2	39	16	25	14	9	18	29	13
	18%	23%	14%	17%	17%	22%	18%	20%	17%	20%	18%	29%	14%	15%	10%	27%	-	19%	7%	20%	13%	25%	13%	21%	25%	24%	12%
				*	*	*	*	*	*	*		L*		*		N*	**		*			T*		*	*	Z	
A friend told me about the ad	41	26	15	22	12	7	16	15	10	10	31	16	15	10	17	24	3	38	4	37	17	24	15	8	18	28	13
	18%	23%	13%	22%	18%	12%	23%	14%	19%	13%	21%	26%	17%	13%	14%	23%	27%	18%	14%	19%	14%	24%	14%	18%	24%	24%	12%
				*	*	*	*	*	*	*		*		*		*	**		*			*		*	*	Z	
It is from a company I like or am interested in	41	24	16	16	10	15	9	16	16	18	23	11	16	13	23	17	2	39	7	33	25	16	24	5	11	16	24
	18%	21%	15%	16%	14%	25%	13%	15%	29%	24%	15%	18%	19%	17%	19%	17%	16%	18%	26%	17%	20%	15%	22%	12%	15%	14%	23%
				*	*	*	*	*	F*	*		*		*		*	**		*			*		*	*		
Great/catchy music	24	19	6	13	9	3	10	5	9	6	19	7	8	9	10	15	-	24	2	23	8	16	3	6	15	23	2
	11%	16%	5%	13%	13%	5%	15%	5%	16%	8%	12%	12%	10%	12%	8%	14%	-	11%	6%	12%	7%	16%	2%	14%	21%	19%	2%
		B		*	*	*	G*	*	G*	*		*		*		*	**		*			T*		V*	V*	Z	
The ad has special effects or interesting cinematography	21	12	9	10	5	5	9	7	4	8	13	6	6	8	7	14	1	19	2	18	8	13	5	6	10	16	5
	9%	10%	8%	10%	8%	9%	14%	7%	8%	11%	8%	10%	7%	10%	5%	14%	13%	9%	8%	9%	7%	12%	4%	14%	13%	13%	5%
				*	*	*	*	*	*	*		*		*		N*	**		*			*		V*	V*	Z	
I have nothing better to do	19	9	10	12	3	4	6	8	5	4	14	6	7	6	7	12	2	17	4	15	7	12	6	4	8	13	6
	8%	7%	9%	12%	4%	7%	8%	8%	9%	6%	9%	9%	8%	8%	5%	12%	16%	8%	13%	8%	6%	11%	6%	9%	11%	11%	6%
				*	*	*	*	*	*	*		*		*		*	**		*			*		*	*		
It has a fun game	18	4	14	4	6	8	9	8	1	8	10	6	7	5	8	10	1	17	3	15	11	7	2	4	13	16	2
	8%	4%	13%	4%	9%	13%	13%	8%	1%	11%	7%	9%	8%	7%	7%	9%	13%	8%	11%	8%	9%	6%	2%	9%	17%	14%	2%
			A	*	*	*	H*	*	*	*		*		*		*	**		*			*		V*	V*	Z	
There are attractive/interesting people in the ad	11	8	2	5	2	3	2	6	3	3	8	5	1	5	3	7	-	11	1	10	3	8	3	2	6	7	3
	5%	7%	2%	6%	3%	5%	3%	6%	6%	4%	5%	8%	1%	6%	3%	7%	-	5%	3%	5%	2%	8%	3%	4%	8%	6%	3%
				*	*	*	*	*	*	*		*		*		*	**		*			*		*	*		
The spokesperson/celebrity is someone I like	5	2	3	3	1	1	3	1	1	3	2	1	2	2	1	4	1	4	1	4	2	3	2	2	1	4	1
	2%	2%	2%	3%	1%	2%	4%	1%	1%	4%	1%	2%	2%	2%	1%	4%	7%	2%	3%	2%	1%	3%	2%	4%	1%	3%	1%
				*	*	*	*	*	*	*		*		*		*	**		*			*		*	*		
The spokesperson/celebrity is someone I recognize	2	-	2	1	1	-	1	-	1	1	1	-	1	1	1	1	1	1	1	1	2	-	-	2	-	2	-
	1%	-	2%	1%	1%	-	1%	-	1%	1%	1%	-	1%	1%	1%	1%	7%	*	3%	*	1%	-	-	4%	-	1%	-
				*	*	*	*	*	*	*		*		*		*	**		*			*		V*	*		
None of the above	33	18	15	16	12	5	12	15	6	10	23	9	10	15	23	11	3	31	3	30	24	9	18	8	6	15	18
	15%	16%	14%	17%	18%	8%	17%	15%	11%	14%	15%	14%	11%	19%	19%	10%	23%	14%	12%	15%	20%	9%	17%	19%	9%	12%	18%
				*	*	*	*	*	*	*		*		*		*	**		*		U	*		*	*		
Sigma	654	376	277	276	201	177	211	278	164	217	436	198	255	201	315	338	32	622	77	577	342	311	288	125	240	381	272
	291%	324%	256%	283%	296%	297%	309%	275%	299%	297%	288%	320%	291%	266%	261%	325%	292%	291%	269%	294%	279%	306%	268%	285%	328%	320%	258%

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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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	773	372	401	354	254	165	172	573	28	316	457	97	452	224	341	432	110	663	154	619	532	241
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	360	166	194	206	104	51	96	256	8	137	223	95	197	68	139	222	43	317	61	299	236	124
The content of the ad is interesting	210	96	114	108	65	37	53	152	5	90	120	53	115	42	85	125	22	188	33	176	142	68
	58%	58%	59%	52%	63%	72%	55%	59%	62%	66%	54%	56%	58%	61%	61%	56%	50%	59%	54%	59%	60%	54%
					C	C			**	J		*					*					
The ad is informative or useful	196	86	110	99	62	35	51	140	5	84	112	49	106	42	79	117	23	173	34	162	130	66
	54%	52%	56%	48%	60%	68%	53%	55%	64%	61%	50%	51%	54%	61%	57%	53%	54%	54%	55%	54%	55%	53%
					C	C			**	J		*					*					
It is for a brand or a product I like or am interested in	186	78	108	94	58	34	48	134	4	70	117	52	98	36	74	112	22	164	31	155	125	61
	52%	47%	55%	46%	56%	67%	50%	52%	54%	51%	52%	55%	50%	53%	53%	51%	51%	52%	51%	52%	53%	49%
			A		C	CD			**			*					*					
It is from a company I like or am interested in	141	61	80	70	45	27	35	103	3	54	87	34	81	26	52	89	17	124	25	117	93	48
	39%	37%	41%	34%	43%	52%	36%	40%	41%	39%	39%	36%	41%	39%	37%	40%	40%	39%	40%	39%	39%	39%
					C	C			**			*					*					
It is for a product I am currently shopping for	134	51	83	67	44	23	31	99	4	50	83	38	70	26	49	85	16	118	23	111	91	43
	37%	31%	43%	33%	42%	45%	32%	39%	47%	37%	37%	40%	35%	38%	35%	38%	37%	37%	38%	37%	38%	35%
			A		C	C			**			*					*					
A friend told me about the ad	128	54	74	71	39	18	33	91	4	49	80	32	71	24	53	75	14	114	20	108	88	40
	36%	32%	38%	35%	38%	34%	34%	36%	45%	35%	36%	34%	36%	36%	39%	34%	32%	36%	32%	36%	37%	32%
									**			*					*					
The ad is entertaining	126	59	67	78	30	17	31	91	4	45	81	28	70	28	49	77	16	110	22	104	80	45
	35%	36%	34%	38%	29%	34%	32%	36%	48%	33%	36%	29%	36%	41%	35%	35%	38%	35%	35%	35%	34%	37%
				D					**			*					*					
The ad is funny	112	50	62	67	31	14	25	83	4	39	73	20	67	24	45	67	12	99	17	95	68	44
	31%	30%	32%	33%	30%	28%	26%	32%	47%	28%	33%	21%	34%	35%	32%	30%	29%	31%	28%	32%	29%	35%
									**			*	K	K			*					
Great/catchy music	77	32	46	48	19	10	23	54	1	27	51	20	43	15	30	48	5	73	10	68	44	33
	21%	19%	24%	23%	19%	21%	23%	21%	12%	20%	23%	21%	22%	22%	21%	22%	11%	23%	16%	23%	19%	27%
									**			*					*	P				T
The ad has special effects or interesting cinematography	75	34	41	38	21	16	22	52	1	25	50	16	44	15	33	42	9	66	11	63	49	26
	21%	20%	21%	19%	20%	31%	22%	20%	12%	18%	22%	17%	22%	21%	23%	19%	20%	21%	19%	21%	21%	21%
						CD			**			*					*					
I'm forced to look at it in order to get to the screen I want to see	51	24	27	39	9	4	12	36	3	13	38	12	24	15	16	35	4	47	6	44	28	23
	14%	14%	14%	19%	8%	7%	13%	14%	36%	9%	17%	12%	12%	22%	12%	16%	10%	15%	10%	15%	12%	18%
				DE					**		I	*		KL			*					T
There are attractive/interesting people in the ad	36	19	17	18	11	6	11	24	1	11	25	7	20	9	15	21	5	31	6	30	25	11
	10%	12%	9%	9%	11%	12%	11%	9%	12%	8%	11%	7%	10%	13%	11%	9%	11%	10%	10%	10%	10%	9%
									**			*					*					
It has a fun game	35	19	16	23	9	3	11	24	*	11	24	11	18	7	13	22	3	33	5	30	24	12
	10%	12%	8%	11%	9%	6%	11%	10%	3%	8%	11%	11%	9%	10%	10%	10%	6%	10%	9%	10%	10%	9%
									**			*					*					
The spokesperson/celebrity is someone I like	26	11	15	17	7	3	7	19	*	11	16	7	15	4	11	15	2	24	4	22	18	8
	7%	7%	8%	8%	7%	5%	7%	7%	3%	8%	7%	7%	8%	7%	8%	7%	5%	8%	7%	7%	8%	6%
									**			*					*					
I have nothing better to do	24	12	12	20	4	-	8	15	1	3	21	8	12	4	8	16	3	21	2	22	12	12
	7%	7%	6%	10%	4%	-	8%	6%	12%	2%	9%	9%	6%	5%	6%	7%	7%	7%	3%	7%	5%	10%
				DE	E				**		I	*					*					T
The spokesperson/celebrity is someone I recognize	20	7	12	13	5	2	5	15	*	7	13	2	14	4	8	12	1	19	3	17	12	7
	5%	4%	6%	6%	5%	4%	5%	6%	3%	5%	6%	2%	7%	6%	6%	5%	2%	6%	5%	6%	5%	6%
									**			*					*					
None of the above	15	9	6	12	1	2	2	12	1	3	12	4	8	3	5	10	2	13	3	12	8	7
	4%	6%	3%	6%	1%	3%	2%	5%	7%	2%	5%	4%	4%	4%	3%	5%	5%	4%	4%	4%	3%	6%
				D					**			*					*					
Sigma	1592	704	888	882	460	250	406	1146	40	591	1001	393	875	324	625	967	176	1416	255	1337	1038	554
	442%	424%	457%	429%	444%	489%	421%	448%	507%	432%	448%	413%	445%	474%	451%	436%	408%	446%	415%	447%	440%	445%

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

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

	Canada Total	Canada																											
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region						
		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	Non	Prairies	Atlantic	Alberta	BC	Northwest	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	b
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	576	241	335	206	184	186	120	220	236	271	305	200	270	106	298	278	68	508	88	488	398	178	38	42	87	75	-	233	101
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	291	142	149	119	100	71	64	112	115	130	161	99	131	61	155	135	35	256	46	244	201	89	18	20	43	39	-	121	49
It is for a brand or a product I like or am interested in	119	56	62	46	42	30	25	45	48	51	67	41	60	17	59	59	13	105	17	102	77	41	8	12	16	18	-	48	17
	41%	40%	42%	38%	42%	43%	39%	40%	42%	39%	42%	42%	46%	28%	38%	44%	39%	41%	36%	42%	38%	46%	41%	57%	38%	46%	-	40%	33%
												M	M	*			*		*				*	ab*	*	*			*
It is for a product I am currently shopping for	107	46	61	42	37	27	22	43	42	44	63	30	56	21	56	51	13	94	17	90	75	31	7	10	17	17	-	46	11
	37%	33%	41%	36%	37%	39%	34%	38%	37%	34%	39%	31%	42%	35%	36%	37%	38%	37%	37%	37%	37%	35%	36%	50%	39%	43%	-	38%	22%
													K	*			*		*				*	b*	b*	b*		b	*
I'm forced to look at it in order to get to the screen I want to see	105	46	59	52	29	24	23	42	41	42	63	36	47	23	54	52	12	93	15	91	75	30	7	8	17	13	-	42	19
	36%	33%	40%	44%	29%	34%	36%	37%	36%	33%	39%	36%	36%	38%	35%	38%	36%	36%	32%	37%	37%	34%	38%	41%	40%	33%	-	35%	38%
				DE										*			*		*				*	*	*	*			*
The ad is funny	93	45	48	44	32	17	20	41	32	37	56	29	45	19	49	44	12	80	15	77	65	28	5	8	12	10	-	45	13
	32%	31%	32%	37%	31%	24%	31%	36%	28%	28%	35%	30%	34%	31%	31%	32%	35%	31%	33%	32%	32%	31%	28%	38%	27%	25%	-	38%	27%
				E										*			*		*				*	*	*	*			*
The content of the ad is interesting	92	44	48	38	31	24	24	36	32	39	53	30	49	13	50	43	13	79	16	76	58	34	6	10	11	13	-	37	15
	32%	31%	33%	32%	31%	33%	38%	32%	27%	30%	33%	30%	37%	22%	32%	31%	37%	31%	35%	31%	29%	38%	33%	50%	25%	34%	-	31%	30%
							H						M	*			*		*				*	Xab*	*	*			*
It is from a company I like or am interested in	92	46	46	42	31	19	19	37	35	34	58	29	47	15	47	45	10	81	13	79	64	27	7	9	12	11	-	42	11
	31%	32%	31%	35%	31%	27%	30%	33%	31%	26%	36%	30%	36%	25%	30%	33%	30%	32%	27%	32%	32%	31%	35%	42%	29%	27%	-	35%	23%
											I		M	*			*		*				*	b*	*	*		b	*
The ad is entertaining	78	37	41	33	29	16	17	32	29	32	46	23	39	16	43	35	11	68	12	66	53	25	4	7	11	10	-	38	8
	27%	26%	28%	27%	29%	23%	27%	29%	25%	25%	28%	23%	30%	27%	28%	26%	31%	26%	26%	27%	26%	28%	23%	34%	26%	26%	-	31%	16%
														*			*		*				*	b*	*	*		b	*
The ad is informative or useful	76	33	43	28	26	22	19	32	25	33	42	25	37	14	46	30	8	68	11	65	53	22	3	7	13	11	-	31	11
	26%	23%	29%	23%	25%	32%	29%	28%	22%	26%	26%	25%	28%	23%	30%	22%	24%	26%	24%	26%	27%	25%	19%	35%	30%	27%	-	26%	21%
														*	O		*		*				*	*	*	*			*
Great/catchy music	58	25	34	29	19	11	14	28	17	18	40	24	24	10	29	29	6	53	6	52	38	20	5	6	3	7	-	29	9
	20%	17%	23%	24%	19%	15%	22%	25%	14%	14%	25%	25%	18%	16%	19%	22%	16%	21%	14%	21%	19%	22%	25%	28%	8%	17%	-	24%	18%
				E				H			I			*			*		*				X*	X*	*	*		X	X*
A friend told me about the ad	55	21	34	28	16	10	15	20	19	19	36	16	28	11	29	25	5	50	6	48	40	14	2	6	6	8	-	27	6
	19%	15%	23%	24%	16%	15%	24%	18%	17%	15%	22%	16%	21%	18%	19%	18%	14%	19%	13%	20%	20%	16%	9%	28%	13%	19%	-	23%	13%
			A	E							I			*			*		*				*	Vb*	*	*		b	*
I have nothing better to do	42	16	26	25	10	6	15	14	14	14	29	15	21	7	21	21	5	38	5	38	28	14	2	3	5	9	-	17	7
	15%	11%	18%	21%	10%	9%	23%	12%	12%	11%	18%	15%	16%	11%	13%	16%	13%	15%	10%	15%	14%	16%	9%	13%	12%	23%	-	14%	14%
			A	DE			GH				I			*			*		*				*	*	*	*			*
The ad has special effects or interesting cinematography	40	22	18	17	12	10	9	17	13	15	25	13	19	7	22	18	6	34	6	34	25	15	2	4	5	6	-	18	5
	14%	15%	12%	15%	12%	14%	14%	16%	11%	11%	16%	13%	15%	12%	14%	13%	16%	13%	13%	14%	12%	17%	11%	18%	12%	14%	-	15%	10%
														*			*		*				*	*	*	*			*
It has a fun game	30	13	17	19	7	4	8	11	11	8	22	13	13	5	16	14	4	26	5	25	19	11	1	1	3	2	-	18	4
	10%	9%	12%	15%	7%	6%	12%	10%	9%	6%	13%	13%	10%	8%	10%	10%	10%	10%	11%	10%	9%	13%	8%	7%	8%	5%	-	15%	8%
				DE							I			*			*		*				*	*	*	*		Y	*
The spokesperson/celebrity is someone I recognize	30	16	14	16	8	5	9	12	9	9	21	13	11	5	17	12	3	27	3	27	21	9	1	4	1	3	-	12	8
	10%	11%	9%	14%	8%	8%	14%	11%	8%	7%	13%	13%	9%	9%	11%	9%	7%	11%	5%	11%	10%	10%	7%	20%	3%	9%	-	10%	15%
											I			*			*		*				*	X*	*	*		X	X*
The spokesperson/celebrity is someone I like	28	14	14	15	9	4	8	11	9	8	21	8	16	4	17	11	2	26	2	26	20	8	*	4	2	3	-	13	6
	10%	10%	10%	12%	9%	6%	12%	10%	8%	6%	13%	8%	12%	7%	11%	8%	6%	10%	5%	11%	10%	9%	2%	21%	5%	7%	-	11%	11%
				E							I			*			*		*				*	VXY*	*	*			*
There are attractive/interesting people in the ad	26	15	11	12	12	3	10	9	7	10	16	8	13	5	15	11	2	25	2	25	16	10	1	2	2	2	-	15	5
	9%	11%	8%	10%	12%	4%	15%	8%	6%	8%	10%	8%	10%	8%	10%	8%	4%	10%	3%	10%	8%	11%	4%	10%	5%	4%	-	12%	10%
					E		H							*			*		*				*	*	*	*			*
None of the above	48	25	23	19	17	12	8	19	21	23	25	16	18	14	27	22	4	44	9	39	36	12	3	1	9	7	-	20	8
	17%	18%	15%	16%	17%	17%	13%	17%	18%	18%	16%	16%	14%	23%	17%	16%	13%	17%	19%	16%	18%	14%	18%	5%	21%	18%	-	16%	17%
														L*			*		*				*		W*	*			*
Sigma	1118	518	600	505	367	246	264	451	404	436	683	370	544	205	598	520	128	990	159	959	765	353	64	101	145	147	-	499	161
	385%	365%	403%	423%	365%	347%	414%	403%	351%	336%	424%	374%	413%	339%	385%	384%	370%	387%	343%	392%	380%	395%	347%	497%	339%	378%	-	414%	325%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	747	431	316	406	250	91	52	168	527	516	231	54	181	512	507	240	58	689	244	503	658	89
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	326	174	153	142	115	70	63	86	177	220	106	177	111	38	189	138	32	294	74	252	245	81
It is for a brand or a product I like or am interested in	151	66	85	59	48	44	28	38	86	102	49	87	49	16	85	67	13	138	33	118	109	42
	46%	38%	56%	42%	42%	63%	44%	44%	48%	46%	47%	49%	44%	42%	45%	48%	41%	47%	44%	47%	45%	52%
		*	A*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
It is for a product I am currently shopping for	127	60	67	45	48	34	25	32	70	84	43	79	35	13	76	50	13	114	34	93	94	33
	39%	34%	44%	32%	42%	49%	40%	37%	39%	38%	41%	44%	32%	34%	41%	37%	39%	39%	46%	37%	38%	41%
		*	*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
The content of the ad is interesting	108	52	56	49	34	25	15	35	58	71	36	51	41	16	54	54	12	96	25	83	84	24
	33%	30%	36%	35%	29%	36%	24%	40%	33%	32%	34%	29%	37%	42%	29%	39%	37%	33%	34%	33%	34%	30%
		*	*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
The ad is funny	106	57	49	50	34	22	12	32	62	72	34	55	36	14	65	41	8	98	30	75	75	31
	32%	33%	32%	35%	29%	32%	19%	37%	35%	33%	32%	31%	32%	38%	34%	30%	24%	33%	41%	30%	31%	38%
		*	*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
The ad is informative or useful	103	41	62	49	32	22	18	17	67	72	31	57	33	13	56	47	9	94	26	77	78	25
	32%	24%	40%	35%	28%	31%	29%	20%	38%	33%	29%	32%	30%	34%	30%	34%	27%	32%	35%	31%	32%	31%
		*	A*	*	*	**	**	*	G*	*	*	*			*	*	**		*			**
Great/catchy music	91	40	52	39	36	16	12	21	58	72	19	52	29	10	47	44	12	79	24	67	70	21
	28%	23%	34%	28%	31%	23%	19%	24%	33%	32%	18%	29%	26%	28%	25%	32%	38%	27%	33%	27%	29%	26%
		*	*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
There are attractive/interesting people in the ad	77	43	34	33	32	11	13	21	43	50	26	37	25	14	51	26	13	64	29	48	61	16
	23%	25%	22%	24%	28%	16%	21%	24%	24%	23%	25%	21%	23%	37%	27%	19%	39%	22%	39%	19%	25%	19%
		*	*	*	*	**	**	*	*	*	*	*		KL	*	*	**		S*			**
It is from a company I like or am interested in	73	35	38	25	24	23	7	18	48	61	12	40	22	10	39	34	7	66	15	58	51	22
	22%	20%	25%	18%	21%	34%	11%	21%	27%	27%	12%	23%	20%	27%	21%	24%	21%	22%	21%	23%	21%	27%
		*	*	*	*	**	**	*	*	J*	*	*			*	*	**		*			**
The ad is entertaining	68	37	31	27	28	13	4	24	40	49	18	21	33	14	42	26	7	61	23	45	52	15
	21%	21%	20%	19%	24%	19%	6%	28%	22%	22%	17%	12%	30%	36%	22%	19%	22%	21%	31%	18%	21%	19%
		*	*	*	*	**	**	*	*	*	*	*	K	K	*	*	**		*			**
I'm forced to look at it in order to get to the screen I want to see	64	29	35	30	23	11	21	21	22	41	23	37	19	8	37	27	7	57	12	52	41	23
	20%	17%	23%	21%	20%	16%	34%	24%	12%	18%	22%	21%	17%	21%	20%	19%	22%	19%	16%	21%	17%	28%
		*	*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
The ad has special effects or interesting cinematography	57	29	29	20	21	16	7	18	32	46	11	22	24	12	38	19	11	46	22	35	46	11
	17%	16%	19%	14%	18%	22%	11%	21%	18%	21%	11%	12%	21%	30%	20%	14%	34%	16%	29%	14%	19%	13%
		*	*	*	*	**	**	*	*	*	*	*		KL	*	*	**		S*			**
The spokesperson/celebrity is someone I recognize	54	24	30	35	16	2	6	15	33	36	18	28	17	9	30	24	12	42	18	36	43	10
	16%	14%	20%	25%	14%	3%	9%	18%	18%	16%	17%	16%	16%	23%	16%	17%	37%	14%	24%	14%	18%	13%
		*	*	*	*	**	**	*	*	*	*	*		L	*	*	**		*			**
The spokesperson/celebrity is someone I like	46	24	22	25	16	5	3	12	30	28	18	21	15	9	26	19	6	39	17	29	35	10
	14%	14%	14%	17%	14%	7%	5%	14%	17%	13%	17%	12%	14%	23%	14%	14%	19%	13%	23%	11%	14%	12%
		*	*	*	*	**	**	*	*	*	*	*		KL	*	*	**		*			**
It has a fun game	39	23	15	11	18	10	5	10	23	28	10	18	14	7	33	6	6	33	14	25	26	12
	12%	13%	10%	8%	15%	14%	8%	12%	13%	13%	10%	10%	13%	18%	17%	4%	18%	11%	19%	10%	11%	15%
		*	*	*	*	**	**	*	*	*	*	*			O*	*	**		*			**
A friend told me about the ad	38	23	16	17	11	11	2	14	22	30	9	14	19	5	28	11	4	34	12	27	35	3
	12%	13%	10%	12%	9%	15%	4%	16%	12%	14%	8%	8%	17%	14%	15%	8%	13%	12%	16%	11%	14%	4%
		*	*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
I have nothing better to do	35	13	23	11	19	6	11	7	18	30	6	15	16	4	23	13	8	27	15	20	28	7
	11%	7%	15%	8%	16%	8%	18%	8%	10%	14%	5%	9%	14%	12%	12%	9%	25%	9%	21%	8%	12%	9%
		*	*	*	*	**	**	*	*	*	*	*			*	*	**		S*			**
None of the above	18	16	2	11	6	-	11	4	3	7	11	14	3	*	7	11	4	14	-	18	8	10
	5%	9%	1%	8%	6%	-	17%	5%	1%	3%	10%	8%	3%	1%	3%	8%	13%	5%	-	7%	3%	13%
		B*	*	*	*	**	**	*	*	*	*	*			*	*	**		*			**
Sigma	1254	611	643	537	446	271	200	339	714	879	375	647	433	175	736	517	152	1102	349	905	938	315
	384%	352%	420%	379%	387%	389%	319%	393%	402%	399%	354%	365%	389%	460%	390%	376%	469%	375%	470%	359%	383%	389%

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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	442	185	257	172	137	133	101	220	121	181	261	162	139	141	242	200	19	423	35	407	250	192
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	217	103	115	87	71	59	47	111	60	89	129	68	93	57	118	99	10	208	18	200	129	89
I'm forced to look at it in order to get to the screen I want to see	70	30	40	28	21	21	16	32	22	32	38	16	33	21	38	32	3	67	4	66	42	29
	32%	30%	35%	32%	30%	35%	34%	29%	38%	36%	30%	24%	36%	36%	32%	32%	34%	32%	24%	33%	32%	32%
							*						K	K			**		*			
It is for a product I am currently shopping for	69	33	36	24	22	23	16	27	25	27	42	17	30	22	44	25	2	67	5	64	42	27
	32%	32%	32%	28%	31%	38%	35%	25%	42%	31%	32%	25%	32%	39%	37%	25%	24%	32%	27%	32%	33%	30%
							*		G					K	O		**		*			
It is for a brand or a product I like or am interested in	62	28	34	18	23	21	11	32	19	25	37	16	25	21	38	25	3	59	6	56	35	27
	29%	27%	30%	21%	32%	36%	24%	29%	32%	28%	29%	24%	27%	37%	32%	25%	34%	28%	34%	28%	27%	31%
					C	C	*							K			**		*			
The ad is funny	59	30	30	25	19	15	15	31	14	24	36	16	27	16	30	29	1	58	4	55	34	25
	27%	29%	26%	29%	27%	25%	33%	28%	23%	27%	28%	24%	29%	28%	25%	30%	14%	28%	24%	28%	27%	28%
							*										**		*			
The content of the ad is interesting	54	28	26	20	22	12	12	27	15	21	33	17	22	15	30	23	2	51	4	49	35	19
	25%	27%	23%	23%	31%	21%	25%	24%	25%	24%	26%	25%	24%	27%	26%	24%	25%	25%	25%	25%	27%	22%
							*										**		*			
The ad is entertaining	50	22	28	20	14	15	14	24	12	19	30	16	23	11	29	21	3	47	4	46	31	19
	23%	22%	24%	23%	20%	26%	30%	21%	20%	22%	24%	23%	24%	20%	24%	21%	29%	23%	21%	23%	24%	21%
							*										**		*			
The ad is informative or useful	47	25	22	14	17	16	10	24	13	19	28	13	18	16	28	18	1	46	4	43	26	21
	21%	24%	19%	16%	23%	27%	21%	22%	21%	21%	21%	19%	19%	28%	24%	18%	12%	22%	22%	21%	20%	24%
						C	*										**		*			
Great/catchy music	43	23	20	19	13	11	8	24	10	15	28	13	20	10	25	18	2	41	3	40	26	17
	20%	22%	17%	22%	18%	18%	18%	22%	17%	17%	21%	19%	21%	18%	21%	18%	18%	20%	16%	20%	20%	19%
							*										**		*			
A friend told me about the ad	38	12	26	20	10	8	11	18	10	12	26	10	17	11	20	18	1	37	3	35	23	15
	17%	12%	23%	23%	15%	13%	23%	16%	16%	13%	20%	15%	18%	19%	17%	18%	15%	18%	15%	18%	18%	17%
			A	E			*										**		*			
It is from a company I like or am interested in	34	13	21	10	16	8	6	18	9	10	24	8	16	10	21	12	2	32	3	31	23	11
	16%	13%	18%	12%	22%	13%	14%	17%	15%	11%	19%	12%	17%	17%	18%	13%	19%	15%	14%	16%	18%	12%
					C		*				I						**		*			
The ad has special effects or interesting cinematography	24	13	11	10	7	7	3	14	6	9	14	9	9	6	12	12	-	24	*	23	14	10
	11%	12%	10%	12%	9%	12%	7%	13%	11%	11%	11%	13%	10%	11%	10%	12%	-	11%	2%	12%	11%	11%
							*										**		*			
It has a fun game	22	9	12	10	6	6	7	10	4	9	13	6	11	5	12	9	-	22	1	21	12	10
	10%	9%	11%	12%	8%	11%	16%	9%	7%	10%	10%	9%	11%	9%	10%	10%	-	11%	4%	11%	9%	12%
							H*										**		*			
I have nothing better to do	21	10	11	9	8	4	6	9	6	6	14	7	9	5	7	13	2	19	2	19	12	9
	9%	9%	10%	10%	11%	7%	12%	8%	10%	7%	11%	11%	9%	9%	6%	14%	17%	9%	9%	9%	9%	10%
							*									N	**		*			
There are attractive/interesting people in the ad	12	7	5	4	4	3	1	8	3	7	5	4	4	3	8	4	-	12	*	11	8	4
	5%	7%	4%	5%	6%	5%	2%	7%	5%	8%	4%	6%	5%	5%	7%	4%	-	6%	2%	6%	6%	4%
							*	F									**		*			
The spokesperson/celebrity is someone I like	12	6	6	8	2	2	1	7	3	4	7	2	7	2	7	5	1	11	2	10	6	5
	5%	6%	5%	9%	3%	3%	2%	6%	6%	5%	6%	3%	8%	4%	5%	5%	7%	5%	10%	5%	5%	6%
				E			*										**		*			
The spokesperson/celebrity is someone I recognize	8	5	4	4	3	2	1	3	3	4	4	2	4	2	4	4	1	7	1	7	6	3
	4%	4%	3%	4%	4%	3%	3%	3%	6%	4%	3%	3%	4%	4%	4%	4%	11%	3%	6%	4%	4%	3%
							*										**		*			
None of the above	27	14	13	15	6	6	6	15	6	11	15	11	11	5	14	13	2	24	3	23	15	12
	12%	13%	11%	17%	8%	10%	13%	13%	10%	13%	12%	16%	12%	10%	11%	13%	25%	12%	19%	12%	12%	13%
				D			*										**		*			
Sigma	650	306	345	258	213	179	146	324	181	254	396	184	285	182	367	283	27	623	49	602	388	263
	299%	298%	300%	296%	299%	303%	311%	292%	303%	287%	308%	272%	306%	321%	310%	286%	284%	300%	275%	301%	302%	295%

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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	468	242	226	155	162	151	135	137	196	190	278	67	308	93	328	140	41	427	104	364	344	124
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	228	116	111	90	78	60	68	68	93	85	143	39	139	49	156	72	18	210	47	181	161	66
The content of the ad is interesting	88	52	36	30	32	26	24	27	37	33	55	13	54	21	60	28	7	81	17	71	60	28
	39%	45%	32%	34%	41%	43%	36%	40%	40%	39%	38%	32%	39%	42%	39%	38%	40%	39%	37%	39%	37%	42%
		B										*		*			*		*			
It is for a brand or a product I like or am interested in	84	40	44	28	29	27	27	26	31	35	49	14	51	19	59	25	4	80	17	67	58	26
	37%	34%	40%	31%	37%	46%	41%	39%	33%	41%	34%	37%	36%	39%	38%	35%	25%	38%	36%	37%	36%	39%
						C						*		*			*		*			
The ad is entertaining	70	34	37	28	25	17	17	21	33	23	47	7	46	18	49	21	6	65	16	55	49	21
	31%	29%	33%	32%	33%	28%	25%	30%	35%	27%	33%	17%	33%	37%	31%	30%	32%	31%	33%	30%	30%	32%
												*	K	K*			*		*			
The ad is funny	67	32	35	29	24	14	23	19	25	20	47	9	46	12	47	20	6	61	15	52	42	25
	29%	27%	31%	32%	31%	23%	34%	28%	27%	24%	33%	22%	33%	24%	30%	28%	31%	29%	31%	29%	26%	37%
											I	*		*			*		*			T
The ad is informative or useful	66	40	26	23	21	22	21	17	28	28	38	10	42	14	49	17	5	61	16	50	47	19
	29%	34%	24%	25%	27%	37%	31%	25%	30%	33%	27%	26%	30%	28%	31%	24%	27%	29%	34%	28%	29%	29%
		B				C						*		*			*		*			
I'm forced to look at it in order to get to the screen I want to see	59	24	35	29	18	12	18	18	22	19	40	9	37	12	38	20	5	54	11	47	38	20
	26%	20%	32%	32%	24%	20%	27%	27%	24%	22%	28%	24%	27%	25%	25%	28%	25%	26%	24%	26%	24%	30%
			A	E								*		*			*		*			
It is for a product I am currently shopping for	55	27	29	21	21	13	16	15	24	24	31	10	36	10	38	17	4	52	10	46	39	16
	24%	23%	26%	24%	27%	21%	24%	23%	26%	29%	22%	24%	26%	19%	25%	24%	21%	25%	20%	25%	24%	25%
												*		*			*		*			
It is from a company I like or am interested in	47	27	21	17	18	12	12	15	20	15	32	7	28	13	34	13	4	43	10	37	34	13
	21%	23%	18%	19%	23%	20%	18%	22%	21%	18%	22%	18%	20%	25%	22%	19%	22%	21%	21%	21%	21%	20%
												*		*			*		*			
I have nothing better to do	44	21	22	23	11	9	14	10	19	13	31	7	27	9	27	16	3	41	7	36	28	15
	19%	18%	20%	26%	15%	15%	21%	15%	21%	15%	21%	19%	19%	19%	18%	23%	14%	20%	15%	20%	18%	23%
				DE								*		*			*		*			
Great/catchy music	43	19	24	23	13	7	16	11	16	13	30	4	29	10	32	10	2	40	10	32	28	14
	19%	16%	22%	26%	16%	11%	23%	17%	17%	15%	21%	10%	21%	20%	21%	14%	13%	19%	22%	18%	18%	22%
				E								*		*			*		*			
A friend told me about the ad	39	16	23	20	12	8	13	12	15	12	27	5	27	7	28	11	2	37	9	31	25	15
	17%	14%	21%	22%	15%	14%	19%	18%	16%	14%	19%	14%	20%	14%	18%	15%	11%	18%	18%	17%	15%	22%
												*		*			*		*			
It has a fun game	21	8	13	11	7	4	7	6	8	6	16	1	16	5	13	8	2	19	5	16	13	8
	9%	7%	11%	12%	9%	6%	10%	9%	9%	6%	11%	1%	11%	10%	8%	11%	9%	9%	11%	9%	8%	13%
												*	K	K*			*		*			
The ad has special effects or interesting cinematography	17	10	7	7	6	4	6	4	8	6	11	1	12	4	15	2	2	15	7	10	12	5
	7%	9%	6%	8%	8%	6%	8%	5%	8%	7%	8%	2%	8%	9%	9%	3%	9%	7%	15%	5%	8%	7%
												*		*	O		*		S*			
There are attractive/interesting people in the ad	17	9	7	9	6	2	5	5	6	4	13	-	10	6	13	4	1	15	5	11	12	5
	7%	8%	7%	10%	8%	3%	7%	8%	7%	5%	9%	-	7%	13%	8%	5%	8%	7%	11%	6%	7%	7%
				E								*	K	K*			*		*			
The spokesperson/celebrity is someone I recognize	12	5	7	8	3	1	6	3	3	2	10	1	9	2	8	4	1	11	3	9	6	6
	5%	4%	6%	9%	4%	1%	8%	4%	4%	3%	7%	1%	7%	4%	5%	5%	4%	5%	6%	5%	3%	9%
				E								*		*			*		*			T
The spokesperson/celebrity is someone I like	11	4	7	5	4	1	3	2	6	3	8	1	7	3	8	3	1	10	4	7	8	3
	5%	3%	6%	6%	6%	2%	5%	3%	6%	4%	5%	2%	5%	6%	5%	5%	5%	5%	8%	4%	5%	4%
												*		*			*		*			
None of the above	31	16	15	11	10	10	10	9	11	11	19	8	18	5	20	11	2	29	5	26	23	7
	13%	13%	14%	13%	12%	16%	15%	14%	12%	13%	14%	20%	13%	11%	13%	15%	10%	14%	10%	14%	14%	11%
												*		*			*		*			
Sigma	770	383	388	322	262	186	239	221	310	268	503	106	495	170	538	232	55	715	167	603	523	248
	338%	328%	349%	358%	337%	311%	354%	327%	335%	315%	352%	269%	356%	344%	346%	322%	305%	341%	355%	334%	324%	374%

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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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	241	131	110	99	80	62	79	114	5	83	158	67	130	44	146	95	17	224	15	226	142	99
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	239	125	114	109	67	63	79	110	4	78	162	54	150	35	140	100	16	224	14	226	134	105
The ad is funny	93	52	41	44	30	18	26	50	2	23	70	16	58	19	63	30	9	84	7	86	62	31
	39%	42%	36%	41%	45%	29%	33%	46%	55%	29%	43%	29%	39%	54%	45%	30%	57%	38%	51%	38%	46%	30%
				*	*	*	*		**	*	I	*		K*	O	*	**		**		U	*
It is for a brand or a product I like or am interested in	90	44	47	36	30	24	36	38	1	35	55	21	56	13	47	43	5	85	4	86	47	44
	38%	35%	41%	33%	45%	38%	46%	35%	30%	45%	34%	39%	37%	37%	34%	43%	32%	38%	30%	38%	35%	41%
				*	*	*	*		**	*		*		*		*	**		**			*
The content of the ad is interesting	87	45	42	40	26	21	30	39	1	24	63	17	61	9	56	31	6	81	5	82	46	41
	36%	36%	37%	37%	38%	34%	38%	36%	30%	31%	39%	31%	41%	26%	40%	31%	38%	36%	38%	36%	35%	39%
				*	*	*	*		**	*		*		*		*	**		**			*
The ad is informative or useful	70	37	33	31	17	22	25	32	1	20	50	14	45	12	43	27	7	64	6	64	36	34
	29%	30%	29%	28%	25%	35%	31%	29%	14%	25%	31%	25%	30%	33%	31%	27%	41%	28%	40%	29%	27%	33%
				*	*	*	*		**	*		*		*		*	**		**			*
The ad is entertaining	67	33	34	36	19	13	23	32	2	16	51	9	47	12	43	24	6	61	5	63	41	26
	28%	26%	30%	33%	28%	20%	30%	29%	40%	21%	31%	16%	31%	33%	31%	24%	36%	27%	33%	28%	30%	25%
				*	*	*	*		**	*		*	K	K*		*	**		**			*
It is for a product I am currently shopping for	64	32	32	31	22	12	23	27	2	21	44	20	38	6	30	35	6	58	4	60	32	33
	27%	26%	28%	28%	32%	20%	29%	24%	40%	27%	27%	37%	25%	18%	21%	35%	39%	26%	30%	27%	24%	31%
				*	*	*	*		**	*		M*		*		N*	**		**			*
I'm forced to look at it in order to get to the screen I want to see	63	35	28	33	14	16	16	34	2	25	38	14	41	8	37	26	6	57	6	57	39	24
	26%	28%	25%	30%	22%	25%	20%	31%	43%	32%	24%	26%	27%	23%	27%	26%	39%	25%	44%	25%	29%	23%
				*	*	*	*		**	*		*		*		*	**		**			*
Great/catchy music	57	28	29	29	14	14	24	24	2	14	43	6	45	6	36	22	4	53	2	55	30	28
	24%	22%	26%	27%	21%	22%	30%	21%	40%	18%	27%	10%	30%	18%	25%	22%	26%	24%	16%	24%	22%	26%
				*	*	*	*		**	*		*	K	*		*	**		**			*
It is from a company I like or am interested in	51	31	21	24	13	14	14	31	2	16	35	8	36	8	33	18	5	47	3	49	30	22
	21%	24%	18%	22%	20%	22%	18%	28%	40%	21%	22%	14%	24%	21%	24%	18%	29%	21%	19%	22%	22%	21%
				*	*	*	*		**	*		*		*		*	**		**			*
The ad has special effects or interesting cinematography	42	22	20	14	15	13	8	24	1	10	32	7	26	8	27	14	2	40	2	40	28	14
	17%	17%	18%	13%	22%	20%	10%	21%	30%	12%	20%	13%	17%	23%	20%	14%	12%	18%	14%	18%	21%	13%
				*	*	*	*		**	*		*		*		*	**		**			*
I have nothing better to do	40	23	17	23	9	8	7	17	2	13	26	12	21	7	21	19	3	37	2	38	21	19
	17%	18%	15%	21%	13%	12%	10%	16%	40%	17%	16%	23%	14%	19%	15%	19%	20%	16%	15%	17%	15%	18%
				*	*	*	*		**	*		*		*		*	**		**			*
A friend told me about the ad	37	16	22	21	14	2	13	18	1	8	29	8	23	6	23	14	3	35	3	35	20	17
	16%	13%	19%	20%	20%	4%	17%	16%	14%	11%	18%	14%	16%	18%	17%	14%	18%	15%	21%	15%	15%	16%
				E*	E*	*	*		**	*		*		*		*	**		**			*
It has a fun game	25	13	12	10	10	5	12	12	1	9	16	8	10	7	17	8	3	23	3	23	17	9
	11%	10%	11%	9%	16%	7%	15%	11%	30%	12%	10%	15%	7%	20%	12%	8%	17%	10%	19%	10%	12%	8%
				*	*	*	*		**	*		*		L*		*	**		**			*
The spokesperson/celebrity is someone I like	14	5	8	7	3	4	2	5	2	3	11	2	10	1	9	4	2	12	1	13	8	6
	6%	4%	7%	7%	5%	6%	3%	5%	40%	4%	7%	4%	7%	3%	7%	4%	12%	5%	6%	6%	6%	6%
				*	*	*	*		**	*		*		*		*	**		**			*
There are attractive/interesting people in the ad	14	10	4	6	5	2	2	8	2	3	11	3	9	2	8	5	2	12	1	13	7	6
	6%	8%	3%	6%	7%	4%	2%	7%	40%	4%	7%	5%	6%	6%	6%	5%	12%	5%	6%	6%	5%	6%
				*	*	*	*		**	*		*		*		*	**		**			*
The spokesperson/celebrity is someone I recognize	8	3	4	3	3	1	2	4	1	2	6	2	5	1	4	3	1	6	1	6	4	4
	3%	3%	4%	3%	5%	2%	2%	4%	14%	2%	4%	3%	4%	2%	3%	3%	9%	3%	11%	3%	3%	4%
				*	*	*	*		**	*		*		*		*	**		**			*
None of the above	14	7	7	5	4	5	2	7	-	2	12	6	7	2	8	6	-	14	-	14	8	6
	6%	6%	6%	4%	6%	8%	3%	6%	-	3%	7%	10%	4%	5%	6%	6%	-	6%	-	6%	6%	6%
				*	*	*	*		**	*		*		*		*	**		**			*
Sigma	837	435	401	394	248	194	267	402	23	244	592	171	539	127	506	331	70	767	55	782	473	363
	349%	347%	352%	361%	370%	307%	339%	365%	539%	313%	367%	316%	359%	361%	362%	332%	437%	343%	392%	347%	352%	346%

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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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	769	411	358	331	297	141	237	304	228	557	212	-	67	702	435	334	234	535	441	328	654	115
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	378	193	185	205	120	53	130	144	104	236	142	-	40	338	195	183	110	268	204	174	306	72
The ad is informative or useful	187	91	96	86	67	34	63	66	58	127	61	-	16	171	97	90	50	137	106	81	152	35
	50%	47%	52%	42%	56%	64%	48%	46%	56%	54%	43%	-	41%	51%	50%	49%	46%	51%	52%	47%	50%	49%
					C	C			G	J			*									*
The content of the ad is interesting	170	80	90	83	57	30	58	58	54	108	62	-	14	156	90	80	49	121	96	74	138	32
	45%	42%	48%	41%	47%	56%	44%	40%	52%	46%	43%	-	36%	46%	46%	44%	45%	45%	47%	42%	45%	44%
						C			G				*									*
The ad is entertaining	163	72	91	90	51	22	51	60	53	102	62	-	16	147	82	81	49	114	90	74	130	33
	43%	38%	49%	44%	42%	42%	39%	41%	51%	43%	43%	-	39%	44%	42%	45%	44%	43%	44%	42%	42%	46%
			A						FG				*									*
It is for a brand or a product I like or am interested in	161	77	84	82	50	29	51	59	51	107	54	-	15	145	76	85	48	113	87	74	132	29
	43%	40%	45%	40%	42%	54%	39%	41%	49%	45%	38%	-	39%	43%	39%	46%	43%	42%	42%	43%	43%	40%
						CD							*									*
It is for a product I am currently shopping for	153	71	82	83	49	21	45	59	50	100	53	-	17	136	73	81	41	113	86	68	121	32
	41%	37%	44%	40%	41%	40%	34%	41%	48%	43%	37%	-	43%	40%	37%	44%	37%	42%	42%	39%	40%	44%
									F				*									*
It is from a company I like or am interested in	141	77	65	75	45	22	46	53	42	88	53	-	16	126	77	64	48	93	83	58	114	27
	37%	40%	35%	36%	37%	42%	35%	37%	41%	37%	37%	-	39%	37%	40%	35%	44%	35%	41%	34%	37%	38%
													*				Q					*
The ad is funny	117	60	58	63	38	16	38	48	31	74	44	-	12	106	63	54	35	82	66	51	93	25
	31%	31%	31%	31%	32%	30%	29%	33%	30%	31%	31%	-	30%	31%	33%	30%	32%	31%	32%	30%	30%	35%
													*									*
The ad has special effects or interesting cinematography	112	54	58	64	33	14	36	43	33	71	41	-	7	105	59	53	36	76	67	44	93	19
	30%	28%	31%	31%	28%	27%	28%	30%	32%	30%	29%	-	17%	31%	30%	29%	33%	28%	33%	26%	31%	26%
													*	L					S			*
Great/catchy music	102	46	56	55	35	12	30	39	33	67	35	-	11	90	53	48	30	72	56	46	81	21
	27%	24%	30%	27%	29%	23%	23%	27%	32%	28%	25%	-	29%	27%	27%	26%	27%	27%	27%	26%	27%	29%
			A						F				*									*
There are attractive/interesting people in the ad	102	48	54	65	25	12	34	39	28	57	45	-	7	94	58	43	35	67	62	40	83	19
	27%	25%	29%	32%	21%	23%	26%	27%	27%	24%	32%	-	18%	28%	30%	24%	31%	25%	30%	23%	27%	26%
				D							I		*						S			*
A friend told me about the ad	100	45	55	63	26	10	26	40	34	59	41	-	14	86	47	53	32	68	55	45	74	26
	27%	23%	30%	31%	22%	20%	20%	28%	33%	25%	29%	-	36%	25%	24%	29%	29%	26%	27%	26%	24%	36%
				DE				F	F				*									T*
It has a fun game	75	37	38	52	17	6	29	29	18	41	34	-	9	66	41	34	28	47	46	30	58	17
	20%	19%	21%	26%	14%	12%	22%	20%	17%	17%	24%	-	23%	20%	21%	19%	26%	18%	22%	17%	19%	24%
				DE							I		*				Q					*
The spokesperson/celebrity is someone I recognize	70	32	38	43	20	7	21	26	24	44	27	-	8	62	40	30	31	39	42	29	60	11
	19%	17%	21%	21%	17%	13%	16%	18%	23%	19%	19%	-	20%	18%	20%	17%	28%	15%	20%	16%	19%	15%
				E									*				Q					*
The spokesperson/celebrity is someone I like	69	31	38	45	17	7	21	26	22	42	27	-	8	61	39	30	27	42	42	26	55	14
	18%	16%	21%	22%	14%	14%	16%	18%	21%	18%	19%	-	20%	18%	20%	16%	25%	16%	21%	15%	18%	20%
				DE									*				Q					*
I'm forced to look at it in order to get to the screen I want to see	66	31	35	40	19	8	18	24	23	40	26	-	7	59	33	34	21	45	38	28	51	15
	18%	16%	19%	19%	16%	15%	14%	17%	23%	17%	18%	-	19%	17%	17%	18%	19%	17%	19%	16%	17%	21%
									F				*									*
I have nothing better to do	55	25	30	38	11	6	17	19	19	31	24	-	5	50	32	23	21	34	37	18	45	10
	15%	13%	16%	18%	9%	12%	13%	13%	18%	13%	17%	-	13%	15%	16%	13%	19%	13%	18%	10%	15%	14%
				D									*				Q		S			*
None of the above	8	5	3	4	3	1	6	2	*	4	4	-	2	6	3	5	*	7	2	6	5	3
	2%	2%	2%	2%	2%	2%	4%	1%	*	2%	3%	-	5%	2%	1%	3%	*	3%	1%	3%	1%	4%
							GH						*					P		R		*
Sigma	1852	883	970	1031	563	258	589	690	574	1159	693	-	186	1667	965	887	582	1270	1060	792	1485	367
	490%	457%	524%	503%	469%	488%	452%	480%	553%	492%	487%	-	466%	493%	495%	485%	529%	474%	520%	455%	486%	509%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	391	197	194	176	148	67	50	204	137	230	161	135	33	223	213	178	68	323	118	273	316	75
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	387	197	190	217	121	49	60	202	124	207	180	137	33	217	199	188	64	323	111	275	310	77
The content of the ad is interesting	220	100	120	117	75	28	25	117	78	122	98	78	13	129	117	103	36	184	66	154	177	43
	57%	51%	63%	54%	62%	56%	41%	58%	63%	59%	54%	57%	41%	59%	59%	55%	57%	57%	59%	56%	57%	56%
			A			*	*	F	F				*				*					*
The ad is informative or useful	215	113	102	111	70	34	31	106	77	116	99	68	16	131	122	92	36	178	69	145	175	39
	55%	57%	54%	51%	58%	69%	52%	52%	62%	56%	55%	49%	49%	60%	61%	49%	57%	55%	62%	53%	57%	51%
						C*	*						*		O		*					*
It is for a brand or a product I like or am interested in	167	88	80	86	59	23	21	80	66	99	69	48	17	103	98	69	33	134	55	112	139	28
	43%	44%	42%	40%	49%	46%	35%	40%	53%	48%	38%	35%	51%	47%	49%	37%	52%	41%	50%	41%	45%	36%
						*	*		FG				*	K	O		*					*
The ad is entertaining	160	77	83	92	50	18	24	87	49	81	79	53	12	95	88	71	25	135	49	111	134	26
	41%	39%	44%	43%	41%	36%	40%	43%	39%	39%	44%	39%	36%	44%	44%	38%	39%	42%	44%	40%	43%	34%
						*	*						*				*					*
The ad is funny	142	61	81	83	45	15	16	80	45	78	64	45	11	86	79	63	22	120	46	96	122	20
	37%	31%	43%	38%	37%	30%	27%	40%	36%	38%	35%	33%	33%	40%	40%	34%	35%	37%	41%	35%	39%	26%
			A			*	*						*				*				U	*
The ad has special effects or interesting cinematography	140	74	66	78	42	20	21	72	47	75	65	49	13	77	80	60	28	112	51	89	109	31
	36%	38%	35%	36%	34%	41%	35%	36%	38%	36%	36%	36%	41%	36%	40%	32%	44%	35%	46%	32%	35%	40%
						*	*						*				*		S			*
It is from a company I like or am interested in	93	51	41	51	25	17	7	56	30	52	41	23	10	60	52	41	18	75	31	62	73	20
	24%	26%	22%	24%	20%	34%	11%	28%	24%	25%	23%	16%	31%	28%	26%	22%	28%	23%	28%	22%	24%	25%
						D*	*	F					*	K			*					*
A friend told me about the ad	85	36	49	50	24	12	8	53	25	44	41	31	7	48	42	43	21	65	33	53	76	10
	22%	18%	26%	23%	20%	24%	13%	26%	20%	21%	23%	22%	22%	22%	21%	23%	33%	20%	30%	19%	24%	13%
						*	*	F					*				Q*		S		U	*
There are attractive/interesting people in the ad	83	34	49	47	26	10	12	46	25	40	43	29	11	44	51	32	18	65	33	50	70	13
	21%	17%	26%	21%	22%	21%	20%	23%	20%	19%	24%	21%	33%	20%	26%	17%	28%	20%	29%	18%	23%	17%
			A			*	*						*		O		*		S			*
It is for a product I am currently shopping for	75	40	36	39	24	12	7	37	31	43	33	20	10	46	46	30	11	64	25	51	64	11
	20%	20%	19%	18%	20%	25%	12%	18%	25%	21%	18%	15%	30%	21%	23%	16%	18%	20%	22%	18%	21%	14%
						*	*						K*				*					*
Great/catchy music	66	30	36	44	17	5	5	35	26	29	37	23	8	35	43	22	12	54	26	40	54	12
	17%	15%	19%	20%	14%	10%	9%	17%	21%	14%	21%	17%	26%	16%	22%	12%	19%	17%	23%	15%	18%	15%
						*	*						*		O		*		S			*
I'm forced to look at it in order to get to the screen I want to see	55	31	24	37	13	5	9	33	14	25	30	15	7	33	27	28	7	48	14	41	39	16
	14%	16%	13%	17%	11%	10%	14%	16%	11%	12%	17%	11%	22%	15%	14%	15%	11%	15%	12%	15%	13%	20%
						*	*						*				*					*
The spokesperson/celebrity is someone I like	39	13	25	26	9	4	8	18	13	15	23	14	1	23	19	20	7	32	12	27	31	7
	10%	7%	13%	12%	7%	8%	13%	9%	11%	7%	13%	11%	4%	10%	9%	10%	11%	10%	11%	10%	10%	9%
			A			*	*						*				*					*
It has a fun game	36	19	18	24	10	3	7	19	10	14	22	18	3	16	20	17	8	28	13	23	28	8
	9%	10%	9%	11%	8%	6%	12%	9%	8%	7%	12%	13%	8%	7%	10%	9%	13%	9%	12%	8%	9%	10%
						*	*						*				*					*
I have nothing better to do	26	12	14	12	6	7	4	15	7	13	13	10	1	15	9	17	5	21	7	19	20	7
	7%	6%	7%	6%	5%	15%	7%	8%	6%	6%	7%	7%	5%	7%	4%	9%	9%	6%	6%	7%	6%	9%
						CD*	*						*				*					*
The spokesperson/celebrity is someone I recognize	26	13	13	18	5	2	3	14	9	11	14	12	1	12	16	9	8	18	9	17	25	1
	7%	7%	7%	9%	4%	4%	4%	7%	7%	5%	8%	9%	4%	5%	8%	5%	12%	5%	8%	6%	8%	1%
						*	*						*				Q*				U	*
None of the above	4	4	-	1	2	1	1	3	-	3	1	1	-	3	3	1	-	4	-	4	3	1
	1%	2%	-	1%	2%	2%	2%	1%	-	1%	1%	1%	-	1%	2%	1%	-	1%	-	2%	1%	2%
		B				*	*						*				*					*
Sigma	1632	796	837	917	501	215	209	872	552	861	771	537	142	954	912	721	296	1336	538	1094	1341	291
	422%	404%	441%	423%	414%	437%	347%	431%	444%	417%	428%	392%	434%	439%	458%	384%	467%	413%	483%	397%	433%	379%

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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	592	299	293	210	222	160	136	280	176	283	309	185	331	76	294	298	61	531	83	509	359	233
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	289	147	143	119	97	73	76	134	79	138	152	134	118	37	135	154	27	263	37	253	163	126
It is for a product I am currently shopping for	117	57	60	51	41	25	34	54	29	53	64	54	52	11	56	62	9	108	13	104	70	47
	41%	39%	42%	42%	42%	35%	45%	40%	37%	39%	42%	40%	44%	31%	41%	40%	34%	41%	37%	41%	43%	37%
													M	*			*		*			
It is for a brand or a product I like or am interested in	107	49	57	43	38	26	27	54	26	54	53	50	47	10	49	58	8	99	11	96	58	49
	37%	34%	40%	36%	39%	36%	35%	40%	33%	39%	35%	38%	39%	26%	36%	37%	30%	38%	31%	38%	35%	39%
													M	*			*		*			
The content of the ad is interesting	98	48	51	38	35	26	25	49	25	46	52	48	42	9	52	47	9	90	14	85	58	40
	34%	32%	36%	32%	36%	35%	33%	36%	31%	33%	35%	35%	35%	25%	38%	30%	32%	34%	37%	34%	36%	32%
														*			*		*			
It is from a company I like or am interested in	86	41	45	34	30	22	21	44	21	43	43	37	39	10	42	43	9	77	12	74	51	35
	30%	28%	32%	29%	31%	30%	27%	32%	27%	31%	28%	27%	33%	26%	31%	28%	32%	29%	32%	29%	31%	28%
														*			*		*			
The ad is informative or useful	83	42	40	35	25	22	27	36	20	37	46	34	40	9	40	42	8	75	10	73	45	38
	29%	29%	28%	29%	26%	31%	35%	27%	26%	27%	30%	26%	34%	23%	30%	27%	29%	29%	27%	29%	27%	30%
														*			*		*			
The ad is entertaining	80	39	41	37	24	19	24	39	17	32	49	35	37	9	38	42	6	74	8	72	45	36
	28%	27%	29%	31%	25%	26%	32%	29%	21%	23%	32%	26%	31%	23%	28%	27%	23%	28%	21%	29%	27%	28%
							H				I			*			*		*			
The ad is funny	76	39	37	36	18	22	22	34	20	32	44	33	37	6	37	39	5	71	7	69	37	39
	26%	27%	26%	30%	19%	31%	29%	26%	25%	23%	29%	25%	31%	17%	27%	25%	20%	27%	20%	27%	23%	31%
				D		D							M	*			*		*			
I'm forced to look at it in order to get to the screen I want to see	72	35	37	35	18	19	20	36	17	26	46	32	30	10	33	39	6	66	8	64	42	30
	25%	24%	26%	29%	18%	26%	26%	27%	21%	19%	30%	24%	25%	28%	25%	25%	22%	25%	22%	25%	26%	24%
				D							I			*			*		*			
Great/catchy music	57	29	28	24	17	16	15	25	18	28	30	26	25	6	28	30	4	53	6	51	30	27
	20%	20%	20%	20%	18%	22%	20%	18%	23%	20%	19%	19%	21%	17%	21%	19%	16%	20%	17%	20%	19%	22%
														*			*		*			
A friend told me about the ad	47	21	26	25	12	10	10	26	11	18	29	22	19	6	23	24	3	44	4	43	24	23
	16%	14%	18%	21%	13%	13%	13%	19%	14%	13%	19%	16%	16%	15%	17%	15%	12%	17%	12%	17%	15%	18%
				D							I			*			*		*			
I have nothing better to do	33	18	16	20	6	7	11	14	8	14	20	18	11	4	12	21	3	31	4	30	13	21
	12%	12%	11%	17%	7%	10%	15%	10%	10%	10%	13%	14%	9%	11%	9%	14%	11%	12%	10%	12%	8%	17%
				D										*			*		*			T
The ad has special effects or interesting cinematography	30	15	14	14	8	8	9	15	6	11	18	11	14	4	14	15	2	28	4	25	14	16
	10%	10%	10%	12%	8%	10%	12%	11%	7%	8%	12%	8%	12%	10%	11%	10%	7%	11%	11%	10%	8%	13%
														*			*		*			
The spokesperson/celebrity is someone I recognize	27	13	14	13	6	9	7	13	7	13	15	14	11	2	11	16	2	25	4	23	12	15
	9%	9%	10%	10%	6%	12%	9%	10%	9%	9%	10%	10%	9%	7%	8%	11%	9%	9%	12%	9%	7%	12%
						D								*			*		*			
It has a fun game	26	13	13	12	4	10	9	12	5	13	13	12	13	1	13	13	3	24	4	22	13	13
	9%	9%	9%	10%	4%	14%	11%	9%	7%	9%	9%	9%	11%	3%	10%	9%	10%	9%	10%	9%	8%	10%
				D		D							M	*			*		*			
The spokesperson/celebrity is someone I like	24	12	12	11	5	8	5	9	10	11	14	10	11	3	10	14	1	24	1	23	11	13
	8%	8%	9%	10%	5%	11%	7%	7%	12%	8%	9%	8%	10%	7%	8%	9%	2%	9%	4%	9%	7%	10%
														*			*		*			
There are attractive/interesting people in the ad	20	9	11	10	5	5	5	11	4	10	10	8	9	3	8	12	1	19	1	19	10	10
	7%	6%	8%	8%	5%	7%	7%	8%	5%	7%	7%	6%	8%	8%	6%	8%	4%	7%	4%	7%	6%	8%
														*			*		*			
None of the above	30	14	16	13	11	6	8	11	11	16	14	12	11	7	10	20	3	26	4	25	16	14
	10%	9%	11%	11%	11%	9%	11%	8%	13%	12%	9%	9%	10%	18%	8%	13%	13%	10%	12%	10%	10%	11%
														KL*			*		*			
Sigma	1014	495	519	450	304	260	278	481	255	453	561	456	449	109	477	537	81	933	117	898	549	465
	350%	337%	364%	378%	312%	357%	367%	358%	322%	329%	370%	340%	379%	297%	353%	348%	305%	355%	319%	355%	336%	369%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	386	197	189	106	130	150	215	139	32	243	143	125	77	184	196	190	34	352	45	341	263	123
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	191	91	100	72	55	63	121	60	9	105	85	114	32	45	82	108	14	177	18	173	116	74
The content of the ad is interesting	78	39	40	30	26	22	53	22	3	41	38	49	14	15	31	48	7	72	9	69	47	31
	41%	43%	40%	41%	47%	36%	44%	37%	37%	39%	44%	44%	43%	34%	37%	44%	49%	41%	53%	40%	41%	42%
				*	*			*	**				*				**		*			*
It is for a brand or a product I like or am interested in	71	28	43	29	20	22	44	24	3	40	30	40	15	16	24	46	4	66	5	66	43	28
	37%	31%	43%	40%	36%	35%	37%	39%	28%	38%	36%	35%	46%	35%	30%	43%	32%	37%	28%	38%	37%	38%
			A	*	*			*	**				*			N	**		*			*
It is from a company I like or am interested in	59	31	29	26	16	18	41	16	3	31	28	36	11	12	23	36	5	55	5	54	32	28
	31%	34%	29%	36%	28%	29%	34%	26%	28%	30%	33%	32%	35%	26%	28%	33%	34%	31%	30%	31%	27%	37%
				*	*			*	**				*				**		*			*
The ad is entertaining	37	16	22	20	10	7	21	15	2	18	19	22	7	9	12	25	2	35	2	35	20	17
	20%	17%	22%	28%	17%	12%	17%	25%	17%	18%	22%	19%	20%	21%	15%	23%	15%	20%	11%	20%	17%	23%
				E*	*			*	**				*				**		*			*
The ad is funny	33	20	13	15	9	9	20	11	2	16	16	18	6	9	16	17	*	33	1	32	21	12
	17%	22%	13%	20%	17%	14%	16%	19%	21%	16%	19%	16%	17%	21%	20%	15%	2%	18%	4%	19%	18%	16%
				*	*			*	**				*				**		*	R		*
The ad is informative or useful	29	12	18	13	8	9	19	9	1	17	12	21	4	5	7	22	2	28	3	27	14	15
	15%	13%	18%	18%	14%	14%	16%	15%	11%	16%	14%	18%	12%	10%	9%	20%	13%	16%	16%	15%	12%	21%
				*	*			*	**				*			N	**		*			*
There are attractive/interesting people in the ad	24	11	14	16	6	3	13	10	2	10	14	13	7	5	8	16	1	23	1	23	12	12
	13%	12%	14%	22%	10%	5%	11%	16%	17%	10%	16%	11%	21%	11%	10%	15%	10%	13%	8%	13%	10%	16%
				DE*	*			*	**				M*				**		*			*
I'm forced to look at it in order to get to the screen I want to see	20	7	13	10	6	4	14	4	1	11	9	12	3	5	6	13	2	18	2	18	13	7
	10%	7%	13%	14%	11%	6%	12%	7%	16%	10%	10%	10%	10%	10%	8%	12%	11%	10%	9%	11%	11%	10%
				*	*			*	**				*				**		*			*
The ad has special effects or interesting cinematography	19	9	10	9	6	4	12	6	1	10	10	11	3	5	8	11	1	18	1	18	11	8
	10%	10%	10%	13%	11%	6%	10%	11%	13%	9%	11%	10%	9%	11%	10%	10%	6%	10%	5%	11%	9%	11%
				*	*			*	**				*				**		*			*
The spokesperson/celebrity is someone I like	19	6	12	10	5	5	8	9	1	10	8	11	4	4	6	13	1	18	1	18	8	11
	10%	7%	12%	13%	8%	7%	7%	15%	13%	10%	10%	9%	12%	9%	7%	12%	6%	10%	6%	10%	7%	15%
				*	*			F*	**				*				**		*			T*
It is for a product I am currently shopping for	18	5	13	8	5	5	10	7	1	12	6	13	3	2	4	15	1	17	1	17	12	7
	10%	6%	13%	11%	10%	8%	9%	12%	10%	12%	7%	11%	11%	5%	5%	13%	9%	10%	7%	10%	10%	9%
			A	*	*			*	**				*			N	**		*			*
I have nothing better to do	13	7	6	7	4	3	9	4	*	8	6	9	1	3	6	8	1	13	1	13	8	6
	7%	8%	6%	9%	7%	4%	7%	7%	4%	8%	7%	8%	4%	8%	7%	7%	5%	7%	4%	7%	7%	8%
				*	*			*	**				*				**		*			*
Great/catchy music	13	7	6	7	5	2	8	5	1	7	6	9	1	3	5	8	*	13	*	13	8	5
	7%	7%	6%	9%	8%	3%	6%	8%	8%	7%	7%	8%	3%	7%	6%	7%	1%	7%	1%	7%	7%	7%
				*	*			*	**				*				**		*			*
The spokesperson/celebrity is someone I recognize	11	4	6	4	4	2	5	5	1	7	4	6	2	2	5	5	*	11	*	10	6	4
	6%	5%	6%	6%	8%	3%	5%	8%	6%	7%	5%	5%	7%	5%	7%	5%	2%	6%	3%	6%	6%	6%
				*	*			*	**				*				**		*			*
It has a fun game	7	3	4	4	2	1	4	2	1	4	3	3	2	1	2	5	-	7	-	7	4	2
	4%	3%	4%	5%	4%	2%	3%	4%	6%	3%	4%	3%	7%	2%	2%	5%	-	4%	-	4%	4%	3%
				*	*			*	**				*				**		*			*
A friend told me about the ad	4	1	3	2	1	*	1	2	1	2	2	1	1	1	1	3	-	4	-	4	3	*
	2%	1%	3%	3%	2%	*	1%	3%	8%	2%	2%	1%	4%	3%	1%	2%	-	2%	-	2%	3%	*
				*	*			*	**				K*				**		*			*
None of the above	31	18	13	10	9	11	15	14	2	17	14	18	5	8	14	17	2	29	2	29	19	11
	16%	19%	13%	14%	17%	18%	12%	23%	17%	16%	17%	16%	15%	17%	17%	16%	13%	16%	11%	17%	17%	15%
				*	*			F*	**				*				**		*			*
Sigma	486	222	264	219	141	126	298	165	24	261	225	292	89	106	179	308	28	458	35	452	280	206
	255%	244%	265%	303%	255%	201%	246%	272%	263%	248%	264%	257%	277%	236%	218%	284%	208%	259%	196%	261%	241%	277%

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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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	398	208	190	188	131	79	266	117	15	180	218	99	123	176	213	185	100	298	106	292	256	142
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	376	185	191	201	117	58	289	80	8	169	207	231	84	61	183	193	83	294	78	298	213	163
The content of the ad is interesting	180	81	99	80	59	41	139	38	3	87	93	100	45	35	87	93	47	133	45	136	105	75
	48%	44%	52%	40%	51%	71%	48%	48%	45%	52%	45%	43%	53%	57%	47%	48%	57%	45%	57%	45%	49%	46%
					*	CD*		*	**			*		K			*		*			*
The ad is informative or useful	180	88	92	82	60	37	132	42	6	85	95	110	41	29	93	87	50	130	50	130	109	71
	48%	48%	48%	41%	52%	65%	46%	52%	86%	50%	46%	47%	49%	48%	51%	45%	61%	44%	64%	44%	51%	44%
					*	C*		*	**			*					Q*		S*			*
It is for a brand or a product I like or am interested in	173	83	90	72	62	39	127	42	3	83	90	95	48	29	89	84	44	128	45	127	101	72
	46%	45%	47%	36%	53%	68%	44%	53%	41%	49%	43%	41%	57%	48%	48%	44%	54%	44%	58%	43%	47%	44%
					C*	C*		*	**			*	K				*		S*			*
The ad is funny	137	52	85	73	35	29	95	38	3	61	75	87	29	21	65	72	31	106	33	104	64	73
	36%	28%	44%	36%	30%	51%	33%	48%	46%	36%	36%	38%	35%	34%	36%	37%	37%	36%	42%	35%	30%	45%
			A		*	D*		F*	**			*					*		*			T*
It is from a company I like or am interested in	137	71	65	69	41	27	98	37	2	70	67	72	41	23	72	65	42	94	43	93	83	53
	36%	38%	34%	34%	35%	46%	34%	46%	28%	41%	32%	31%	49%	37%	39%	33%	51%	32%	55%	31%	39%	33%
					*	*		*	**			*	KM				Q*		S*			*
The ad is entertaining	124	52	73	61	39	25	93	27	4	53	72	75	27	23	56	69	22	102	24	101	66	58
	33%	28%	38%	30%	33%	43%	32%	34%	55%	31%	35%	32%	32%	37%	31%	36%	27%	35%	30%	34%	31%	36%
					*	*		*	**			*					*		*			*
It is for a product I am currently shopping for	117	48	70	61	33	23	86	29	2	50	68	64	31	23	58	59	35	82	39	79	67	50
	31%	26%	36%	30%	28%	39%	30%	36%	27%	29%	33%	28%	36%	38%	32%	31%	42%	28%	49%	26%	32%	31%
					*	*		*	**			*					Q*		S*			*
Great/catchy music	93	44	49	41	29	24	69	23	1	38	55	54	23	17	48	46	18	75	17	76	43	51
	25%	24%	26%	20%	24%	41%	24%	29%	19%	23%	27%	23%	28%	27%	26%	24%	22%	26%	22%	25%	20%	31%
					*	C*		*	**			*					*		*			*
A friend told me about the ad	87	44	43	39	36	11	54	30	2	28	59	51	19	16	44	42	24	63	23	63	36	50
	23%	24%	23%	19%	31%	20%	19%	38%	28%	16%	29%	22%	23%	27%	24%	22%	29%	21%	30%	21%	17%	31%
					*	*		F*	**		I	*					*		*			T*
The ad has special effects or interesting cinematography	75	33	42	42	18	15	57	16	2	32	44	42	20	13	37	38	11	64	13	62	36	39
	20%	18%	22%	21%	16%	25%	20%	20%	23%	19%	21%	18%	23%	22%	20%	20%	14%	22%	17%	21%	17%	24%
					*	*		*	**			*					*		*			*
There are attractive/interesting people in the ad	62	35	26	26	20	16	44	17	1	26	36	30	20	12	31	31	14	47	13	49	30	31
	16%	19%	14%	13%	17%	27%	15%	21%	9%	15%	17%	13%	24%	19%	17%	16%	17%	16%	17%	16%	14%	19%
					*	C*		*	**			*	K				*		*			*
I'm forced to look at it in order to get to the screen I want to see	50	26	23	24	15	11	36	12	2	17	33	25	14	10	28	22	13	36	14	36	32	17
	13%	14%	12%	12%	12%	19%	12%	15%	28%	10%	16%	11%	17%	16%	15%	11%	16%	12%	18%	12%	15%	11%
					*	*		*	**			*					*		*			*
It has a fun game	44	22	22	25	10	9	33	11	*	14	30	28	10	7	19	26	13	32	12	32	19	26
	12%	12%	11%	12%	9%	16%	11%	14%	5%	8%	15%	12%	12%	11%	10%	13%	15%	11%	16%	11%	9%	16%
					*	*		*	**			*					*		*			*
The spokesperson/celebrity is someone I recognize	36	13	23	20	9	7	24	11	*	13	23	19	11	6	20	16	8	28	9	27	16	20
	9%	7%	12%	10%	7%	12%	8%	14%	5%	8%	11%	8%	13%	10%	11%	8%	9%	10%	11%	9%	7%	12%
					*	*		*	**			*					*		*			*
I have nothing better to do	35	20	15	25	7	2	24	10	1	12	23	16	11	7	18	17	9	26	7	28	18	17
	9%	11%	8%	13%	6%	3%	8%	13%	9%	7%	11%	7%	13%	12%	10%	9%	11%	9%	9%	9%	9%	10%
					*	*		*	**			*					*		*			*
The spokesperson/celebrity is someone I like	34	8	25	20	11	3	27	6	*	10	24	19	8	6	15	19	5	29	6	28	11	23
	9%	5%	13%	10%	9%	5%	9%	8%	5%	6%	12%	8%	10%	10%	8%	10%	6%	10%	7%	9%	5%	14%
			A		*	*		*	**			*					*		*			T*
None of the above	14	10	3	8	5	1	10	4	-	4	10	9	1	3	5	9	3	10	3	11	8	6
	4%	6%	2%	4%	4%	2%	3%	5%	-	2%	5%	4%	2%	5%	3%	4%	4%	4%	4%	4%	4%	4%
					*	*		*	**			*					*		*			*
Sigma	1577	732	846	768	490	320	1149	394	34	683	894	897	398	281	785	792	392	1186	397	1180	844	733
	419%	395%	442%	381%	417%	552%	397%	495%	457%	403%	432%	388%	476%	459%	428%	410%	472%	404%	507%	396%	396%	449%

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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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	323	187	136	152	91	80	248	67	8	146	177	40	225	58	130	193	39	284	46	277	174	149
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	315	158	157	158	83	75	252	57	7	135	180	69	202	44	116	199	33	283	38	277	154	161
It is for a product I am currently shopping for	112	48	63	43	34	34	87	21	4	53	58	21	76	14	49	63	11	101	13	99	55	56
	35%	30%	40%	27%	41%	46%	34%	37%	54%	39%	32%	30%	38%	32%	42%	31%	32%	36%	33%	36%	36%	35%
					C*	C*		*	**			*		*			*		*			
It is for a brand or a product I like or am interested in	99	41	57	40	30	29	79	17	3	46	53	21	66	12	38	61	7	91	9	90	46	53
	31%	26%	36%	25%	37%	38%	31%	30%	37%	34%	29%	30%	32%	27%	32%	31%	22%	32%	23%	32%	30%	33%
					*	C*		*	**			*		*			*		*			
The content of the ad is interesting	90	41	48	49	21	20	72	16	1	40	50	23	54	13	36	54	8	82	9	81	38	52
	28%	26%	31%	31%	25%	27%	29%	28%	22%	29%	28%	33%	27%	29%	31%	27%	24%	29%	23%	29%	24%	32%
					*	*		*	**			*		*			*		*			
I'm forced to look at it in order to get to the screen I want to see	89	37	52	39	22	28	72	15	1	35	54	22	54	13	36	53	8	81	10	79	43	46
	28%	23%	33%	25%	27%	37%	29%	27%	15%	26%	30%	32%	27%	29%	31%	26%	25%	29%	26%	28%	28%	29%
					*	*		*	**			*		*			*		*			
The ad is funny	87	40	47	38	31	18	66	20	1	45	43	16	60	12	32	56	8	80	9	78	41	47
	28%	26%	30%	24%	37%	24%	26%	36%	11%	33%	24%	23%	30%	26%	27%	28%	24%	28%	25%	28%	26%	29%
					C*	*		*	**			*		*			*		*			
The ad is informative or useful	71	29	42	31	17	23	57	14	-	26	45	14	48	9	24	47	7	64	12	59	40	31
	23%	18%	27%	20%	21%	31%	23%	25%	-	19%	25%	21%	24%	20%	21%	23%	23%	23%	32%	21%	26%	19%
					*	*		*	**			*		*			*		*			
The ad is entertaining	71	34	36	33	21	16	55	15	1	30	41	16	47	8	25	46	2	68	4	67	30	40
	22%	22%	23%	21%	26%	21%	22%	26%	11%	22%	23%	23%	23%	18%	21%	23%	7%	24%	9%	24%	19%	25%
					*	*		*	**			*		*			*	P	*	R		
Great/catchy music	68	24	43	32	22	14	56	12	-	25	42	22	38	7	19	49	4	63	6	62	30	37
	21%	15%	28%	20%	26%	19%	22%	21%	-	19%	24%	32%	19%	16%	16%	24%	14%	22%	15%	22%	20%	23%
			A		*	*		*	**			*		*			*		*			
It is from a company I like or am interested in	49	29	20	23	12	14	39	8	2	21	28	8	32	9	19	30	4	45	5	43	22	27
	15%	18%	13%	15%	15%	18%	15%	14%	27%	15%	16%	12%	16%	19%	16%	15%	11%	16%	14%	16%	14%	17%
					*	*		*	**			*		*			*		*			
The ad has special effects or interesting cinematography	44	24	21	16	18	10	32	12	-	21	23	3	35	6	21	24	6	38	6	39	27	18
	14%	15%	13%	10%	22%	14%	13%	21%	-	15%	13%	5%	17%	14%	18%	12%	18%	14%	15%	14%	17%	11%
					C*	*		*	**			*	K	*			*		*			
It has a fun game	41	19	22	24	11	6	38	3	-	13	27	12	23	5	16	25	3	37	5	35	18	22
	13%	12%	14%	15%	13%	7%	15%	5%	-	10%	15%	18%	11%	12%	14%	12%	10%	13%	14%	13%	12%	14%
					*	*	G	*	**			*		*			*		*			
A friend told me about the ad	37	17	20	23	7	7	27	10	1	12	26	7	23	7	15	23	5	32	7	31	19	19
	12%	11%	13%	15%	8%	10%	11%	17%	12%	9%	14%	11%	11%	16%	13%	11%	17%	11%	18%	11%	12%	12%
					*	*		*	**			*		*			*		*			
I have nothing better to do	32	16	16	23	6	4	26	5	2	6	26	13	16	3	10	22	4	28	4	28	14	19
	10%	10%	10%	14%	7%	5%	10%	9%	23%	5%	15%	20%	8%	7%	9%	11%	13%	10%	10%	10%	9%	12%
				E	*	*		*	**		I	L*		*			*		*			
There are attractive/interesting people in the ad	22	12	10	11	1	9	18	4	-	8	14	4	15	3	6	16	2	20	3	19	8	14
	7%	8%	6%	7%	2%	12%	7%	7%	-	6%	8%	5%	8%	6%	5%	8%	7%	7%	8%	7%	5%	9%
					*	D*		*	**			*		*			*		*			
The spokesperson/celebrity is someone I recognize	15	6	9	10	4	1	13	1	-	-	15	5	7	2	8	7	1	14	1	14	6	9
	5%	4%	6%	6%	5%	1%	5%	3%	-	-	8%	8%	4%	5%	7%	4%	4%	5%	4%	5%	4%	6%
					*	*		*	**		I	*		*			*		*			
The spokesperson/celebrity is someone I like	12	6	6	8	4	-	10	2	-	2	10	5	6	1	4	8	-	12	1	10	4	8
	4%	4%	4%	5%	5%	-	4%	3%	-	1%	6%	7%	3%	2%	4%	4%	-	4%	4%	4%	3%	5%
					*	*		*	**		I	*		*			*		*			
None of the above	46	28	18	27	10	9	36	10	1	16	30	11	29	6	17	29	6	40	7	39	22	24
	15%	18%	12%	17%	12%	12%	14%	17%	12%	12%	17%	15%	15%	14%	15%	15%	19%	14%	18%	14%	14%	15%
					*	*		*	**			*		*			*		*			
Sigma	983	452	532	470	272	241	782	186	15	398	585	224	628	131	372	611	88	896	111	872	461	522
	312%	286%	338%	298%	328%	323%	311%	328%	224%	295%	325%	326%	311%	294%	321%	307%	269%	317%	291%	315%	299%	324%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	348	154	194	148	110	90	33	185	130	177	171	58	202	88	180	168	27	321	34	314	253	95
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	350	158	192	162	111	77	42	196	113	163	187	104	190	57	169	181	27	323	31	319	239	111
It is for a product I am currently shopping for	166	73	93	65	57	43	15	92	59	79	87	41	98	28	82	84	16	150	20	146	115	51
	47%	46%	48%	40%	52%	56%	35%	47%	53%	48%	47%	39%	51%	49%	48%	47%	60%	46%	63%	46%	48%	46%
					*	C*	**					*		*			**		**			*
It is for a brand or a product I like or am interested in	145	68	77	71	41	33	17	76	52	71	73	37	82	25	72	73	13	131	19	126	99	46
	41%	43%	40%	44%	37%	43%	41%	39%	46%	44%	39%	36%	43%	44%	43%	40%	49%	41%	61%	39%	41%	41%
					*	*	**					*		*			**		**			*
The content of the ad is interesting	105	41	64	42	30	33	17	61	27	47	58	29	59	16	53	52	8	97	8	96	66	39
	30%	26%	33%	26%	27%	42%	40%	31%	24%	29%	31%	28%	31%	29%	31%	29%	28%	30%	27%	30%	28%	35%
					*	CD*	**					*		*			**		**			*
I'm forced to look at it in order to get to the screen I want to see	99	39	60	49	32	19	15	61	23	51	48	35	46	19	41	58	9	91	10	89	64	35
	28%	24%	31%	30%	29%	24%	36%	31%	21%	31%	26%	33%	24%	33%	24%	32%	32%	28%	34%	28%	27%	31%
					*	*	**					*		*			**		**			*
The ad is informative or useful	98	44	54	40	30	28	8	58	32	42	56	29	53	16	57	40	11	87	13	85	70	28
	28%	28%	28%	25%	27%	36%	20%	30%	28%	26%	30%	28%	28%	28%	34%	22%	41%	27%	42%	27%	29%	25%
					*	*	**					*		*	O		**		**			*
It is from a company I like or am interested in	94	36	58	38	34	22	12	48	34	47	47	26	54	14	45	49	10	84	12	82	67	27
	27%	23%	30%	24%	30%	29%	28%	24%	30%	28%	25%	25%	28%	25%	27%	27%	36%	26%	39%	26%	28%	24%
					*	*	**					*		*			**		**			*
The ad is funny	81	38	43	40	27	14	4	52	25	38	43	23	45	13	41	40	6	75	7	74	54	27
	23%	24%	22%	25%	24%	18%	9%	27%	22%	23%	23%	22%	24%	23%	24%	22%	21%	23%	22%	23%	22%	24%
					*	*	**					*		*			**		**			*
A friend told me about the ad	60	23	37	30	16	14	8	38	14	26	34	25	30	5	28	32	4	56	5	55	39	21
	17%	14%	19%	19%	14%	18%	18%	19%	13%	16%	18%	24%	16%	9%	16%	18%	13%	17%	17%	17%	16%	19%
					*	*	**					M*		*			**		**			*
The ad is entertaining	58	25	34	29	20	9	7	35	16	23	35	17	31	10	28	30	5	53	4	54	35	23
	17%	16%	17%	18%	18%	11%	17%	18%	14%	14%	19%	17%	16%	17%	17%	16%	18%	16%	14%	17%	15%	21%
					*	*	**					*		*			**		**			*
The ad has special effects or interesting cinematography	54	22	32	28	19	8	2	36	17	21	33	18	31	6	26	28	2	52	5	49	38	17
	15%	14%	17%	17%	17%	10%	5%	18%	15%	13%	18%	17%	16%	10%	16%	15%	8%	16%	17%	15%	16%	15%
					*	*	**					*		*			**		**			*
There are attractive/interesting people in the ad	53	15	38	26	20	7	5	34	14	20	33	19	28	6	24	29	8	46	8	45	37	16
	15%	10%	20%	16%	18%	10%	11%	17%	13%	12%	18%	19%	15%	10%	14%	16%	28%	14%	27%	14%	15%	15%
			A		*	*	**					*		*			**		**			*
Great/catchy music	50	16	34	24	16	10	3	37	10	19	31	14	30	6	23	28	5	45	7	43	34	16
	14%	10%	18%	15%	14%	13%	8%	19%	9%	12%	17%	13%	16%	11%	13%	15%	19%	14%	23%	13%	14%	15%
					*	*	**	H				*		*			**		**			*
I have nothing better to do	40	18	21	23	12	4	5	23	12	16	23	13	21	5	18	22	3	36	2	37	22	18
	11%	12%	11%	14%	11%	6%	12%	12%	11%	10%	13%	13%	11%	9%	10%	12%	12%	11%	8%	12%	9%	16%
					*	*	**					*		*			**		**			*
The spokesperson/celebrity is someone I like	32	11	21	20	11	2	4	23	6	10	23	12	16	4	17	16	8	25	8	25	26	7
	9%	7%	11%	12%	10%	2%	9%	12%	5%	6%	12%	12%	8%	8%	10%	9%	28%	8%	24%	8%	11%	6%
				E	E*	*	**					*		*			**		**			*
It has a fun game	24	10	14	17	5	2	3	16	5	7	17	10	11	4	11	13	3	21	3	21	15	9
	7%	6%	7%	11%	4%	3%	6%	8%	5%	4%	9%	9%	6%	6%	7%	7%	10%	7%	9%	7%	6%	8%
					*	*	**					*		*			**		**			*
The spokesperson/celebrity is someone I recognize	23	10	14	12	10	1	3	16	4	8	15	6	14	3	14	9	5	18	3	20	21	2
	7%	6%	7%	8%	9%	1%	7%	8%	3%	5%	8%	6%	7%	6%	8%	5%	17%	6%	9%	6%	9%	1%
				E	E*	*	**					*		*			**		**		U	*
None of the above	23	15	8	13	4	6	2	13	7	11	12	7	10	7	11	12	1	22	1	22	13	10
	7%	10%	4%	8%	3%	8%	5%	7%	7%	7%	7%	6%	5%	12%	6%	7%	3%	7%	2%	7%	6%	9%
					*	*	**					*		L*			**		**			*
Sigma	1205	503	701	567	384	254	129	719	357	535	670	360	658	187	590	615	114	1091	136	1069	814	391
	344%	318%	365%	351%	345%	329%	310%	367%	317%	327%	359%	347%	347%	329%	349%	340%	422%	338%	438%	335%	341%	350%

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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

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

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	314	200	114	184	107	23	150	85	41	195	119	70	78	166	149	165	60	254	74	240	211	103
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	292	159	133	176	86	30	173	62	30	176	117	171	79	42	120	172	47	245	55	237	173	120
The content of the ad is interesting	135	77	58	81	35	19	87	20	14	87	48	80	36	19	62	73	22	113	35	100	79	56
	46%	48%	44%	46%	40%	63%	51%	32%	47%	49%	41%	47%	46%	45%	51%	43%	46%	46%	63%	42%	46%	47%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		S*		*	*
It is for a product I am currently shopping for	127	68	59	69	39	20	76	33	9	81	46	78	28	22	59	68	26	101	29	98	76	51
	44%	43%	44%	39%	45%	67%	44%	52%	31%	46%	40%	45%	35%	52%	49%	40%	55%	41%	53%	41%	44%	43%
		*	*		*	**	*	*	**	*	*	*	*	L	*	*	**		*		*	*
It is for a brand or a product I like or am interested in	115	56	58	68	38	9	74	28	8	66	49	65	35	15	44	71	18	97	24	91	68	46
	39%	35%	44%	39%	44%	29%	43%	44%	28%	37%	42%	38%	44%	36%	37%	41%	37%	40%	42%	38%	40%	39%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
The ad has special effects or interesting cinematography	106	64	42	67	14	25	61	19	18	65	41	66	25	15	54	52	20	87	22	84	64	42
	36%	40%	32%	38%	17%	82%	36%	31%	60%	37%	35%	39%	31%	36%	45%	30%	42%	35%	40%	35%	37%	35%
		*	*	D	*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
It is from a company I like or am interested in	106	59	47	61	32	13	64	32	4	67	39	77	18	11	46	60	11	95	16	90	71	35
	36%	37%	36%	34%	38%	43%	37%	51%	14%	38%	34%	45%	23%	27%	39%	35%	23%	39%	30%	38%	41%	29%
		*	*		*	**	*	*	**	*	*	LM*	*		*	*	**		*		*	*
The ad is informative or useful	105	57	48	59	30	16	67	21	12	75	30	66	28	10	58	47	17	88	22	83	65	40
	36%	36%	36%	33%	35%	52%	39%	33%	40%	43%	25%	39%	36%	25%	48%	27%	37%	36%	40%	35%	38%	33%
		*	*		*	**	*	*	**	J*	*	*	*		O*	*	**		*		*	*
A friend told me about the ad	86	42	44	55	22	10	52	19	10	57	30	59	17	10	33	53	17	69	19	68	58	28
	30%	27%	33%	31%	25%	32%	30%	31%	34%	32%	25%	34%	22%	24%	28%	31%	36%	28%	34%	29%	34%	24%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
I'm forced to look at it in order to get to the screen I want to see	70	41	29	40	26	4	45	13	6	42	28	43	20	7	31	39	8	62	8	63	30	40
	24%	26%	22%	23%	30%	14%	26%	21%	22%	24%	24%	25%	26%	18%	26%	23%	17%	25%	14%	26%	17%	34%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	T*
The ad is funny	59	37	22	41	9	10	44	7	4	37	23	36	17	6	33	26	11	48	13	46	40	19
	20%	23%	17%	23%	11%	32%	25%	11%	14%	21%	20%	21%	22%	14%	27%	15%	24%	20%	24%	19%	23%	16%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
The ad is entertaining	57	36	21	38	15	4	34	15	4	29	27	29	17	11	26	31	9	48	13	44	37	19
	19%	22%	16%	21%	18%	12%	20%	24%	15%	17%	23%	17%	21%	26%	21%	18%	19%	20%	24%	18%	22%	16%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
There are attractive/interesting people in the ad	48	30	19	29	8	11	38	7	3	25	23	30	13	5	30	19	6	42	6	42	30	18
	16%	19%	14%	16%	10%	37%	22%	11%	10%	14%	20%	18%	16%	13%	25%	11%	13%	17%	11%	18%	17%	15%
		*	*		*	**	*	*	**	*	*	*	*		O*	*	**		*		*	*
The spokesperson/celebrity is someone I recognize	41	22	19	23	9	8	29	8	3	25	16	29	7	4	24	17	5	36	6	35	31	10
	14%	14%	14%	13%	11%	28%	17%	13%	12%	14%	14%	17%	9%	10%	20%	10%	11%	15%	11%	15%	18%	9%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
The spokesperson/celebrity is someone I like	40	24	16	28	6	6	26	6	7	23	17	23	13	4	23	18	8	32	10	30	20	21
	14%	15%	12%	16%	7%	21%	15%	10%	22%	13%	15%	14%	17%	9%	19%	10%	17%	13%	19%	13%	11%	17%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
I have nothing better to do	34	19	15	21	7	5	20	5	5	17	16	25	5	3	18	16	8	26	8	26	18	16
	11%	12%	11%	12%	9%	16%	12%	8%	15%	10%	14%	15%	7%	7%	15%	9%	17%	10%	14%	11%	10%	13%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
Great/catchy music	31	21	10	22	6	3	22	6	2	18	13	16	9	6	19	12	4	27	6	25	21	10
	11%	13%	8%	12%	7%	11%	13%	9%	8%	10%	11%	9%	11%	15%	16%	7%	9%	11%	11%	10%	12%	8%
		*	*		*	**	*	*	**	*	*	*	*		*	*	**		*		*	*
It has a fun game	29	20	9	22	5	1	23	3	3	15	14	17	8	4	19	10	7	21	8	21	21	8
	10%	13%	7%	13%	6%	4%	13%	4%	11%	8%	12%	10%	10%	9%	16%	6%	16%	9%	14%	9%	12%	7%
		*	*		*	**	*	*	**	*	*	*	*		O*	*	**		*		*	*
None of the above	15	7	7	10	5	-	8	1	2	7	8	8	2	4	4	11	1	14	1	14	8	7
	5%	5%	6%	6%	6%	-	4%	2%	6%	4%	7%	5%	3%	9%	3%	6%	1%	6%	1%	6%	5%	6%
		*	*		*	**	*	*	**	*	*	*	*	L	*	*	**		*		*	*
Sigma	1204	679	525	733	307	164	770	242	115	734	470	748	299	157	582	622	198	1007	246	958	737	468
	412%	427%	393%	416%	357%	542%	446%	388%	388%	419%	402%	436%	379%	373%	484%	361%	420%	410%	444%	404%	427%	390%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	361	116	245	152	132	77	13	81	267	180	181	157	107	97	201	160	70	291	114	247	315	46
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	353	170	183	207	93	54	23	79	251	139	215	159	105	89	183	170	65	288	101	252	278	75
It is for a brand or a product I like or am interested in	165	75	90	86	52	28	10	30	124	66	99	70	52	43	87	78	31	134	56	109	129	36
	47%	44%	49%	41%	56%	51%	44%	39%	50%	48%	46%	44%	50%	48%	47%	46%	47%	47%	56%	43%	47%	47%
		*		*	C	*	**	*			*	*	*	*		*	*		*			**
The ad is entertaining	153	72	81	89	39	25	7	24	122	63	90	67	44	42	89	64	33	120	49	104	127	26
	43%	43%	44%	43%	43%	46%	32%	30%	48%	46%	42%	42%	42%	47%	48%	38%	51%	42%	48%	41%	46%	34%
		*		*		*	**	*	G		*	*	*	*		*	*		*			**
The ad is informative or useful	149	61	88	77	44	27	2	32	114	65	84	55	48	46	84	65	35	114	49	100	133	16
	42%	36%	48%	37%	47%	50%	11%	41%	45%	47%	39%	35%	45%	51%	46%	38%	53%	40%	48%	40%	48%	21%
		*		*		*	**	*			*	*	*	*		*	*		*			**
The content of the ad is interesting	140	59	82	66	43	32	5	33	103	62	78	52	48	40	86	55	38	103	56	84	126	14
	40%	35%	45%	32%	46%	60%	20%	41%	41%	45%	36%	33%	46%	45%	47%	32%	57%	36%	55%	34%	46%	19%
		*		*	C	C*	**	*			*	*	*	*	O	*	Q*		S*			**
The ad is funny	140	66	74	81	38	21	3	29	108	53	87	50	49	41	79	61	28	112	41	99	123	17
	40%	39%	40%	39%	41%	39%	11%	37%	43%	39%	40%	31%	47%	46%	43%	36%	42%	39%	40%	39%	44%	22%
		*		*		*	**	*			*	*	*	*		*	*		*			**
It is for a product I am currently shopping for	136	57	79	71	39	26	2	24	110	67	69	50	48	38	80	56	33	103	55	81	118	18
	39%	34%	43%	34%	42%	49%	10%	30%	44%	48%	32%	32%	45%	43%	44%	33%	51%	36%	55%	32%	43%	23%
		*		*		*	**	*		J	*	*	*	*		*	*		S*			**
It is from a company I like or am interested in	122	51	71	61	38	23	2	27	93	52	70	51	34	37	71	51	27	95	47	75	109	13
	35%	30%	39%	30%	41%	43%	11%	34%	37%	38%	33%	32%	32%	41%	39%	30%	42%	33%	47%	30%	39%	18%
		*		*		*	**	*			*	*	*	*		*	*		S*			**
A friend told me about the ad	100	29	70	60	26	14	1	24	75	37	63	47	25	27	57	42	16	84	28	71	83	17
	28%	17%	38%	29%	28%	26%	5%	30%	30%	26%	29%	30%	24%	31%	31%	25%	24%	29%	28%	28%	30%	22%
		*	A	*		*	**	*			*	*	*	*		*	*		*			**
I'm forced to look at it in order to get to the screen I want to see	74	39	35	42	18	14	-	14	60	34	40	31	20	23	35	39	16	58	22	52	54	20
	21%	23%	19%	20%	19%	26%	-	18%	24%	24%	19%	19%	19%	26%	19%	23%	24%	20%	22%	20%	19%	26%
		*		*		*	**	*			*	*	*	*		*	*		*			**
The ad has special effects or interesting cinematography	73	28	45	44	18	11	2	12	59	35	38	22	29	22	39	34	15	58	23	50	59	14
	21%	16%	25%	21%	19%	20%	8%	16%	23%	25%	18%	14%	28%	25%	21%	20%	23%	20%	23%	20%	21%	18%
		*		*		*	**	*			*	*	K*	*		*	*		*			**
Great/catchy music	66	26	39	40	14	12	1	10	55	26	40	25	21	20	33	33	16	50	24	42	58	8
	19%	15%	22%	19%	15%	22%	3%	12%	22%	18%	19%	16%	20%	23%	18%	19%	24%	17%	23%	17%	21%	10%
		*		*		*	**	*			*	*	*	*		*	*		*			**
There are attractive/interesting people in the ad	48	25	22	33	9	6	1	13	34	13	34	16	17	15	23	25	7	41	9	39	45	3
	13%	15%	12%	16%	9%	11%	3%	16%	14%	10%	16%	10%	16%	17%	12%	15%	10%	14%	9%	15%	16%	4%
		*		*		*	**	*			*	*	*	*		*	*		*			**
It has a fun game	43	17	25	32	5	5	1	7	35	14	29	20	12	10	18	25	8	34	12	31	33	9
	12%	10%	14%	15%	6%	10%	3%	9%	14%	10%	13%	13%	12%	11%	10%	15%	13%	12%	11%	12%	12%	12%
		*		D*		*	**	*			*	*	*	*		*	*		*			**
The spokesperson/celebrity is someone I recognize	37	14	23	28	6	3	6	7	24	11	26	16	14	8	11	26	5	33	11	26	26	12
	11%	8%	13%	14%	6%	6%	27%	9%	10%	8%	12%	10%	13%	9%	6%	16%	7%	11%	11%	10%	9%	15%
		*		*		*	**	*			*	*	*	*		N*	*		*			**
The spokesperson/celebrity is someone I like	32	6	26	23	7	2	1	8	24	9	23	10	10	12	12	20	2	30	5	27	28	3
	9%	4%	14%	11%	8%	4%	3%	10%	9%	7%	11%	6%	9%	13%	6%	12%	4%	10%	5%	11%	10%	4%
		*	A	*		*	**	*			*	*	*	*		*	*		*			**
I have nothing better to do	22	7	15	12	6	4	1	4	18	11	11	13	3	6	11	11	2	21	2	20	16	6
	6%	4%	8%	6%	7%	8%	3%	5%	7%	8%	5%	8%	3%	7%	6%	6%	2%	7%	2%	8%	6%	8%
		*		*		*	**	*			*	*	*	*		*	*		*			**
None of the above	23	12	11	15	7	1	3	9	10	10	13	13	7	3	18	5	3	21	4	19	19	4
	7%	7%	6%	7%	7%	3%	15%	12%	4%	7%	6%	8%	6%	4%	10%	3%	4%	7%	4%	7%	7%	5%
		*		*		*	**	*			*	*	*	*		*	*		*			**
Sigma	1522	644	878	860	407	255	48	307	1167	627	895	607	481	434	832	690	313	1209	493	1029	1288	234
	431%	380%	479%	416%	440%	474%	206%	388%	466%	453%	417%	382%	457%	488%	453%	407%	478%	420%	487%	408%	464%	310%

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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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	351	184	167	124	141	86	51	140	160	220	131	4	80	267	209	142	56	295	89	262	274	77
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	345	181	164	148	131	66	54	143	148	197	148	4	85	256	198	148	50	295	78	267	259	86
It is for a brand or a product I like or am interested in	132	71	61	53	49	29	16	52	64	76	55	2	31	99	82	50	13	119	32	99	102	30
	38%	39%	37%	36%	38%	44%	29%	36%	43%	39%	37%	50%	36%	39%	41%	34%	25%	40%	41%	37%	39%	35%
						*	*					**	*				*	P	*			*
The content of the ad is interesting	131	74	57	50	53	28	21	59	52	72	59	2	30	99	79	52	18	113	25	106	100	31
	38%	41%	35%	33%	40%	43%	38%	41%	35%	36%	40%	36%	35%	39%	40%	35%	35%	38%	32%	40%	39%	36%
						*	*					**	*				*		*			*
The ad is funny	108	58	50	44	41	23	17	46	45	62	46	3	22	83	64	44	15	93	22	85	82	26
	31%	32%	30%	29%	31%	35%	31%	32%	30%	31%	31%	68%	26%	32%	32%	30%	30%	31%	29%	32%	32%	30%
						*	*					**	*				*		*			*
I'm forced to look at it in order to get to the screen I want to see	96	48	48	50	31	15	18	42	36	49	47	1	24	71	51	45	8	88	15	81	64	32
	28%	27%	29%	34%	24%	22%	33%	29%	24%	25%	31%	18%	29%	28%	26%	31%	16%	30%	19%	30%	25%	37%
						*	*					**	*				*	P	*	R		T*
Great/catchy music	81	42	39	27	30	24	13	30	38	49	32	2	18	61	52	29	13	68	23	58	62	20
	24%	23%	24%	18%	23%	36%	24%	21%	26%	25%	22%	36%	22%	24%	26%	20%	26%	23%	30%	22%	24%	23%
						CD*	*					**	*				*		*			*
The ad is entertaining	80	44	36	31	30	19	11	28	41	45	35	2	17	61	50	30	13	67	18	63	59	21
	23%	24%	22%	21%	23%	29%	20%	20%	28%	23%	24%	51%	20%	24%	25%	20%	26%	23%	22%	23%	23%	24%
						*	*					**	*				*		*			*
The ad is informative or useful	79	35	44	32	27	21	12	31	37	47	32	2	9	69	52	27	11	69	21	58	63	16
	23%	19%	27%	22%	20%	31%	22%	21%	25%	24%	22%	36%	11%	27%	26%	18%	22%	23%	27%	22%	24%	19%
						*	*					**	*	L			*		*			*
It is from a company I like or am interested in	76	50	26	27	32	16	10	32	33	44	32	1	18	57	48	27	11	65	19	57	60	16
	22%	28%	16%	19%	25%	24%	19%	22%	23%	22%	21%	18%	21%	22%	25%	18%	22%	22%	24%	21%	23%	19%
		B				*	*					**	*				*		*			*
It is for a product I am currently shopping for	70	33	38	19	36	16	6	35	30	43	28	-	10	61	49	22	7	63	16	55	61	9
	20%	18%	23%	13%	27%	24%	11%	24%	20%	22%	19%	-	12%	24%	25%	15%	14%	21%	20%	20%	24%	11%
					C	C*	*					**	*	L	O		*		*		U	*
There are attractive/interesting people in the ad	68	31	36	23	27	18	8	23	36	49	19	-	14	54	44	24	9	59	16	52	55	13
	20%	17%	22%	15%	21%	27%	15%	16%	25%	25%	13%	-	16%	21%	22%	16%	18%	20%	21%	19%	21%	15%
						C*	*			J		**	*				*		*			*
The ad has special effects or interesting cinematography	51	34	17	16	20	15	5	21	24	29	22	-	6	44	38	13	7	43	18	32	46	5
	15%	19%	10%	11%	15%	22%	9%	15%	16%	15%	15%	-	7%	17%	19%	9%	15%	15%	23%	12%	18%	5%
		B				C*	*					**	*	L	O		*		S*		U	*
I have nothing better to do	36	22	15	19	10	7	6	12	19	17	19	1	7	28	20	16	6	30	11	26	31	5
	11%	12%	9%	13%	8%	10%	11%	8%	13%	9%	13%	18%	9%	11%	10%	11%	13%	10%	14%	10%	12%	6%
						*	*					**	*				*		*			*
A friend told me about the ad	36	17	19	16	15	5	6	14	16	24	12	-	5	30	21	14	3	33	9	27	31	5
	10%	10%	11%	10%	11%	8%	12%	10%	11%	12%	8%	-	6%	12%	11%	10%	5%	11%	11%	10%	12%	6%
						*	*					**	*				*		*			*
The spokesperson/celebrity is someone I like	32	16	16	9	16	7	3	12	17	17	15	-	7	25	20	12	6	26	10	22	27	5
	9%	9%	10%	6%	12%	10%	5%	8%	12%	9%	10%	-	9%	10%	10%	8%	11%	9%	13%	8%	10%	6%
						*	*					**	*				*		*			*
The spokesperson/celebrity is someone I recognize	26	14	12	6	15	5	3	11	12	17	9	-	8	18	15	11	7	20	9	17	23	3
	8%	8%	7%	4%	11%	8%	5%	8%	8%	9%	6%	-	10%	7%	8%	8%	13%	7%	12%	6%	9%	3%
					C	*	*					**	*				*		*			*
It has a fun game	17	11	6	5	7	5	4	4	10	10	7	-	3	14	14	3	2	16	6	11	14	3
	5%	6%	4%	4%	5%	7%	7%	3%	7%	5%	5%	-	4%	5%	7%	2%	3%	5%	7%	4%	5%	4%
						*	*					**	*		O		*		*			*
None of the above	27	12	16	11	11	6	5	13	10	16	12	1	7	19	10	17	3	25	4	23	17	11
	8%	6%	10%	7%	8%	9%	9%	9%	7%	8%	8%	32%	8%	7%	5%	12%	5%	8%	5%	9%	6%	12%
						*	*					**	*			N	*		*			*
Sigma	1146	612	534	438	449	259	163	464	519	667	480	16	238	892	709	437	150	996	274	872	895	251
	332%	338%	326%	295%	343%	392%	299%	325%	351%	339%	323%	360%	280%	349%	359%	296%	298%	338%	350%	327%	346%	291%

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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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	606	287	319	201	259	146	403	175	28	251	355	367	54	185	325	281	49	557	55	551	369	237
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	311	157	154	137	111	63	213	85	14	110	201	142	80	89	164	147	22	289	26	286	184	127
The ad is informative or useful	110	54	56	38	44	28	75	32	3	41	69	50	30	30	61	49	9	101	10	100	66	44
	35%	34%	36%	28%	40%	44%	35%	38%	20%	37%	34%	35%	38%	34%	37%	33%	39%	35%	38%	35%	36%	34%
					C	C			**				*				*		*			
It is for a brand or a product I like or am interested in	109	56	53	36	47	26	74	31	4	46	62	54	24	31	59	50	6	103	7	102	65	44
	35%	35%	34%	26%	42%	41%	35%	37%	27%	42%	31%	38%	30%	35%	36%	34%	26%	36%	26%	36%	35%	35%
					C	C			**	J			*				*		*			
It is for a product I am currently shopping for	101	48	52	34	39	28	61	33	6	42	59	46	26	28	60	41	6	94	8	93	58	43
	32%	31%	34%	25%	35%	45%	29%	39%	42%	38%	29%	33%	32%	32%	36%	28%	29%	33%	31%	32%	32%	33%
					C	C		F	**				*				*		*			
The content of the ad is interesting	100	47	52	31	41	28	67	31	2	42	58	51	16	33	59	41	10	89	12	88	65	35
	32%	30%	34%	22%	37%	44%	31%	36%	16%	38%	29%	36%	20%	36%	36%	28%	46%	31%	47%	31%	35%	28%
					C	C			**	J		L	*	L			Q*		S*			
I'm forced to look at it in order to get to the screen I want to see	99	51	49	43	38	19	69	27	3	29	71	46	24	30	49	50	5	94	7	92	58	41
	32%	32%	31%	31%	34%	30%	32%	32%	21%	26%	35%	32%	29%	34%	30%	34%	22%	33%	28%	32%	32%	32%
									**		I		*				*		*			
It is from a company I like or am interested in	82	35	47	32	35	15	55	23	5	32	51	38	20	25	42	40	6	76	8	74	49	33
	26%	23%	30%	24%	32%	24%	26%	27%	36%	29%	25%	27%	25%	28%	26%	27%	27%	26%	31%	26%	27%	26%
									**				*				*		*			
The ad is entertaining	75	33	42	28	34	13	55	18	2	27	48	40	16	19	37	38	5	70	6	70	45	30
	24%	21%	27%	20%	31%	21%	26%	21%	15%	25%	24%	28%	21%	21%	22%	26%	24%	24%	21%	24%	25%	24%
					C				**				*				*		*			
The ad is funny	75	31	44	29	32	14	50	22	3	25	50	39	15	20	37	38	5	70	6	69	44	31
	24%	20%	28%	21%	29%	23%	23%	26%	23%	23%	25%	28%	19%	23%	23%	26%	25%	24%	21%	24%	24%	25%
			A						**				*				*		*			
A friend told me about the ad	69	32	36	28	30	11	49	18	1	19	50	31	16	22	33	35	4	64	5	64	36	32
	22%	20%	24%	20%	27%	18%	23%	21%	9%	17%	25%	22%	19%	24%	20%	24%	18%	22%	19%	22%	20%	25%
									**				*				*		*			
Great/catchy music	61	23	37	24	26	11	46	13	2	20	41	32	17	12	28	33	3	57	2	58	34	27
	19%	15%	24%	17%	23%	17%	22%	15%	11%	18%	20%	22%	21%	13%	17%	22%	16%	20%	9%	20%	18%	21%
			A						**			M	*				*		*			
The ad has special effects or interesting cinematography	43	19	23	17	16	10	32	10	*	14	29	23	10	11	24	19	3	40	2	41	27	16
	14%	12%	15%	12%	14%	16%	15%	12%	2%	13%	14%	16%	12%	12%	15%	13%	12%	14%	7%	14%	15%	13%
									**				*				*		*			
I have nothing better to do	37	19	18	19	14	4	27	9	1	11	26	18	12	8	21	16	1	36	2	35	20	17
	12%	12%	12%	14%	13%	7%	13%	11%	8%	10%	13%	12%	15%	9%	13%	11%	3%	13%	9%	12%	11%	13%
									**				*				*		*			
It has a fun game	27	10	17	15	8	3	20	5	1	8	19	15	7	5	12	15	2	25	3	24	13	14
	9%	6%	11%	11%	7%	5%	9%	6%	10%	7%	9%	10%	8%	6%	7%	10%	7%	9%	10%	8%	7%	11%
									**				*				*		*			
The spokesperson/celebrity is someone I recognize	21	8	13	12	6	3	16	5	-	6	15	10	5	5	12	9	2	19	2	19	13	7
	7%	5%	8%	9%	5%	5%	7%	6%	-	5%	7%	7%	6%	6%	7%	6%	9%	6%	8%	7%	7%	6%
									**				*				*		*			
The spokesperson/celebrity is someone I like	17	5	12	6	8	3	13	4	*	7	11	7	4	6	8	9	3	14	3	14	12	6
	6%	3%	8%	5%	7%	5%	6%	5%	3%	6%	5%	5%	5%	7%	5%	6%	14%	5%	13%	5%	6%	4%
			A						**				*				Q*		S*			
There are attractive/interesting people in the ad	17	6	11	8	7	2	11	5	*	6	11	10	2	5	9	8	1	16	2	15	10	7
	6%	4%	7%	6%	6%	3%	5%	6%	3%	6%	5%	7%	3%	5%	6%	5%	4%	6%	8%	5%	5%	6%
									**				*				*		*			
None of the above	21	8	13	10	6	4	15	4	2	9	12	10	6	5	8	13	1	20	*	20	12	9
	7%	5%	8%	8%	6%	6%	7%	4%	17%	8%	6%	7%	7%	6%	5%	9%	5%	7%	2%	7%	6%	7%
									**				*				*		*			
Sigma	1063	487	576	409	431	223	736	291	36	383	679	520	249	294	561	502	73	990	85	978	626	437
	341%	310%	373%	299%	387%	353%	346%	341%	263%	347%	338%	366%	310%	329%	341%	341%	327%	342%	328%	342%	340%	343%

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Socialogue
GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	318	151	167	99	103	116	98	156	64	122	196	210	54	54	192	126	40	278	56	262	234	84
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	339	174	165	130	105	104	82	172	85	127	212	62	174	104	222	117	41	299	60	279	275	65
It is for a product I am currently shopping for	123	60	62	40	40	42	30	58	35	40	83	22	66	35	87	36	19	104	24	98	96	26
	36%	35%	38%	31%	38%	41%	37%	34%	41%	32%	39%	35%	38%	34%	39%	30%	46%	35%	40%	35%	35%	41%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
I'm forced to look at it in order to get to the screen I want to see	116	53	63	43	38	34	28	59	28	44	72	20	64	32	68	48	14	102	15	101	104	12
	34%	31%	38%	33%	37%	33%	35%	35%	33%	34%	34%	33%	37%	31%	30%	41%	33%	34%	25%	36%	38%	18%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
It is for a brand or a product I like or am interested in	107	51	56	40	31	36	27	51	28	39	67	17	54	36	79	27	15	91	17	89	88	19
	31%	29%	34%	31%	29%	35%	33%	30%	33%	31%	32%	27%	31%	35%	36%	24%	37%	31%	29%	32%	32%	29%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
The content of the ad is interesting	96	48	47	32	28	35	25	51	20	33	63	18	43	35	76	20	17	79	22	74	87	8
	28%	28%	29%	25%	26%	34%	30%	30%	23%	26%	30%	28%	25%	34%	34%	17%	42%	26%	36%	26%	32%	13%
		*	*	*	*	*	*	*	*	*	*		*	*	O*	*	**		**			**
It is from a company I like or am interested in	62	44	18	26	12	24	13	35	13	18	43	12	37	13	52	10	7	55	10	52	53	9
	18%	25%	11%	20%	12%	23%	16%	20%	15%	14%	20%	19%	21%	13%	23%	8%	16%	18%	16%	19%	19%	13%
		B*	*	*	*	*	*	*	*	*	*		*	*	O*	*	**		**			**
The ad is funny	57	24	33	22	26	9	15	20	22	19	37	8	30	19	32	25	13	43	14	42	49	7
	17%	14%	20%	17%	25%	8%	18%	12%	25%	15%	18%	12%	17%	18%	14%	21%	33%	15%	24%	15%	18%	11%
		*	*	*	E*	*	*	*	*	*	*		*	*	*	*	**		**			**
The ad is informative or useful	46	21	25	19	14	13	11	24	11	15	31	6	18	22	30	16	6	40	6	40	44	2
	14%	12%	15%	15%	13%	12%	13%	14%	13%	11%	15%	10%	10%	21%	14%	13%	16%	13%	10%	14%	16%	3%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
A friend told me about the ad	40	27	13	17	15	8	9	23	7	8	32	6	23	11	27	13	5	34	5	34	36	4
	12%	15%	8%	13%	14%	8%	11%	14%	9%	6%	15%	10%	13%	10%	12%	11%	12%	12%	9%	12%	13%	6%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
I have nothing better to do	38	14	24	17	6	14	11	23	5	12	26	10	15	13	23	15	7	31	7	32	31	7
	11%	8%	15%	13%	6%	14%	13%	13%	6%	9%	12%	16%	9%	12%	10%	13%	18%	10%	11%	11%	11%	11%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
The ad is entertaining	35	19	17	17	17	2	8	17	11	10	25	5	13	17	22	13	9	27	11	24	34	2
	10%	11%	10%	13%	16%	2%	9%	10%	13%	8%	12%	9%	7%	17%	10%	11%	21%	9%	18%	9%	12%	3%
		*	*	E*	E*	*	*	*	*	*	*		*	*	*	*	**		**			**
Great/catchy music	19	11	8	1	16	2	2	11	6	9	9	4	13	2	7	12	7	11	7	11	17	1
	5%	6%	5%	*	15%	2%	2%	6%	7%	7%	4%	6%	8%	2%	3%	10%	17%	4%	12%	4%	6%	2%
		*	*	*	CE*	*	*	*	*	*	*		*	*	*	*	**		**			**
The ad has special effects or interesting cinematography	18	7	11	12	5	*	9	6	2	5	13	3	6	9	9	9	5	13	5	13	13	6
	5%	4%	7%	10%	5%	*	11%	4%	3%	4%	6%	5%	3%	9%	4%	8%	13%	4%	8%	5%	5%	9%
		*	*	E*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
There are attractive/interesting people in the ad	14	8	5	9	4	*	5	5	3	1	13	2	6	6	13	1	5	9	8	6	13	1
	4%	5%	3%	7%	4%	*	6%	3%	4%	1%	6%	3%	4%	6%	6%	1%	12%	3%	13%	2%	5%	1%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
The spokesperson/celebrity is someone I like	13	5	8	9	4	*	4	5	4	*	12	1	6	6	10	3	8	5	8	5	12	*
	4%	3%	5%	7%	4%	*	5%	3%	4%	*	6%	1%	4%	6%	4%	2%	19%	2%	13%	2%	5%	*
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
It has a fun game	8	-	8	4	3	*	4	3	-	3	4	*	3	4	4	3	-	8	-	8	7	*
	2%	-	5%	3%	3%	*	5%	2%	-	3%	2%	1%	2%	4%	2%	3%	-	3%	-	3%	3%	*
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
The spokesperson/celebrity is someone I recognize	7	3	4	7	*	-	5	2	-	*	7	1	-	6	6	1	2	5	2	6	7	1
	2%	2%	3%	5%	*	-	7%	1%	-	*	3%	2%	-	6%	3%	1%	6%	2%	3%	2%	2%	1%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
None of the above	68	38	30	21	27	19	14	33	21	35	33	12	32	24	40	28	12	56	18	49	56	12
	20%	22%	18%	16%	26%	18%	17%	19%	25%	27%	16%	19%	19%	23%	18%	24%	29%	19%	31%	18%	20%	19%
		*	*	*	*	*	*	*	*	*	*		*	*	*	*	**		**			**
Sigma	864	433	431	337	287	240	222	427	216	291	573	146	429	288	585	279	151	713	179	685	748	116
	255%	249%	261%	260%	273%	230%	269%	248%	254%	230%	270%	235%	247%	278%	263%	239%	371%	239%	298%	245%	272%	179%

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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

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	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	449	243	206	268	153	28	14	147	288	253	196	115	75	259	250	199	60	389	185	264	328	121
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	444	216	228	237	161	46	13	144	287	249	196	120	74	251	243	201	57	388	176	269	314	130
The content of the ad is interesting	266	117	149	134	100	32	7	69	190	149	118	67	48	151	143	124	33	233	110	157	187	79
	60%	54%	65%	57%	62%	70%	51%	48%	66%	60%	60%	56%	65%	60%	59%	61%	58%	60%	62%	58%	60%	61%
			A			**	**		G				*				*					
Great/catchy music	252	112	140	131	96	25	9	70	173	137	115	60	41	151	135	118	40	212	103	150	182	71
	57%	52%	61%	55%	60%	55%	72%	49%	60%	55%	59%	50%	56%	60%	55%	58%	71%	55%	59%	56%	58%	54%
						**	**		G				*				Q*					
The ad is entertaining	239	120	119	129	83	28	6	69	163	133	106	63	34	141	128	111	32	207	95	144	170	69
	54%	55%	52%	54%	51%	60%	50%	48%	57%	53%	54%	53%	46%	56%	53%	55%	57%	53%	54%	54%	54%	53%
						**	**						*				*					
The ad is informative or useful	231	112	119	114	88	30	5	80	147	133	98	63	40	128	137	94	28	203	97	134	174	57
	52%	52%	52%	48%	55%	64%	36%	56%	51%	54%	50%	53%	55%	51%	56%	47%	50%	52%	55%	50%	56%	44%
						**	**						*				*				U	
It is for a brand or a product I like or am interested in	220	110	110	115	79	26	8	76	136	127	93	56	40	123	116	103	30	189	95	124	159	61
	49%	51%	48%	48%	49%	56%	59%	52%	47%	51%	47%	47%	54%	49%	48%	51%	53%	49%	54%	46%	51%	46%
						**	**						*				*					
The ad is funny	212	109	103	132	62	17	6	59	147	113	99	52	28	132	119	93	28	184	81	131	152	60
	48%	50%	45%	56%	39%	38%	43%	41%	51%	45%	51%	43%	38%	53%	49%	46%	49%	48%	46%	49%	49%	46%
				D		**	**						*	L			*					
The ad has special effects or interesting cinematography	211	106	105	104	82	24	6	51	154	116	95	45	39	128	119	91	25	186	88	123	156	55
	47%	49%	46%	44%	51%	53%	50%	35%	53%	47%	48%	37%	52%	51%	49%	45%	44%	48%	50%	46%	50%	42%
						**	**		G				*	K			*					
A friend told me about the ad	201	84	117	108	74	19	6	54	141	109	92	49	41	111	112	88	26	175	82	118	139	62
	45%	39%	51%	46%	46%	40%	45%	38%	49%	44%	47%	41%	55%	44%	46%	44%	46%	45%	47%	44%	44%	47%
			A			**	**		G				*				*					
There are attractive/interesting people in the ad	187	88	99	104	63	19	7	50	130	99	88	46	31	110	105	82	25	162	80	107	137	50
	42%	41%	43%	44%	39%	42%	52%	35%	45%	40%	45%	38%	41%	44%	43%	41%	44%	42%	45%	40%	44%	38%
						**	**						*				*					
It is from a company I like or am interested in	187	90	97	108	59	19	7	60	120	106	81	53	40	94	99	88	26	161	83	104	134	53
	42%	41%	43%	46%	37%	42%	52%	42%	42%	42%	41%	44%	54%	38%	41%	44%	45%	42%	47%	39%	43%	41%
						**	**						M*				*					
It is for a product I am currently shopping for	163	75	88	87	57	19	3	48	112	97	66	40	31	92	82	81	19	144	65	98	116	47
	37%	35%	39%	37%	36%	41%	23%	33%	39%	39%	34%	33%	42%	37%	34%	40%	34%	37%	37%	36%	37%	36%
						**	**						*				*					
The spokesperson/celebrity is someone I like	138	66	72	83	46	9	6	31	100	78	61	30	20	88	79	60	15	123	53	85	100	38
	31%	30%	32%	35%	29%	21%	50%	22%	35%	31%	31%	25%	27%	35%	32%	30%	27%	32%	30%	32%	32%	29%
						**	**		G				*				*					
The spokesperson/celebrity is someone I recognize	130	60	69	75	44	11	4	33	93	77	53	29	21	80	72	58	17	112	56	74	97	33
	29%	28%	30%	31%	27%	25%	29%	23%	32%	31%	27%	24%	28%	32%	30%	29%	31%	29%	32%	27%	31%	25%
						**	**		G				*				*					
I'm forced to look at it in order to get to the screen I want to see	108	56	52	64	33	11	2	30	76	56	52	25	20	63	60	49	13	95	44	64	75	34
	24%	26%	23%	27%	20%	25%	14%	21%	27%	22%	27%	21%	27%	25%	25%	24%	23%	24%	25%	24%	24%	26%
						**	**						*				*					
It has a fun game	107	41	66	74	27	6	6	32	69	51	56	31	19	57	43	64	13	93	41	66	75	31
	24%	19%	29%	31%	16%	14%	44%	22%	24%	20%	29%	26%	26%	23%	18%	32%	23%	24%	23%	25%	24%	24%
			A	D		**	**						*			N	*					
I have nothing better to do	51	25	27	27	15	10	3	8	41	29	22	13	9	29	26	25	10	42	24	27	33	18
	12%	11%	12%	11%	9%	21%	21%	6%	14%	12%	11%	11%	13%	12%	11%	12%	17%	11%	14%	10%	10%	14%
						**	**		G				*				*					
None of the above	6	2	5	4	3	-	-	3	3	5	2	3	1	3	3	4	-	6	3	4	4	2
	1%	1%	2%	2%	2%	-	-	2%	1%	2%	1%	2%	1%	1%	1%	2%	-	2%	1%	1%	1%	2%
						**	**						*				*					
Sigma	2910	1371	1539	1591	1012	306	89	826	1996	1612	1297	725	503	1682	1577	1333	383	2527	1200	1710	2091	818
	655%	634%	675%	672%	627%	664%	691%	573%	694%	648%	663%	606%	679%	671%	649%	662%	672%	652%	683%	636%	666%	628%

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GU7. When you decide to click on, watch or pay attention to an online ad, what are the reasons you decide to do so?
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
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

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

	Great Britain Total	Great Britain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	573	268	305	214	177	182	124	334	115	221	352	144	191	238	323	250	49	524	66	507	394	179
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	281	130	151	108	85	88	63	162	56	104	177	74	96	112	152	129	23	258	32	250	186	95
It is for a brand or a product I like or am interested in	85	38	47	24	24	37	17	49	19	34	52	20	30	35	49	36	8	77	10	75	57	28
	30%	29%	31%	22%	28%	42%	27%	30%	34%	32%	29%	28%	31%	31%	32%	28%	34%	30%	33%	30%	31%	30%
						CD											*		*			
It is for a product I am currently shopping for	79	36	43	21	26	32	15	47	17	32	47	21	32	26	43	36	7	72	8	70	54	24
	28%	28%	28%	20%	30%	36%	24%	29%	31%	31%	26%	28%	33%	24%	28%	28%	28%	28%	27%	28%	29%	26%
					C	C							M				*		*			
I'm forced to look at it in order to get to the screen I want to see	76	31	45	31	20	24	21	38	17	24	52	15	29	31	37	39	5	71	8	68	48	28
	27%	24%	30%	29%	24%	28%	34%	23%	30%	23%	29%	21%	30%	28%	24%	30%	23%	27%	26%	27%	26%	30%
							G										*		*			
The ad is funny	69	33	36	30	19	20	16	40	13	22	47	21	28	19	38	31	7	62	7	62	44	24
	24%	25%	24%	28%	22%	23%	25%	25%	23%	21%	26%	29%	29%	17%	25%	24%	30%	24%	22%	25%	24%	26%
												M	M				*		*			
The content of the ad is interesting	68	35	32	22	22	23	17	38	13	23	45	20	23	25	39	29	7	61	8	59	46	21
	24%	27%	21%	21%	26%	26%	26%	24%	23%	22%	25%	28%	24%	22%	26%	22%	28%	24%	26%	24%	25%	23%
																	*		*			
The ad is informative or useful	67	36	32	20	22	26	13	40	14	27	40	16	26	25	39	29	5	62	8	59	46	21
	24%	28%	21%	19%	25%	29%	21%	24%	26%	26%	23%	22%	27%	22%	25%	22%	23%	24%	26%	24%	25%	22%
						C											*		*			
The ad is entertaining	60	29	31	27	17	17	14	37	10	20	41	15	27	19	32	29	4	56	5	56	40	21
	21%	23%	20%	25%	19%	20%	22%	23%	18%	19%	23%	20%	28%	17%	21%	22%	17%	22%	15%	22%	21%	22%
													M				*		*			
It is from a company I like or am interested in	59	31	28	20	17	21	9	36	14	26	32	14	24	20	28	31	4	55	6	53	39	20
	21%	24%	19%	19%	20%	24%	14%	22%	24%	25%	18%	20%	26%	18%	18%	24%	18%	21%	18%	21%	21%	21%
										J							*		*			
Great/catchy music	40	19	20	19	11	9	9	22	9	12	28	10	19	11	20	19	3	37	3	37	28	12
	14%	15%	14%	18%	13%	10%	14%	13%	17%	12%	16%	14%	20%	10%	13%	15%	12%	14%	9%	15%	15%	13%
				E									M				*		*			
I have nothing better to do	36	18	18	15	13	8	10	20	6	13	24	8	13	15	21	16	3	34	2	34	25	11
	13%	14%	12%	14%	15%	9%	16%	12%	12%	12%	13%	11%	14%	14%	14%	12%	12%	13%	8%	14%	14%	12%
																	*		*			
A friend told me about the ad	36	14	22	16	9	11	8	23	6	13	23	8	16	12	19	17	2	34	3	34	25	12
	13%	11%	15%	15%	11%	12%	13%	14%	10%	13%	13%	11%	17%	11%	13%	13%	9%	13%	9%	13%	13%	12%
																	*		*			
The ad has special effects or interesting cinematography	18	10	8	7	5	6	5	9	4	7	12	3	8	7	11	7	1	17	3	15	12	7
	6%	8%	5%	7%	6%	7%	8%	5%	7%	6%	7%	4%	8%	7%	7%	5%	6%	7%	9%	6%	6%	7%
																	*		*			
There are attractive/interesting people in the ad	16	11	5	10	3	3	2	10	3	4	12	5	6	5	8	8	1	15	2	14	8	8
	6%	8%	3%	9%	4%	3%	4%	6%	6%	3%	7%	7%	6%	4%	5%	7%	4%	6%	5%	6%	4%	8%
		B		DE													*		*			
It has a fun game	15	9	6	8	5	2	3	9	2	3	12	4	6	4	6	9	*	14	1	14	9	5
	5%	7%	4%	7%	6%	2%	5%	6%	4%	3%	7%	6%	6%	4%	4%	7%	2%	6%	3%	6%	5%	6%
				E													*		*			
The spokesperson/celebrity is someone I like	13	8	5	7	3	2	3	8	3	5	8	3	5	6	6	7	2	11	2	11	8	5
	5%	6%	4%	7%	4%	3%	4%	5%	5%	5%	5%	4%	5%	5%	4%	6%	8%	4%	6%	5%	4%	6%
																	*		*			
The spokesperson/celebrity is someone I recognize	13	7	6	8	3	1	4	7	2	3	9	4	4	5	5	7	*	12	1	12	6	6
	5%	5%	4%	8%	3%	2%	6%	4%	4%	3%	5%	5%	4%	4%	4%	6%	2%	5%	3%	5%	3%	7%
				E													*		*			
None of the above	56	25	31	21	15	20	14	32	10	18	38	10	19	27	30	26	6	50	6	50	34	21
	20%	19%	20%	19%	18%	23%	22%	20%	18%	17%	21%	14%	20%	24%	20%	20%	26%	19%	19%	20%	18%	23%
														K			*		*			
Sigma	806	390	416	309	234	263	179	465	161	286	520	199	314	293	430	376	66	740	83	723	530	276
	287%	300%	275%	287%	274%	299%	284%	287%	290%	275%	294%	271%	328%	262%	282%	292%	282%	287%	263%	290%	285%	291%

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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

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

	United States	the US																				
	Total	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (unwtd)	601	260	341	190	195	216	97	279	225	369	232	209	212	180	297	304	74	527	83	518	371	230
Base: 'Clicked On A Banner/Pop-Up Ad, Watched A Commercial, Or Looked At/Read An Ad' Online In The Past Month (wtd)	294	133	161	111	92	92	41	126	128	178	116	122	82	91	140	155	39	256	42	253	183	112
It is for a brand or a product I like or am interested in	108	48	60	37	32	40	14	52	43	63	45	53	31	24	52	56	14	95	17	91	63	45
	37%	36%	37%	33%	35%	43%	35%	41%	33%	35%	39%	43%	38%	27%	37%	36%	36%	37%	41%	36%	35%	40%
							*					M	M				*		*			
I'm forced to look at it in order to get to the screen I want to see	100	36	64	42	31	27	14	43	44	59	41	33	30	38	47	54	12	88	14	86	57	43
	34%	27%	40%	38%	34%	29%	34%	34%	34%	33%	36%	27%	36%	42%	33%	35%	31%	35%	34%	34%	31%	39%
			A				*							K			*		*			
It is for a product I am currently shopping for	97	37	61	29	30	38	14	40	43	57	40	38	31	28	47	50	12	85	15	82	61	36
	33%	27%	38%	26%	33%	42%	35%	31%	34%	32%	34%	31%	38%	31%	34%	32%	32%	33%	37%	32%	34%	32%
			A			C	*										*		*			
The content of the ad is interesting	86	42	44	27	29	30	13	35	38	51	35	36	26	24	45	41	13	73	17	69	56	29
	29%	31%	27%	24%	31%	33%	31%	28%	30%	29%	30%	29%	32%	26%	32%	26%	33%	29%	40%	27%	31%	26%
							*										*		S*			
The ad is funny	85	42	43	36	26	23	18	30	37	44	42	37	27	21	48	38	15	71	18	68	54	31
	29%	32%	27%	33%	29%	24%	44%	24%	29%	25%	36%	30%	33%	23%	34%	24%	38%	28%	42%	27%	30%	28%
							GH*				I		M		O		*		S*			
The ad is informative or useful	85	39	46	30	25	29	14	34	37	46	39	37	26	22	44	41	14	71	14	70	50	34
	29%	29%	29%	27%	27%	32%	35%	27%	29%	26%	34%	30%	32%	24%	31%	26%	36%	28%	34%	28%	28%	31%
							*				I						*		*			
The ad is entertaining	83	38	44	37	22	23	15	39	29	41	42	37	25	20	43	40	12	71	15	68	50	33
	28%	29%	28%	33%	24%	25%	36%	31%	22%	23%	36%	30%	31%	23%	31%	26%	31%	28%	35%	27%	27%	29%
							H*	H			I						*		*			
It is from a company I like or am interested in	76	40	36	27	21	28	11	32	33	38	38	33	26	17	41	35	10	66	14	62	45	31
	26%	30%	23%	24%	23%	30%	27%	26%	26%	22%	32%	27%	32%	18%	30%	22%	27%	26%	33%	25%	24%	28%
							*				I		M				*		*			
I have nothing better to do	46	23	23	25	12	9	11	18	17	22	24	18	10	17	25	21	9	37	10	35	28	18
	16%	17%	14%	23%	13%	9%	27%	14%	13%	12%	20%	15%	12%	19%	18%	13%	22%	15%	25%	14%	15%	16%
				DE			GH*				I						*		S*			
Great/catchy music	46	23	23	18	15	12	10	17	19	26	20	19	12	15	27	19	7	38	7	39	28	18
	16%	17%	14%	17%	17%	13%	24%	13%	15%	15%	17%	16%	15%	16%	19%	12%	19%	15%	17%	15%	15%	16%
							G*								O		*		*			
A friend told me about the ad	38	15	23	20	9	10	8	13	17	22	17	16	11	11	19	20	9	30	9	29	24	14
	13%	11%	15%	18%	10%	11%	20%	11%	13%	12%	14%	13%	14%	12%	14%	13%	23%	12%	22%	12%	13%	13%
				D			G*										Q*		S*			
The ad has special effects or interesting cinematography	38	21	16	16	9	12	8	16	14	19	18	17	9	12	23	15	10	28	12	26	23	14
	13%	16%	10%	14%	10%	13%	19%	13%	11%	11%	16%	14%	11%	13%	16%	10%	25%	11%	28%	10%	13%	13%
		B					*								O		Q*		S*			
The spokesperson/celebrity is someone I like	31	18	13	15	8	8	5	10	16	16	15	13	7	11	19	13	5	26	7	24	19	12
	11%	13%	8%	14%	9%	9%	13%	8%	12%	9%	13%	11%	8%	12%	13%	8%	14%	10%	17%	10%	10%	11%
							*										*		*			
There are attractive/interesting people in the ad	28	19	8	10	7	10	5	9	13	16	12	12	6	9	17	10	5	23	7	21	17	11
	9%	14%	5%	9%	8%	11%	13%	8%	10%	9%	10%	10%	7%	10%	12%	7%	12%	9%	16%	8%	9%	10%
		B					*								O		*		S*			
The spokesperson/celebrity is someone I recognize	26	13	12	12	5	8	4	10	11	13	13	12	7	7	14	11	4	22	5	21	15	10
	9%	10%	8%	11%	6%	9%	10%	8%	9%	7%	11%	10%	8%	8%	10%	7%	10%	8%	12%	8%	8%	9%
							*										*		*			
It has a fun game	25	11	14	13	7	6	5	11	9	13	13	8	9	8	15	10	6	19	5	21	15	11
	9%	9%	9%	12%	7%	6%	13%	9%	7%	7%	11%	7%	11%	9%	11%	7%	16%	8%	12%	8%	8%	10%
							*										Q*		*			
None of the above	41	18	23	12	14	15	5	17	19	29	12	22	10	9	18	24	1	40	1	40	25	17
	14%	14%	14%	11%	15%	16%	13%	13%	15%	16%	10%	18%	13%	10%	13%	15%	2%	16%	3%	16%	13%	15%
							*					M					*	P	*	R		
Sigma	1039	484	555	407	305	328	175	428	437	576	463	441	305	293	544	495	157	882	187	852	631	408
	353%	364%	344%	368%	332%	356%	428%	340%	342%	323%	399%	361%	374%	324%	389%	320%	408%	345%	446%	337%	345%	365%

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