

Question: About how much time do you spend using a computer each day?  
Location: ePQ-01 (ASBE01)

Country	Sample	Valid N	1.Less than 30 minute s %	2.30 minute s up to 1 hour %	3.From 1 hour up to 2 hours %	4.2 hours or more %	Not Admini stered %	Omitte d %	1.Less than 30 minute s Mean	2.30 minute s up to 1 hour Mean	3.From 1 hour up to 2 hours Mean	4.2 hours or more Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8483	45.6	32.0	11.8	10.6	2.3	0.5	542.5	550.0	543.9	533.6	501.6	448.3
Chinese Taipei	4299	4278	53.8	24.5	10.1	11.7	0.1	0.4	548.8	549.5	543.5	526.6	504.9	507.4
Denmark	2506	2479	41.6	27.2	15.1	16.1	0.7	0.3	556.3	562.8	563.3	553.0	555.7	468.5
Georgia	5557	5394	36.4	33.7	17.0	12.8	0.6	1.7	468.7	488.6	479.9	473.4	439.4	432.2
Ireland	2473	2455	49.1	29.2	11.7	9.9	0.2	0.4	568.5	567.5	572.2	552.3	594.3	489.4
Israel	3798	3756	30.7	34.1	18.6	16.5	0.3	0.9	526.0	544.3	544.6	534.2	477.1	450.5
Italy	3767	3685	52.4	29.2	10.1	8.3	1.2	1.0	535.7	535.5	531.2	513.3	491.1	496.0
Norway (5)	3610	3537	43.2	30.1	15.4	11.2	1.8	0.4	570.4	569.8	566.7	556.1	550.4	522.3
Portugal	4558	4506	47.7	30.9	11.3	10.1	0.5	0.6	518.7	529.8	529.7	513.0	477.4	491.7
Singapore	6320	6230	40.6	31.6	14.2	13.7	0.6	0.8	594.6	591.6	585.1	569.2	529.5	544.5
Slovenia	4303	4265	47.7	35.7	10.7	5.9	0.3	0.4	526.1	527.9	525.2	503.9	494.9	464.5
Sweden	3879	3720	43.0	26.5	15.7	14.8	2.8	0.5	558.2	560.1	567.3	560.9	522.3	505.9
United Arab Emirates	15566	15070	41.5	33.0	13.2	12.3	1.8	1.8	469.1	483.7	466.4	452.4	386.6	380.6
United States	4090	3937	49.1	29.0	9.1	12.8	2.6	0.7	558.6	562.6	554.3	546.7	512.6	543.6
International Avg. (14)	73597	71795	44.5	30.5	13.1	11.9	1.1	0.8	538.7	544.6	541.0	527.8	502.7	481.8
Abu Dhabi, UAE	3980	3780	40.6	31.9	13.2	14.4	3.0	2.3	434.5	448.1	422.2	422.6	365.1	353.8
Dubai, UAE	7471	7314	40.1	35.6	13.4	10.8	1.0	1.0	526.3	537.9	527.7	515.6	450.2	430.0

Question: About how much time do you spend each day finding and reading information on the internet?  
Location: ePQ-02 (ASBE02)

Country	Sample	Valid N	1.Less than 30 minute s %	2.30 minute s up to 1 hour %	3.From 1 hour up to 2 hours %	4.2 hours or more %	Not Admini stered %	Omitte d %	1.Less than 30 minute s Mean	2.30 minute s up to 1 hour Mean	3.From 1 hour up to 2 hours Mean	4.2 hours or more Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8437	63.5	28.1	5.7	2.6	2.3	0.8	547.7	542.6	530.0	511.4	501.6	458.1
Chinese Taipei	4299	4272	68.4	24.3	4.4	2.9	0.1	0.5	546.8	550.4	531.0	510.6	504.9	502.7
Denmark	2506	2480	73.2	22.3	3.1	1.3	0.7	0.3	560.7	553.8	540.6	545.6	555.7	532.6
Georgia	5557	5301	45.5	35.0	12.6	6.9	0.6	3.5	479.2	484.9	470.7	456.0	439.4	439.8
Ireland	2473	2446	65.9	26.8	5.3	2.0	0.2	1.0	570.1	566.2	554.3	523.0	594.3	516.5
Israel	3798	3729	51.9	33.1	10.2	4.8	0.3	1.5	544.0	543.1	507.6	493.4	477.1	451.7
Italy	3767	3650	60.4	28.6	7.4	3.6	1.2	2.0	536.0	535.7	522.1	503.3	491.1	497.8
Norway (5)	3610	3526	79.6	18.0	1.7	0.7	1.8	0.8	568.7	565.2	570.9	567.8	550.4	543.2
Portugal	4558	4485	55.6	33.3	7.0	4.1	0.5	1.2	524.8	525.8	513.4	493.1	477.4	485.4
Singapore	6320	6257	53.0	35.2	7.7	4.1	0.6	0.4	594.9	588.3	566.7	555.9	529.5	506.1
Slovenia	4303	4239	62.4	31.4	4.5	1.7	0.3	1.0	529.1	524.1	502.0	489.4	494.9	472.6
Sweden	3879	3692	76.1	20.8	2.2	0.9	2.8	1.1	561.7	559.9	550.6	526.3	522.3	520.8
United Arab Emirates	15566	14966	39.9	38.6	13.4	8.1	1.8	2.6	478.8	481.5	454.7	422.3	386.6	389.0
United States	4090	3927	61.8	28.1	5.7	4.4	2.6	0.9	563.3	556.8	538.9	520.2	512.6	508.1
International Avg. (14)	73597	71407	61.2	28.8	6.5	3.4	1.1	1.2	543.3	541.3	525.2	508.5	502.7	487.5
Abu Dhabi, UAE	3980	3741	40.1	36.5	14.3	9.1	3.0	3.5	447.3	444.0	417.4	384.1	365.1	365.9
Dubai, UAE	7471	7278	42.9	40.4	11.1	5.6	1.0	1.5	532.0	538.1	514.9	484.1	450.2	434.6

Question: How much do you agree: I am good at using computers  
 Location: ePQ-03A (ASBE03A)

Country	Sample	Valid N	1.Agre e a lot %	2.Agre e a little %	3.Disa gree a little %	4.Disa gree a lot %	Not Admini stered %	Omitte d %	1.Agre e a lot Mean	2.Agre e a little Mean	3.Disa gree a little Mean	4.Disa gree a lot Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8375	55.4	36.9	5.4	2.3	2.3	1.3	543.8	550.2	526.9	515.5	501.6	465.7
Chinese Taipei	4299	4273	51.5	30.0	11.9	6.6	0.1	0.5	542.2	554.0	554.5	526.3	504.9	454.7
Denmark	2506	2473	56.2	36.0	6.1	1.7	0.7	0.6	560.3	560.6	544.8	512.9	555.7	505.4
Georgia	5557	5368	72.1	22.1	3.6	2.2	0.6	2.1	479.7	480.6	470.4	435.0	439.4	411.2
Ireland	2473	2441	60.1	34.1	4.2	1.5	0.2	1.0	567.2	569.3	562.4	555.5	594.3	482.5
Israel	3798	3767	71.2	24.1	3.2	1.5	0.3	0.6	537.8	541.3	509.4	480.4	477.1	442.7
Italy	3767	3682	57.6	35.4	5.6	1.5	1.2	1.0	529.9	541.1	520.6	529.4	491.1	495.5
Norway (5)	3610	3533	55.4	38.3	5.0	1.4	1.8	0.6	569.8	568.4	555.9	542.5	550.4	510.8
Portugal	4558	4521	67.7	27.5	3.5	1.4	0.5	0.3	524.8	521.9	509.6	481.1	477.4	448.0
Singapore	6320	6254	47.0	41.4	8.7	3.0	0.6	0.4	589.3	593.2	579.6	553.6	529.5	475.8
Slovenia	4303	4266	70.9	24.0	4.0	1.0	0.3	0.4	526.2	526.5	515.7	488.8	494.9	448.6
Sweden	3879	3695	51.5	41.1	6.1	1.3	2.8	0.9	558.9	566.6	550.3	518.4	522.3	482.7
United Arab Emirates	15566	14847	63.9	30.2	4.2	1.7	1.8	3.5	476.8	476.0	438.4	398.7	386.6	367.8
United States	4090	3900	68.4	26.5	3.5	1.6	2.6	1.6	558.1	562.5	554.7	532.2	512.6	498.1
International Avg. (14)	73597	71395	60.6	32.0	5.3	2.1	1.1	1.1	540.3	543.7	528.1	505.0	502.7	463.5
Abu Dhabi, UAE	3980	3693	65.7	27.6	4.5	2.2	3.0	4.9	442.5	443.0	389.1	357.5	365.1	343.1
Dubai, UAE	7471	7248	62.7	31.9	4.2	1.2	1.0	1.9	533.8	529.1	513.5	462.6	450.2	417.8

Question: How much do you agree: I am good at typing  
 Location: ePQ-03B (ASBE03B)

Country	Sample	Valid N	1.Agre e a lot %	2.Agre e a little %	3.Disa gree a little %	4.Disa gree a lot %	Not Admini stered %	Omitte d %	1.Agre e a lot Mean	2.Agre e a little Mean	3.Disa gree a little Mean	4.Disa gree a lot Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8161	36.4	45.0	14.2	4.4	2.3	3.6	546.0	550.5	541.3	517.9	501.6	477.6
Chinese Taipei	4299	4230	28.6	37.5	21.3	12.6	0.1	1.6	544.7	551.7	550.1	530.1	504.9	488.4
Denmark	2506	2435	61.8	32.2	5.1	1.0	0.7	2.0	566.8	549.3	534.9	542.8	555.7	508.4
Georgia	5557	4940	31.6	35.8	13.4	19.1	0.6	10.0	487.1	486.2	475.7	474.6	439.4	426.2
Ireland	2473	2387	47.2	41.0	8.5	3.3	0.2	3.1	568.6	574.2	551.7	557.3	594.3	493.2
Israel	3798	3676	64.6	27.4	5.5	2.5	0.3	2.9	543.3	535.4	513.4	499.5	477.1	464.7
Italy	3767	3624	49.2	37.8	10.4	2.5	1.2	2.4	534.7	535.4	528.1	518.0	491.1	497.5
Norway (5)	3610	3489	56.5	36.8	5.7	1.0	1.8	1.8	570.3	569.7	550.1	547.3	550.4	521.0
Portugal	4558	4470	59.7	34.5	4.7	1.1	0.5	1.3	525.4	522.7	516.0	469.8	477.4	466.2
Singapore	6320	6212	37.2	44.5	12.8	5.6	0.6	1.0	590.3	593.1	584.0	562.0	529.5	526.4
Slovenia	4303	4169	51.7	40.2	6.2	1.8	0.3	2.6	527.2	527.3	524.5	512.6	494.9	462.1
Sweden	3879	3600	54.8	36.7	6.8	1.7	2.8	3.4	564.5	565.1	550.9	522.6	522.3	482.7
United Arab Emirates	15566	14278	46.4	38.1	10.3	5.2	1.8	7.4	486.6	476.9	452.9	428.0	386.6	388.9
United States	4090	3838	42.1	40.4	12.6	4.9	2.6	3.2	559.9	563.6	559.0	525.8	512.6	502.7
International Avg. (14)	73597	69509	47.7	37.7	9.8	4.8	1.1	3.3	544.0	543.0	530.9	514.9	502.7	479.0
Abu Dhabi, UAE	3980	3528	45.0	37.1	11.3	6.5	3.0	9.6	452.5	441.3	420.9	401.5	365.1	361.4
Dubai, UAE	7471	7039	50.7	38.0	8.5	2.8	1.0	4.0	541.1	530.8	506.8	469.5	450.2	439.0

Question: How much do you agree: it is easy for me to find information on the internet  
 Location: ePQ-03C (ASBE03C)

Country	Sample	Valid N	1.Agre e a lot %	2.Agre e a little %	3.Disa gree a little %	4.Disa gree a lot %	Not Admini stered %	Omitte d %	1.Agre e a lot Mean	2.Agre e a little Mean	3.Disa gree a little Mean	4.Disa gree a lot Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8148	42.9	39.4	13.0	4.7	2.3	3.5	549.2	553.4	529.2	506.7	501.6	471.2
Chinese Taipei	4299	4248	49.6	30.1	13.4	6.9	0.1	1.2	554.2	548.9	531.8	510.0	504.9	474.8
Denmark	2506	2426	47.4	41.7	9.2	1.7	0.7	2.5	566.0	561.4	528.7	506.0	555.7	506.2
Georgia	5557	4893	63.2	25.0	7.0	4.8	0.6	10.7	490.0	484.2	457.3	442.0	439.4	421.0
Ireland	2473	2390	59.8	30.4	7.6	2.2	0.2	3.0	572.6	571.7	552.2	502.4	594.3	486.4
Israel	3798	3656	59.5	30.6	7.3	2.5	0.3	3.4	543.4	541.8	508.9	487.7	477.1	460.3
Italy	3767	3627	56.4	29.7	9.8	4.1	1.2	2.4	535.3	539.2	518.3	517.0	491.1	490.3
Norway (5)	3610	3482	50.7	40.1	8.4	0.8	1.8	2.2	577.0	567.0	535.8	514.7	550.4	514.0
Portugal	4558	4468	65.3	26.7	5.8	2.1	0.5	1.3	526.6	523.5	504.5	474.7	477.4	464.3
Singapore	6320	6210	51.3	33.3	11.2	4.2	0.6	1.1	594.9	593.0	570.8	539.3	529.5	523.0
Slovenia	4303	4151	58.5	33.0	7.0	1.6	0.3	3.0	530.4	528.1	505.2	487.2	494.9	458.9
Sweden	3879	3600	44.7	45.9	8.0	1.4	2.8	3.4	566.8	566.4	533.5	504.5	522.3	483.6
United Arab Emirates	15566	14170	57.3	30.0	9.2	3.4	1.8	8.3	485.8	481.9	441.9	411.8	386.6	381.1
United States	4090	3846	55.6	29.6	10.6	4.2	2.6	3.1	562.6	564.5	544.2	525.0	512.6	498.8
International Avg. (14)	73597	69315	54.5	33.3	9.1	3.2	1.1	3.5	546.8	544.7	518.7	494.9	502.7	473.9
Abu Dhabi, UAE	3980	3475	54.9	29.7	11.0	4.4	3.0	11.0	451.6	452.0	406.2	381.9	365.1	354.7
Dubai, UAE	7471	7024	59.8	30.8	7.3	2.1	1.0	4.4	536.8	535.2	511.4	469.5	450.2	430.5

Question: Who mainly taught you: using a computer  
Location: ePQ-04A (ASBE04A)

Country	Sample	Valid N	1.I mainly taught myself %	2.My teache rs %	3.My family %	4.My friend s %	5.I have never learne d this %	Not Admini stered %	Omitte d %	1.I mainly taught myself Mean	2.My teache rs Mean	3.My family Mean	4.My friend s Mean	5.I have never learne d this Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8292	45.3	11.2	40.3	2.4	0.8	2.3	2.6	542.2	536.4	552.6	507.3	502.1	501.6	506.7
Chinese Taipei	4299	4266	36.5	34.7	26.6	1.2	0.9	0.1	0.7	545.2	546.1	549.8	520.6	517.4	504.9	471.1
Denmark	2506	2471	43.4	9.3	41.0	6.0	0.4	0.7	0.9	557.1	552.8	562.0	560.3	530.4	555.7	503.5
Georgia	5557	5309	58.4	21.1	17.2	1.9	1.4	0.6	3.3	477.2	477.5	493.2	451.0	443.6	439.4	422.1
Ireland	2473	2424	50.9	6.2	40.0	1.7	1.2	0.2	1.7	566.2	538.8	577.2	536.8	526.6	594.3	497.3
Israel	3798	3707	49.9	11.9	34.5	2.7	1.0	0.3	1.9	529.8	523.7	555.9	543.9	493.6	477.1	444.1
Italy	3767	3675	41.8	12.5	43.2	1.5	1.2	1.2	1.2	522.5	532.1	545.3	522.0	526.5	491.1	484.2
Norway (5)	3610	3511	43.7	11.6	41.9	2.8	0.1	1.8	1.2	561.7	573.8	574.5	563.0	507.1	550.4	521.2
Portugal	4558	4512	39.1	8.8	49.7	2.0	0.5	0.5	0.5	515.7	514.4	531.6	514.5	441.5	477.4	437.9
Singapore	6320	6224	46.2	12.8	38.3	1.8	0.9	0.6	0.9	586.1	589.0	597.4	533.5	503.9	529.5	515.8
Slovenia	4303	4232	48.4	8.7	38.9	1.8	2.1	0.3	1.2	521.6	501.9	539.0	514.5	493.9	494.9	457.6
Sweden	3879	3651	43.3	7.1	44.7	3.8	1.1	2.8	2.1	558.7	555.9	566.8	552.0	521.7	522.3	506.1
United Arab Emirates	15566	14735	42.2	23.4	30.5	2.8	1.1	1.8	4.4	462.2	469.5	503.3	417.2	374.5	386.6	376.3
United States	4090	3888	49.6	14.9	32.9	1.8	0.9	2.6	1.9	557.0	551.3	567.0	544.7	489.3	512.6	513.0
International Avg. (14)	73597	70897	45.6	13.9	37.1	2.4	1.0	1.1	1.8	535.9	533.1	551.1	520.1	490.9	502.7	475.5
Abu Dhabi, UAE	3980	3650	45.4	22.2	27.5	3.4	1.4	3.0	6.2	428.0	430.7	475.3	395.6	337.8	365.1	350.0
Dubai, UAE	7471	7215	40.9	20.9	35.2	2.3	0.6	1.0	2.2	519.6	527.7	550.6	462.5	421.8	450.2	447.6

Question: Who mainly taught you: typing  
Location: ePQ-04B (ASBE04B)

Country	Sample	Valid N	1.I mainly taught myself %	2.My teache rs %	3.My family %	4.My friend s %	5.I have never learne d this %	Not Admini stered %	Omitte d %	1.I mainly taught myself Mean	2.My teache rs Mean	3.My family Mean	4.My friend s Mean	5.I have never learne d this Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8126	49.1	21.3	25.3	2.0	2.4	2.3	4.5	545.8	549.1	547.4	502.3	534.6	501.6	499.0
Chinese Taipei	4299	4254	38.6	44.2	15.3	1.0	1.0	0.1	0.9	547.0	549.0	542.2	490.6	505.9	504.9	493.8
Denmark	2506	2428	63.5	10.7	24.4	0.9	0.5	0.7	2.4	565.4	553.7	548.1	533.0	539.6	555.7	509.8
Georgia	5557	4942	29.2	25.8	20.8	4.4	19.8	0.6	9.7	477.5	482.7	492.9	480.9	475.0	439.4	434.9
Ireland	2473	2396	64.6	11.9	21.2	1.0	1.2	0.2	2.7	570.7	560.7	570.6	506.0	536.4	594.3	506.0
Israel	3798	3615	62.2	12.5	22.1	1.5	1.7	0.3	4.4	548.0	498.5	545.0	479.2	489.6	477.1	474.5
Italy	3767	3616	52.6	13.8	31.2	1.4	1.0	1.2	2.7	533.1	524.2	541.7	509.9	517.5	491.1	495.1
Norway (5)	3610	3431	64.2	12.8	21.8	0.8	0.5	1.8	3.8	570.8	566.3	568.2	515.3	542.8	550.4	537.3
Portugal	4558	4451	53.9	8.9	35.3	1.4	0.6	0.5	1.9	522.5	511.0	530.6	501.3	450.8	477.4	472.2
Singapore	6320	6199	62.0	15.7	19.9	0.9	1.5	0.6	1.2	593.2	588.9	585.2	512.0	535.4	529.5	521.6
Slovenia	4303	4157	65.4	4.8	26.5	1.5	1.8	0.3	2.9	531.8	483.2	524.0	493.0	515.0	494.9	476.6
Sweden	3879	3542	63.9	7.3	24.9	1.6	2.2	2.8	4.8	566.3	552.0	561.5	533.1	542.5	522.3	506.8
United Arab Emirates	15566	14242	40.8	23.9	27.7	3.0	4.6	1.8	7.7	488.4	463.6	483.3	412.2	432.2	386.6	396.1
United States	4090	3826	40.0	40.8	16.4	1.4	1.4	2.6	3.5	554.9	569.1	554.6	493.3	541.6	512.6	507.8
International Avg. (14)	73597	69225	53.6	18.2	23.8	1.6	2.9	1.1	3.8	543.9	532.3	542.5	497.3	511.3	502.7	488.0
Abu Dhabi, UAE	3980	3505	38.3	24.9	27.6	3.6	5.7	3.0	10.4	451.0	430.6	454.0	388.5	404.3	365.1	364.2
Dubai, UAE	7471	7018	47.8	21.7	27.0	1.8	1.7	1.0	4.4	538.2	524.8	536.1	463.9	453.9	450.2	453.5

Question: Who mainly taught you: finding information on the internet  
Location: ePQ-04C (ASBE04C)

Country	Sample	Valid N	1.I mainly taught myself %	2.My teache rs %	3.My family %	4.My friend s %	5.I have never learne d this %	Not Admini stered %	Omitte d %	1.I mainly taught myself Mean	2.My teache rs Mean	3.My family Mean	4.My friend s Mean	5.I have never learne d this Mean	Not Admini stered Mean	Omitte d Mean
Canada	8871	8098	40.3	25.0	30.8	2.4	1.5	2.3	4.8	548.2	551.5	545.8	491.0	502.9	501.6	493.3
Chinese Taipei	4299	4239	41.3	30.1	25.3	1.9	1.5	0.1	1.3	552.8	540.3	549.5	502.8	497.0	504.9	489.2
Denmark	2506	2424	43.0	26.8	26.0	3.6	0.6	0.7	2.6	562.0	564.3	557.0	538.6	469.6	555.7	496.0
Georgia	5557	4927	52.1	20.8	19.7	4.1	3.2	0.6	9.5	484.9	481.7	488.0	462.5	431.0	439.4	429.7
Ireland	2473	2383	49.6	14.2	32.6	2.7	0.9	0.2	3.2	571.0	559.7	574.1	535.6	502.0	594.3	503.3
Israel	3798	3573	42.8	32.0	21.5	2.1	1.6	0.3	5.5	534.8	548.7	546.1	479.9	487.0	477.1	476.5
Italy	3767	3603	40.2	12.5	42.1	2.3	3.0	1.2	3.1	529.7	530.0	541.3	527.6	515.1	491.1	495.8
Norway (5)	3610	3430	40.6	27.5	29.5	1.7	0.7	1.8	3.8	569.9	573.9	566.3	537.0	510.0	550.4	539.4
Portugal	4558	4444	39.2	11.8	45.9	2.2	1.0	0.5	2.0	519.2	520.1	530.3	502.0	464.1	477.4	479.9
Singapore	6320	6182	48.2	17.3	30.8	2.0	1.7	0.6	1.6	599.1	576.1	589.4	555.0	507.2	529.5	511.1
Slovenia	4303	4150	46.4	8.9	41.3	1.9	1.5	0.3	3.2	529.6	497.2	531.3	515.4	488.4	494.9	481.2
Sweden	3879	3541	44.8	22.1	29.4	1.8	1.9	2.8	4.8	563.2	567.5	564.1	528.6	519.0	522.3	508.4
United Arab Emirates	15566	14156	42.4	21.9	30.2	3.5	2.0	1.8	8.3	478.3	471.4	493.7	411.4	387.7	386.6	389.6
United States	4090	3799	47.8	22.1	26.1	2.5	1.4	2.6	4.1	562.4	562.4	561.4	522.6	491.7	512.6	504.1
International Avg. (14)	73597	68949	44.2	20.9	30.8	2.5	1.6	1.1	4.1	543.2	538.9	545.6	507.9	483.8	502.7	485.5
Abu Dhabi, UAE	3980	3479	44.1	20.7	28.3	4.6	2.3	3.0	11.2	447.4	432.3	461.9	380.8	343.3	365.1	361.4
Dubai, UAE	7471	6994	43.1	22.2	31.6	2.1	1.0	1.0	4.7	531.7	530.9	542.3	472.4	416.9	450.2	446.8



Question: Mars - Now, click on "Mars" to learn more about that planet  
 Location: (EN11MWBA)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3621	97.9	2.1	0.2	59.7	544.6	479.5	466.6	542.5
Chinese Taipei	4331	1723	94.4	5.6	0.1	59.9	545.5	489.5	400.7	548.2
Denmark	2626	1050	98.3	1.7	0.0	60.3	556.8	509.4	.	559.8
Georgia	5657	2163	96.1	3.9	1.1	60.3	480.8	414.7	393.7	477.6
Ireland	2555	1006	99.0	1.0	0.1	60.6	569.6	490.1	476.8	565.6
Israel	3933	1546	97.3	2.7	0.4	60.2	539.2	430.2	378.2	537.1
Italy	3862	1537	97.8	2.2	0.3	59.9	534.7	478.3	451.0	532.2
Norway (5)	3714	1466	98.6	1.4	0.2	60.2	572.0	521.0	518.0	565.2
Portugal	4636	1855	97.5	2.5	0.0	59.7	524.1	466.1	380.4	522.2
Singapore	6420	2563	97.3	2.7	0.1	60.0	588.8	528.1	361.4	589.0
Slovenia	4370	1733	95.8	4.2	0.0	60.3	530.1	464.2	493.9	523.5
Sweden	3988	1580	99.1	0.9	0.0	60.6	561.2	513.7	401.6	558.3
United Arab Emirates	16007	6095	89.7	10.3	1.7	60.4	487.3	360.6	357.1	467.7
United States	4106	1644	96.8	3.2	0.1	60.4	558.3	499.2	490.8	556.7
International Avg. (14)	75337	29582	96.8	3.2	0.3	60.2	542.4	474.6	428.5	539.0
Abu Dhabi, UAE	4066	1504	85.0	15.0	2.2	60.6	455.6	332.1	318.7	432.2
Dubai, UAE	7626	2969	94.8	5.2	0.7	60.5	538.9	422.6	384.5	526.0

Question: Mars - Next, click on the website tab "Getting to Mars."  
 Location: (EN11MWBB)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3608	99.1	0.9	0.3	59.7	544.3	447.9	445.8	542.5
Chinese Taipei	4331	1720	97.9	2.1	0.3	59.9	543.7	490.8	442.9	548.2
Denmark	2626	1046	99.2	0.8	0.1	60.3	556.8	506.6	434.4	559.8
Georgia	5657	2196	98.6	1.4	0.7	60.3	478.6	412.8	374.4	477.6
Ireland	2555	1006	98.9	1.1	0.1	60.6	569.4	514.9	432.5	565.6
Israel	3933	1544	97.5	2.5	0.5	60.2	539.3	413.1	407.9	537.1
Italy	3862	1539	99.1	0.9	0.2	59.9	533.6	511.8	424.8	532.2
Norway (5)	3714	1466	99.3	0.7	0.2	60.2	571.6	513.5	529.1	565.2
Portugal	4636	1851	99.2	0.8	0.1	59.7	523.1	466.3	484.5	522.2
Singapore	6420	2564	98.7	1.3	0.0	60.0	587.5	552.1	432.0	589.0
Slovenia	4370	1730	98.7	1.3	0.2	60.3	528.8	450.4	415.5	523.5
Sweden	3988	1576	99.8	0.2	0.1	60.6	560.9	533.4	490.1	558.3
United Arab Emirates	16007	6171	95.3	4.7	1.1	60.4	478.0	362.7	354.4	467.7
United States	4106	1642	98.8	1.2	0.2	60.4	557.5	491.3	449.7	556.7
International Avg. (14)	75337	29659	98.6	1.4	0.3	60.2	540.9	476.3	437.0	539.0
Abu Dhabi, UAE	4066	1532	92.9	7.1	1.6	60.6	442.2	338.0	332.0	432.2
Dubai, UAE	7626	2982	97.6	2.4	0.6	60.5	534.0	456.0	413.0	526.0

Question: Mars - Now, click on the website tab "Missions."  
 Location: (EN11MWBC)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3600	99.1	0.9	0.4	59.7	544.3	484.0	447.0	542.5
Chinese Taipei	4331	1721	98.1	1.9	0.2	59.9	543.6	471.6	473.7	548.2
Denmark	2626	1046	98.7	1.3	0.1	60.3	556.8	523.2	461.1	559.8
Georgia	5657	2153	97.3	2.7	1.7	60.3	480.9	397.8	409.4	477.6
Ireland	2555	1006	98.9	1.1	0.1	60.6	569.7	481.5	476.1	565.6
Israel	3933	1546	98.7	1.3	0.4	60.2	537.1	439.8	416.9	537.1
Italy	3862	1534	98.9	1.1	0.3	59.9	533.7	531.3	413.6	532.2
Norway (5)	3714	1461	99.0	1.0	0.2	60.2	571.9	527.9	500.9	565.2
Portugal	4636	1851	99.0	1.0	0.1	59.7	523.0	494.0	466.6	522.2
Singapore	6420	2563	98.7	1.3	0.1	60.0	587.6	542.4	491.2	589.0
Slovenia	4370	1731	98.6	1.4	0.1	60.3	528.7	461.3	387.6	523.5
Sweden	3988	1575	99.4	0.6	0.1	60.6	561.2	516.5	442.3	558.3
United Arab Emirates	16007	6182	94.6	5.4	1.0	60.4	479.7	345.1	345.3	467.7
United States	4106	1643	98.7	1.3	0.1	60.4	557.6	474.6	480.8	556.7
International Avg. (14)	75337	29612	98.4	1.6	0.4	60.2	541.1	477.9	443.7	539.0
Abu Dhabi, UAE	4066	1533	91.5	8.5	1.5	60.6	445.9	315.5	323.4	432.2
Dubai, UAE	7626	2994	98.4	1.6	0.4	60.5	533.8	408.5	390.0	526.0

Question: Mars - Next, click on the website tab "Seeking Signs of Life."  
 Location: (EN11MWBD)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3527	98.1	1.9	1.2	59.7	545.5	525.8	467.1	542.5
Chinese Taipei	4331	1710	97.6	2.4	0.5	59.9	542.6	507.3	548.6	548.2
Denmark	2626	1026	98.0	2.0	1.0	60.3	556.4	542.5	550.9	559.8
Georgia	5657	1990	97.8	2.2	4.9	60.3	483.7	476.5	421.7	477.6
Ireland	2555	997	99.0	1.0	0.4	60.6	570.0	526.1	480.6	565.6
Israel	3933	1491	97.8	2.2	1.6	60.2	540.0	474.1	446.7	537.1
Italy	3862	1505	98.6	1.4	1.0	59.9	534.4	522.5	481.5	532.2
Norway (5)	3714	1435	97.9	2.1	1.0	60.2	572.0	566.6	540.7	565.2
Portugal	4636	1821	98.5	1.5	0.7	59.7	523.9	497.4	472.8	522.2
Singapore	6420	2546	98.0	2.0	0.3	60.0	587.2	583.9	549.9	589.0
Slovenia	4370	1705	98.3	1.7	0.8	60.3	529.6	488.7	447.2	523.5
Sweden	3988	1559	99.1	0.9	0.3	60.6	561.3	549.9	494.0	558.3
United Arab Emirates	16007	5966	95.3	4.7	2.5	60.4	479.3	372.9	394.4	467.7
United States	4106	1629	97.7	2.3	0.5	60.4	558.1	506.0	499.4	556.7
International Avg. (14)	75337	28907	98.0	2.0	1.2	60.2	541.7	510.0	485.4	539.0
Abu Dhabi, UAE	4066	1469	93.3	6.7	3.3	60.6	442.9	342.5	368.2	432.2
Dubai, UAE	7626	2930	97.3	2.7	1.0	60.5	534.3	482.2	435.6	526.0

Question: Mars - Now, click on the website tab "Rover Called Curiosity."  
 Location: (EN11MWBE)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3509	99.9	0.1	1.1	59.7	545.7	419.4	446.8	542.5
Chinese Taipei	4331	1711	99.3	0.7	0.5	59.9	543.5	433.8	469.4	548.2
Denmark	2626	1031	100.0	0.0	0.6	60.3	556.7	.	509.1	559.8
Georgia	5657	1972	99.0	1.0	5.4	60.3	485.1	391.6	422.4	477.6
Ireland	2555	1000	99.6	0.4	0.3	60.6	570.0	428.9	457.1	565.6
Israel	3933	1477	99.1	0.9	2.0	60.2	540.7	397.0	448.3	537.1
Italy	3862	1503	99.7	0.3	1.1	59.9	535.1	483.5	457.4	532.2
Norway (5)	3714	1452	99.6	0.4	0.5	60.2	572.4	514.0	479.4	565.2
Portugal	4636	1797	99.5	0.5	1.2	59.7	524.8	426.9	466.5	522.2
Singapore	6420	2561	99.8	0.2	0.1	60.0	587.3	521.9	437.8	589.0
Slovenia	4370	1712	99.6	0.4	0.5	60.3	528.9	450.1	426.4	523.5
Sweden	3988	1558	99.8	0.2	0.4	60.6	561.6	530.6	479.7	558.3
United Arab Emirates	16007	5887	96.4	3.6	3.0	60.4	479.9	343.1	399.8	467.7
United States	4106	1630	99.4	0.6	0.4	60.4	557.7	467.9	463.4	556.7
International Avg. (14)	75337	28800	99.3	0.7	1.2	60.2	542.1	446.8	454.5	539.0
Abu Dhabi, UAE	4066	1454	94.1	5.9	3.5	60.6	442.9	318.5	377.9	432.2
Dubai, UAE	7626	2906	98.9	1.1	1.4	60.5	535.5	411.3	424.7	526.0

Question: Mars - Click on this link: "The Gift of Curiosity."  
 Location: (EN11MWBF)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3382	97.3	2.7	2.4	59.7	549.1	464.7	478.8	542.5
Chinese Taipei	4331	1670	92.8	7.2	1.4	59.9	544.9	524.0	500.0	548.2
Denmark	2626	985	97.7	2.3	2.3	60.3	559.1	558.0	507.0	559.8
Georgia	5657	1780	93.3	6.7	9.5	60.3	489.7	432.0	443.7	477.6
Ireland	2555	982	97.5	2.5	1.1	60.6	571.5	507.7	519.3	565.6
Israel	3933	1385	95.1	4.9	4.3	60.2	545.0	494.4	470.5	537.1
Italy	3862	1419	95.9	4.1	3.0	59.9	537.5	509.8	489.0	532.2
Norway (5)	3714	1425	97.6	2.4	1.3	60.2	574.2	542.0	500.7	565.2
Portugal	4636	1698	95.5	4.5	3.2	59.7	527.0	492.0	489.4	522.2
Singapore	6420	2554	97.2	2.8	0.2	60.0	588.9	534.2	464.8	589.0
Slovenia	4370	1655	93.8	6.2	1.7	60.3	530.9	517.4	466.0	523.5
Sweden	3988	1526	97.7	2.3	1.3	60.6	562.5	551.6	514.7	558.3
United Arab Emirates	16007	5538	89.3	10.7	5.4	60.4	488.7	380.5	419.2	467.7
United States	4106	1590	97.6	2.4	1.4	60.4	559.7	505.2	496.4	556.7
International Avg. (14)	75337	27589	95.6	4.4	2.8	60.2	544.9	501.0	482.8	539.0
Abu Dhabi, UAE	4066	1354	86.1	13.9	5.7	60.6	450.5	349.0	395.2	432.2
Dubai, UAE	7626	2795	94.9	5.1	2.8	60.5	541.9	434.9	450.3	526.0

Question: Mars - Total number of webpages visited for Mars  
 Location: (EN11MWBZ)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 clicks %	4.4 clicks %	5.5 clicks %	6.6 clicks %	7.7 clicks %	8.8 clicks %	9.9 clicks %	10.10 clicks %	MISSIN G %	NOT ADMINI STERED %
Canada	9132	3639	0.1	0.3	0.4	1.2	0.7	4.0	93.2	0.0	0.0	0.0	0.0	0.1	59.7
Chinese Taipei	4331	1729	0.0	0.0	0.1	0.4	0.9	4.2	94.4	0.0	0.0	0.0	0.0	0.0	59.9
Denmark	2626	1050	0.0	0.1	0.2	0.4	1.2	5.4	92.6	0.0	0.0	0.0	0.0	0.0	60.3
Georgia	5657	2240	0.3	1.0	3.0	7.0	3.0	12.8	72.9	0.0	0.0	0.0	0.0	0.0	60.3
Ireland	2555	1008	0.1	0.0	0.0	0.5	0.3	2.2	96.8	0.0	0.0	0.0	0.0	0.0	60.6
Israel	3933	1562	0.1	0.2	0.7	2.4	2.4	6.1	88.1	0.0	0.0	0.0	0.0	0.0	60.2
Italy	3862	1547	0.1	0.3	0.4	1.1	1.0	5.9	91.3	0.0	0.0	0.0	0.0	0.0	59.9
Norway (5)	3714	1469	0.0	0.1	0.1	0.4	0.5	3.1	95.7	0.0	0.0	0.0	0.0	0.1	60.2
Portugal	4636	1856	0.0	0.1	0.0	1.4	1.7	5.2	91.6	0.0	0.0	0.0	0.0	0.0	59.7
Singapore	6420	2569	0.0	0.0	0.0	0.1	0.2	1.3	98.4	0.0	0.0	0.0	0.0	0.0	60.0
Slovenia	4370	1736	0.0	0.0	0.2	0.8	0.5	4.0	94.5	0.0	0.0	0.0	0.0	0.0	60.3
Sweden	3988	1582	0.1	0.0	0.1	0.4	0.6	2.8	96.0	0.0	0.0	0.0	0.0	0.0	60.6
United Arab Emirates	16007	6318	0.2	1.0	1.7	3.6	2.5	8.3	82.7	0.0	0.0	0.0	0.0	0.0	60.4
United States	4106	1647	0.1	0.1	0.1	0.3	0.5	3.0	95.9	0.0	0.0	0.0	0.0	0.0	60.4
International Avg. (14)	75337	29952	0.1	0.2	0.5	1.4	1.1	4.9	91.7	0.0	0.0	0.0	0.0	0.0	60.2
Abu Dhabi, UAE	4066	1588	0.3	1.5	2.2	4.4	2.4	9.7	79.7	0.0	0.0	0.0	0.0	0.0	60.6
Dubai, UAE	7626	3028	0.1	0.2	0.7	1.5	1.5	4.7	91.3	0.0	0.0	0.0	0.0	0.0	60.5

Question: Mars - Total number of webpages visited for Mars  
Location: (EN11MWBZ)

Country	Sample	Valid N	0.No	1.1	2.2	3.3	4.4	5.5	6.6	7.7	8.8	9.9	10.10	MISSIN	NOT
			clicks	click	clicks	clicks	clicks	clicks	clicks	clicks	clicks	clicks	clicks	G	ADMINI
			Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	STERED
Canada	9132	3639	452.7	408.4	410.0	448.2	478.4	508.2	547.2	.	.	.	.	537.0	542.5
Chinese Taipei	4331	1729	.	.	419.1	398.5	496.0	526.4	543.8	.	.	.	.	.	548.2
Denmark	2626	1050	.	466.9	458.1	527.7	510.4	525.7	558.8	.	.	.	.	.	559.8
Georgia	5657	2240	352.6	371.1	410.9	426.5	444.9	466.7	488.0	.	.	.	.	.	477.6
Ireland	2555	1008	471.8	.	.	445.0	426.7	554.0	570.1	.	.	.	.	.	565.6
Israel	3933	1562	306.6	392.3	434.4	440.9	462.4	497.3	543.4	.	.	.	.	.	537.1
Italy	3862	1547	388.1	408.8	417.1	483.5	480.3	503.2	536.9	.	.	.	.	.	532.2
Norway (5)	3714	1469	504.9	453.2	436.3	462.2	526.3	530.5	573.5	.	.	.	.	557.6	565.2
Portugal	4636	1856	.	491.0	383.7	465.4	467.7	504.0	525.6	.	.	.	.	.	522.2
Singapore	6420	2569	368.4	.	479.2	516.6	401.4	525.6	588.0	.	.	.	.	.	589.0
Slovenia	4370	1736	.	.	389.5	431.7	428.4	481.3	530.9	.	.	.	.	.	523.5
Sweden	3988	1582	464.2	457.4	472.1	448.6	504.2	527.9	562.6	.	.	.	.	.	558.3
United Arab Emirates	16007	6318	336.3	344.0	373.3	414.4	396.9	421.1	482.4	.	.	.	.	434.0	467.7
United States	4106	1647	550.8	411.2	500.1	469.6	459.6	506.4	558.9	.	.	.	.	572.7	556.7
International Avg. (14)	75337	29952	419.6	420.4	429.5	455.6	463.1	505.6	543.6	.	.	.	.	525.3	539.0
Abu Dhabi, UAE	4066	1588	290.2	327.0	345.8	389.7	378.7	385.0	444.5	.	.	.	.	.	432.2
Dubai, UAE	7626	3028	356.9	390.4	409.2	417.0	435.7	465.6	538.6	.	.	.	.	434.0	526.0



Question: Mars - Total number of clicks on eightplanets.org  
 Location: (EN11MADA)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	98.9	0.6	0.3	0.2	59.8	0.0	543.2	525.7	516.2	462.7	542.5	.
Chinese Taipei	4331	1729	95.9	1.5	0.8	1.8	59.9	0.0	543.0	501.7	509.5	532.1	548.2	.
Denmark	2626	1050	98.7	0.8	0.2	0.3	60.3	0.0	556.2	525.2	520.9	597.2	559.8	.
Georgia	5657	2240	98.7	0.7	0.3	0.3	60.3	0.0	476.8	408.3	337.2	417.5	477.6	.
Ireland	2555	1008	99.4	0.4	0.2	0.0	60.6	0.0	569.0	510.1	517.0	334.0	565.6	.
Israel	3933	1562	97.5	1.1	0.5	0.9	60.2	0.0	536.9	441.2	439.6	465.0	537.1	.
Italy	3862	1547	98.1	1.2	0.3	0.5	59.9	0.0	533.7	500.9	465.6	486.8	532.2	.
Norway (5)	3714	1469	99.7	0.3	0.0	0.0	60.3	0.0	571.0	596.0	.	.	565.2	.
Portugal	4636	1856	99.1	0.5	0.0	0.4	59.7	0.0	523.3	450.0	639.2	429.3	522.2	.
Singapore	6420	2569	97.5	1.3	0.3	0.9	60.0	0.0	586.8	579.2	564.6	602.9	589.0	.
Slovenia	4370	1736	99.8	0.1	0.2	0.0	60.3	0.0	527.3	604.6	529.4	.	523.5	.
Sweden	3988	1582	99.3	0.6	0.1	0.0	60.6	0.0	560.6	577.8	488.2	383.4	558.3	.
United Arab Emirates	16007	6318	94.6	2.1	0.9	2.4	60.4	0.0	475.8	370.6	357.3	334.7	467.7	.
United States	4106	1647	98.2	0.8	0.3	0.7	60.4	0.0	556.8	523.1	567.6	515.3	556.7	.
International Avg. (14)	75337	29952	98.2	0.8	0.3	0.6	60.2	0.0	540.0	508.2	496.3	463.4	539.0	.
Abu Dhabi, UAE	4066	1588	92.6	2.7	1.1	3.6	60.6	0.0	439.4	343.5	301.0	305.0	432.2	.
Dubai, UAE	7626	3028	97.9	0.7	0.5	0.9	60.5	0.0	532.4	444.6	428.9	439.9	526.0	.

Question: Mars - Total number of clicks on eightplanets.org\mars  
 Location: (EN11MADB)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	98.7	1.2	0.1	0.1	59.8	0.0	543.0	531.6	470.3	474.5	542.5	.
Chinese Taipei	4331	1729	95.3	1.8	0.8	2.1	59.9	0.0	542.1	539.1	545.3	531.4	548.2	.
Denmark	2626	1050	98.0	1.1	0.2	0.6	60.3	0.0	555.9	560.5	576.9	558.1	559.8	.
Georgia	5657	2240	98.4	0.8	0.5	0.2	60.3	0.0	476.8	416.3	408.8	402.5	477.6	.
Ireland	2555	1008	98.0	1.4	0.2	0.5	60.6	0.0	568.5	558.2	527.8	626.5	565.6	.
Israel	3933	1562	98.4	1.0	0.2	0.4	60.2	0.0	535.3	502.6	462.0	504.5	537.1	.
Italy	3862	1547	97.9	1.2	0.2	0.8	59.9	0.0	533.5	515.7	444.2	495.9	532.2	.
Norway (5)	3714	1469	98.8	0.8	0.2	0.2	60.3	0.0	571.1	553.2	579.3	620.6	565.2	.
Portugal	4636	1856	99.0	0.7	0.1	0.2	59.7	0.0	523.0	492.5	460.8	452.6	522.2	.
Singapore	6420	2569	97.0	1.2	0.5	1.2	60.0	0.0	585.9	625.6	627.9	601.3	589.0	.
Slovenia	4370	1736	99.3	0.5	0.0	0.2	60.3	0.0	527.6	519.9	.	411.6	523.5	.
Sweden	3988	1582	99.1	0.8	0.0	0.1	60.6	0.0	560.5	575.8	.	610.2	558.3	.
United Arab Emirates	16007	6318	97.5	1.2	0.3	1.0	60.4	0.0	471.7	388.4	391.4	355.1	467.7	.
United States	4106	1647	98.1	0.9	0.4	0.7	60.4	0.0	556.5	553.4	505.2	554.1	556.7	.
International Avg. (14)	75337	29952	98.1	1.0	0.2	0.6	60.2	0.0	539.4	523.8	500.0	514.2	539.0	.
Abu Dhabi, UAE	4066	1588	96.4	1.8	0.2	1.6	60.6	0.0	433.7	358.4	399.1	319.0	432.2	.
Dubai, UAE	7626	3028	98.2	1.1	0.2	0.6	60.5	0.0	531.2	495.0	515.8	466.2	526.0	.

Question: Mars - Total number of clicks on marsexplorationprogram.org  
 Location: (EN11MADC)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	97.8	1.2	0.3	0.6	59.8	0.0	544.3	479.7	491.9	457.4	542.5	.
Chinese Taipei	4331	1729	95.7	1.9	0.5	1.9	59.9	0.0	542.7	524.6	524.9	522.3	548.2	.
Denmark	2626	1050	97.1	1.5	0.3	1.1	60.3	0.0	556.9	523.7	537.7	525.7	559.8	.
Georgia	5657	2240	97.9	1.1	0.2	0.7	60.3	0.0	477.1	422.5	437.0	392.7	477.6	.
Ireland	2555	1008	98.0	1.2	0.2	0.6	60.6	0.0	569.4	514.3	563.6	544.2	565.6	.
Israel	3933	1562	96.8	1.1	1.0	1.1	60.2	0.0	536.7	517.2	462.9	445.3	537.1	.
Italy	3862	1547	98.3	1.0	0.2	0.6	59.9	0.0	533.6	471.3	536.0	506.9	532.2	.
Norway (5)	3714	1469	98.2	0.8	0.3	0.7	60.3	0.0	571.5	524.9	548.1	571.6	565.2	.
Portugal	4636	1856	98.8	0.4	0.2	0.5	59.7	0.0	523.3	449.3	480.8	472.3	522.2	.
Singapore	6420	2569	96.3	1.8	0.6	1.2	60.0	0.0	587.0	589.9	586.0	567.0	589.0	.
Slovenia	4370	1736	98.9	0.5	0.4	0.2	60.3	0.0	528.2	437.4	433.8	501.6	523.5	.
Sweden	3988	1582	98.9	0.5	0.1	0.4	60.6	0.0	560.8	562.4	616.4	499.4	558.3	.
United Arab Emirates	16007	6318	93.0	3.0	1.2	2.7	60.4	0.0	476.4	392.7	360.0	357.5	467.7	.
United States	4106	1647	96.0	2.2	0.2	1.6	60.4	0.0	557.5	534.7	568.5	507.7	556.7	.
International Avg. (14)	75337	29952	97.3	1.3	0.4	1.0	60.2	0.0	540.4	496.0	510.6	490.8	539.0	.
Abu Dhabi, UAE	4066	1588	90.6	3.8	1.6	4.0	60.6	0.0	439.3	367.9	345.7	324.4	432.2	.
Dubai, UAE	7626	3028	95.8	2.4	0.6	1.2	60.5	0.0	533.6	464.1	465.5	435.7	526.0	.

Question: Mars - Total number of clicks on marsexplorationprogram.org\gettingtomars  
 Location: (EN11MADD)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	98.7	0.9	0.1	0.3	59.8	0.0	543.2	501.4	538.8	532.5	542.5	.
Chinese Taipei	4331	1729	95.4	2.7	0.8	1.1	59.9	0.0	542.3	525.8	565.9	527.4	548.2	.
Denmark	2626	1050	98.8	0.4	0.3	0.5	60.3	0.0	556.6	511.0	435.1	536.4	559.8	.
Georgia	5657	2240	97.9	1.5	0.2	0.4	60.3	0.0	476.8	437.6	450.7	388.5	477.6	.
Ireland	2555	1007	98.4	0.7	0.2	0.6	60.6	0.0	568.5	548.8	591.0	597.9	565.6	.
Israel	3933	1562	99.2	0.5	0.2	0.1	60.2	0.0	535.0	480.3	568.4	506.8	537.1	.
Italy	3862	1547	98.9	0.8	0.1	0.2	59.9	0.0	533.3	497.8	480.3	481.1	532.2	.
Norway (5)	3714	1469	98.7	0.5	0.2	0.7	60.3	0.0	571.3	535.9	568.6	560.5	565.2	.
Portugal	4636	1856	98.7	0.8	0.1	0.3	59.7	0.0	523.2	474.1	478.3	464.4	522.2	.
Singapore	6420	2569	97.2	1.2	0.7	0.9	60.0	0.0	586.1	604.6	645.2	592.4	589.0	.
Slovenia	4370	1736	99.4	0.2	0.2	0.2	60.3	0.0	527.5	559.1	512.7	461.3	523.5	.
Sweden	3988	1582	99.3	0.3	0.1	0.3	60.6	0.0	560.6	577.9	488.5	556.7	558.3	.
United Arab Emirates	16007	6318	96.8	1.6	0.4	1.2	60.4	0.0	471.9	397.6	408.2	372.6	467.7	.
United States	4106	1647	97.3	1.2	0.4	1.1	60.4	0.0	556.8	538.7	530.7	537.3	556.7	.
International Avg. (14)	75337	29951	98.2	0.9	0.3	0.6	60.2	0.0	539.5	513.6	518.7	508.3	539.0	.
Abu Dhabi, UAE	4066	1588	95.4	2.3	0.6	1.7	60.6	0.0	433.9	375.0	356.6	336.7	432.2	.
Dubai, UAE	7626	3028	98.2	0.8	0.4	0.6	60.5	0.0	530.9	506.6	494.4	501.1	526.0	.

Question: Mars - Total number of clicks on marsexplorationprogram.org\missions  
 Location: (EN11MADE)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	97.4	1.7	0.6	0.3	59.8	0.0	544.3	493.5	458.2	499.8	542.5	.
Chinese Taipei	4331	1729	94.9	1.9	0.7	2.5	59.9	0.0	542.3	518.4	556.9	537.7	548.2	.
Denmark	2626	1050	96.0	1.7	1.2	1.1	60.3	0.0	556.2	542.0	557.3	560.5	559.8	.
Georgia	5657	2240	97.7	1.3	0.4	0.7	60.3	0.0	476.7	427.7	412.7	463.5	477.6	.
Ireland	2555	1008	97.6	1.1	0.6	0.6	60.6	0.0	568.7	568.4	557.4	552.9	565.6	.
Israel	3933	1562	97.9	0.8	0.2	1.1	60.2	0.0	534.9	538.7	505.1	516.8	537.1	.
Italy	3862	1547	96.3	2.9	0.4	0.4	59.9	0.0	533.4	509.9	541.1	572.4	532.2	.
Norway (5)	3714	1469	97.1	1.1	0.7	1.1	60.3	0.0	571.3	585.1	539.9	561.2	565.2	.
Portugal	4636	1856	98.0	1.6	0.2	0.2	59.7	0.0	523.3	484.5	504.3	496.9	522.2	.
Singapore	6420	2569	96.7	1.5	0.4	1.4	60.0	0.0	586.2	604.2	609.1	604.2	589.0	.
Slovenia	4370	1736	98.6	0.8	0.2	0.3	60.3	0.0	527.7	504.7	512.9	489.5	523.5	.
Sweden	3988	1582	97.8	1.8	0.1	0.2	60.6	0.0	560.3	581.1	509.6	564.6	558.3	.
United Arab Emirates	16007	6318	96.7	1.9	0.6	0.9	60.4	0.0	471.0	427.1	435.8	385.3	467.7	.
United States	4106	1647	96.3	2.0	0.4	1.2	60.4	0.0	557.0	537.2	552.2	533.7	556.7	.
International Avg. (14)	75337	29952	97.1	1.6	0.5	0.9	60.2	0.0	539.5	523.0	518.0	524.2	539.0	.
Abu Dhabi, UAE	4066	1588	95.5	2.3	0.8	1.4	60.6	0.0	433.7	367.4	364.5	351.1	432.2	.
Dubai, UAE	7626	3028	96.8	1.8	0.9	0.6	60.5	0.0	530.7	549.1	510.1	456.4	526.0	.

Question: Mars - Total number of clicks on marsexplorationprogram.org\signs\_of\_life  
 Location: (EN11MADF)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	99.2	0.7	0.0	0.1	59.8	0.0	543.0	514.1	489.5	581.1	542.5	.
Chinese Taipei	4331	1729	98.8	0.9	0.3	0.1	59.9	0.0	542.0	525.8	560.0	476.8	548.2	.
Denmark	2626	1050	99.8	0.1	0.0	0.1	60.3	0.0	555.9	676.3	.	532.6	559.8	.
Georgia	5657	2240	99.4	0.4	0.1	0.1	60.3	0.0	476.2	429.8	268.9	442.9	477.6	.
Ireland	2555	1008	98.6	0.9	0.2	0.3	60.6	0.0	568.6	553.5	622.9	558.4	565.6	.
Israel	3933	1562	99.5	0.4	0.1	0.0	60.2	0.0	534.9	483.1	592.3	.	537.1	.
Italy	3862	1547	98.6	1.1	0.1	0.2	59.9	0.0	533.0	533.9	571.8	466.5	532.2	.
Norway (5)	3714	1469	99.4	0.3	0.0	0.3	60.3	0.0	571.4	560.9	668.3	434.3	565.2	.
Portugal	4636	1856	99.3	0.6	0.1	0.0	59.7	0.0	522.9	460.7	583.6	.	522.2	.
Singapore	6420	2569	98.9	0.6	0.0	0.5	60.0	0.0	586.7	586.3	646.5	597.6	589.0	.
Slovenia	4370	1736	99.9	0.0	0.0	0.0	60.3	0.0	527.4	.	441.2	480.9	523.5	.
Sweden	3988	1582	99.3	0.2	0.2	0.3	60.6	0.0	560.6	571.7	568.9	550.2	558.3	.
United Arab Emirates	16007	6318	98.8	0.7	0.1	0.3	60.4	0.0	470.4	376.1	425.7	341.1	467.7	.
United States	4106	1647	99.0	0.7	0.0	0.3	60.4	0.0	556.6	510.3	644.9	556.7	556.7	.
International Avg. (14)	75337	29952	99.2	0.5	0.1	0.2	60.2	0.0	539.3	521.7	545.0	501.6	539.0	.
Abu Dhabi, UAE	4066	1588	98.2	0.9	0.2	0.7	60.6	0.0	432.3	326.8	375.5	326.2	432.2	.
Dubai, UAE	7626	3028	99.6	0.2	0.1	0.0	60.5	0.0	530.6	516.9	488.4	323.1	526.0	.

Question: Mars - Total number of clicks on marsexplorationprogram.org\rover\_called\_curiosity  
 Location: (EN11MADG)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	98.8	1.0	0.0	0.2	59.8	0.0	543.0	541.5	526.9	471.4	542.5	.
Chinese Taipei	4331	1729	97.1	1.2	0.4	1.3	59.9	0.0	541.8	539.9	561.6	545.9	548.2	.
Denmark	2626	1050	98.8	0.9	0.0	0.3	60.3	0.0	555.8	563.5	.	603.3	559.8	.
Georgia	5657	2240	98.0	1.6	0.1	0.3	60.3	0.0	475.6	486.2	478.2	479.7	477.6	.
Ireland	2555	1008	98.4	1.1	0.2	0.3	60.6	0.0	568.1	606.2	561.4	591.5	565.6	.
Israel	3933	1562	98.9	0.9	0.0	0.1	60.2	0.0	534.7	528.4	446.9	615.1	537.1	.
Italy	3862	1547	97.2	1.9	0.3	0.6	59.9	0.0	533.3	515.2	564.1	504.5	532.2	.
Norway (5)	3714	1469	98.2	1.5	0.1	0.2	60.3	0.0	571.4	548.9	618.6	540.1	565.2	.
Portugal	4636	1856	98.7	1.1	0.1	0.2	59.7	0.0	522.8	514.0	496.5	483.6	522.2	.
Singapore	6420	2569	97.7	0.9	0.3	1.0	60.0	0.0	586.1	583.9	590.9	651.7	589.0	.
Slovenia	4370	1736	98.7	1.2	0.0	0.1	60.3	0.0	527.3	518.9	.	623.8	523.5	.
Sweden	3988	1582	99.0	0.8	0.0	0.1	60.6	0.0	560.5	560.8	609.3	620.2	558.3	.
United Arab Emirates	16007	6318	98.5	0.9	0.2	0.5	60.4	0.0	470.0	439.8	407.9	376.0	467.7	.
United States	4106	1647	97.3	1.8	0.2	0.7	60.4	0.0	555.9	568.9	585.6	568.4	556.7	.
International Avg. (14)	75337	29952	98.2	1.2	0.1	0.4	60.2	0.0	539.0	536.9	537.3	548.2	539.0	.
Abu Dhabi, UAE	4066	1588	97.9	0.8	0.2	1.1	60.6	0.0	431.3	419.9	404.8	363.6	432.2	.
Dubai, UAE	7626	3028	98.8	1.0	0.1	0.1	60.5	0.0	530.3	541.4	545.2	499.4	526.0	.

Question: Mars - Total number of clicks on timesjournal.com\gift\_of\_curiosity  
Location: (EN11MADH)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	99.2	0.3	0.0	0.5	59.8	0.0	542.5	554.3	653.8	586.8	542.5	.
Chinese Taipei	4331	1729	93.1	2.8	0.9	3.3	59.9	0.0	543.2	519.9	535.5	525.7	548.2	.
Denmark	2626	1050	98.2	1.3	0.4	0.1	60.3	0.0	556.0	556.3	553.6	549.5	559.8	.
Georgia	5657	2240	99.6	0.1	0.1	0.2	60.3	0.0	476.1	421.1	378.5	395.2	477.6	.
Ireland	2555	1008	98.2	0.8	0.3	0.6	60.6	0.0	568.8	555.8	522.1	574.3	565.6	.
Israel	3933	1562	98.7	0.4	0.3	0.6	60.2	0.0	535.0	550.9	497.6	496.2	537.1	.
Italy	3862	1547	99.5	0.2	0.0	0.2	59.9	0.0	532.9	518.0	489.4	544.9	532.2	.
Norway (5)	3714	1469	99.1	0.5	0.1	0.3	60.3	0.0	570.9	588.7	597.3	583.4	565.2	.
Portugal	4636	1856	99.3	0.4	0.2	0.2	59.7	0.0	522.9	483.8	425.0	497.6	522.2	.
Singapore	6420	2569	97.2	1.0	0.4	1.4	60.0	0.0	585.8	620.9	566.7	637.6	589.0	.
Slovenia	4370	1736	99.4	0.4	0.0	0.1	60.3	0.0	527.3	568.7	495.7	453.4	523.5	.
Sweden	3988	1582	99.4	0.2	0.1	0.2	60.6	0.0	560.6	585.6	474.2	606.0	558.3	.
United Arab Emirates	16007	6318	98.1	0.8	0.4	0.7	60.4	0.0	470.5	434.2	336.1	406.5	467.7	.
United States	4106	1647	97.8	1.1	0.4	0.7	60.4	0.0	556.3	547.7	578.1	545.9	556.7	.
International Avg. (14)	75337	29952	98.3	0.7	0.3	0.7	60.2	0.0	539.2	536.1	507.4	528.8	539.0	.
Abu Dhabi, UAE	4066	1588	98.0	0.7	0.6	0.7	60.6	0.0	432.3	352.8	323.5	339.6	432.2	.
Dubai, UAE	7626	3028	98.5	0.7	0.2	0.6	60.5	0.0	530.7	537.4	375.6	520.5	526.0	.



Question: Mars - Total number of clicks on ads during Mars Task  
 Location: (EN11MADZ)

Country	Sample	Valid N	Not Adm. %	Omitt ed %	Mean	Mode	Min	P5	P10	Q1	Median	Q3	P90	P95	Max
Canada	9132	3639	59.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	67.0
Chinese Taipei	4331	1729	59.9	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	8.0	221.0
Denmark	2626	1050	60.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	149.0
Georgia	5657	2240	60.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	43.0
Ireland	2555	1008	60.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	231.0
Israel	3933	1562	60.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	46.0
Italy	3862	1547	59.9	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	90.0
Norway (5)	3714	1469	60.2	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	86.0
Portugal	4636	1856	59.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	39.0
Singapore	6420	2569	60.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.0	147.0
Slovenia	4370	1736	60.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.0
Sweden	3988	1582	60.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	106.0
United Arab Emirates	16007	6318	60.4	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.0	299.0
United States	4106	1647	60.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.0	204.0
International Avg. (14)	75337	29952	60.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.1	126.2
Abu Dhabi, UAE	4066	1588	60.6	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	9.0	299.0
Dubai, UAE	7626	3028	60.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.0	74.0

Question: Mars - Index of clicks on ads during Mars Task (DERIVED)  
 Location: (EN11MADY)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	91.6	4.7	1.3	2.4	59.8	0.0	545.4	525.6	523.1	489.4	542.5	.
Chinese Taipei	4331	1729	80.9	6.4	2.0	10.8	59.9	0.0	544.8	525.0	525.2	533.0	548.2	.
Denmark	2626	1050	90.7	4.1	1.2	4.1	60.3	0.0	556.7	558.2	544.9	541.4	559.8	.
Georgia	5657	2240	90.6	5.6	1.1	2.7	60.3	0.0	479.5	445.9	437.4	426.9	477.6	.
Ireland	2555	1008	90.3	5.2	1.7	2.8	60.6	0.0	569.7	560.6	537.5	565.3	565.6	.
Israel	3933	1562	90.5	3.9	1.6	4.1	60.2	0.0	538.8	507.0	496.0	485.3	537.1	.
Italy	3862	1547	88.7	7.0	1.8	2.6	59.9	0.0	535.2	523.4	491.7	504.5	532.2	.
Norway (5)	3714	1469	91.6	4.5	1.0	3.0	60.3	0.0	572.5	563.2	535.7	550.8	565.2	.
Portugal	4636	1856	92.9	4.7	0.6	1.7	59.7	0.0	525.6	481.1	507.3	481.0	522.2	.
Singapore	6420	2569	88.3	4.4	1.5	5.8	60.0	0.0	585.8	586.2	589.3	601.4	589.0	.
Slovenia	4370	1736	95.3	2.5	1.1	1.2	60.3	0.0	528.2	530.0	490.2	486.0	523.5	.
Sweden	3988	1582	94.0	3.5	0.7	1.7	60.6	0.0	560.6	559.4	571.6	557.4	558.3	.
United Arab Emirates	16007	6318	84.6	5.9	2.0	7.5	60.4	0.0	481.8	445.2	404.2	364.9	467.7	.
United States	4106	1647	87.2	6.1	1.6	5.2	60.4	0.0	558.2	553.1	542.5	532.1	556.7	.
International Avg. (14)	75337	29952	89.8	4.9	1.4	4.0	60.2	0.0	541.6	526.0	514.0	508.5	539.0	.
Abu Dhabi, UAE	4066	1588	80.1	6.7	2.6	10.5	60.6	0.0	447.6	406.0	364.8	332.4	432.2	.
Dubai, UAE	7626	3028	88.6	6.1	1.6	3.7	60.5	0.0	535.0	514.6	487.9	466.0	526.0	.

Question: Mars - Last item reached during task session  
 Location: (EN11MITEM)

Country	Sample	Valid N	1.Item 1 %	2.Item 2 %	3.Item 3 %	4.Item 4 %	5.Item 5 %	6.Item 6 %	7.Item 7 %	8.Item 8 %	9.Item 9 %	10.Item m 10 %	11.Item m 11 %	12.Item m 12 %	13.Item m 13 %	14.Item m 14 %	15.Item m 15 %
Canada	9132	3637	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.7	0.5	0.6	0.9
Chinese Taipei	4331	1729	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.8	0.8
Denmark	2626	1050	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.6	2.5
Georgia	5657	2240	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.4	0.5	1.1	1.0	3.3	3.6	2.7	5.5
Ireland	2555	1007	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.8
Israel	3933	1562	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4	1.1	1.4	1.8	2.2
Italy	3862	1547	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.2	0.4	0.7	0.7	2.4
Norway (5)	3714	1468	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.2	0.1	0.2	0.5
Portugal	4636	1856	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.3	0.7	1.8	2.1
Singapore	6420	2568	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Slovenia	4370	1736	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.6	0.3	1.2
Sweden	3988	1582	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.5	0.8
United Arab Emirates	16007	6315	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.4	0.4	1.3	2.2	2.4	2.4
United States	4106	1646	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.1	0.3	1.1
International Avg. (14)	75337	29943	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.6	0.8	0.9	1.7
Abu Dhabi, UAE	4066	1586	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.4	0.5	1.3	2.9	2.4	2.4
Dubai, UAE	7626	3027	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.6	0.8	1.3	1.6

Question: Mars - Last item reached during task session  
 Location: (EN11MITEM)

16.Ite	17.Ite	18.Ite	19.Ite	20.Ite	MISSIN	NOT
m 16	m 17	m 18	m 19	m 20	G	ADMINI
%	%	%	%	%	%	STERED
2.2	1.6	0.8	1.8	90.2	0.1	59.7
1.3	1.5	0.5	2.9	91.8	0.0	59.9
2.1	1.8	0.5	2.5	89.4	0.0	60.3
4.0	8.2	1.3	5.3	63.0	0.0	60.3
1.0	1.6	0.2	1.6	94.4	0.0	60.6
3.5	4.2	1.0	4.6	79.6	0.0	60.2
1.9	3.1	1.5	4.4	84.1	0.0	59.9
1.5	1.1	0.4	1.7	93.9	0.1	60.2
2.4	3.6	0.9	3.9	84.0	0.0	59.7
0.1	0.3	0.1	0.7	98.6	0.0	60.0
1.1	2.2	0.7	1.4	92.3	0.0	60.3
1.1	0.7	0.5	1.6	94.3	0.0	60.6
3.4	3.5	0.6	3.6	79.7	0.0	60.5
1.2	0.9	0.2	1.6	94.1	0.0	60.4
1.9	2.5	0.7	2.7	87.8	0.0	60.2
2.8	3.4	0.8	3.1	79.7	0.0	60.7
1.9	2.3	0.6	2.5	87.9	0.0	60.5

Question: Mars - Last item reached during task session  
 Location: (EN11MITEM)

Country	Sample	Valid N	1.Item 1 Mean	2.Item 2 Mean	3.Item 3 Mean	4.Item 4 Mean	5.Item 5 Mean	6.Item 6 Mean	7.Item 7 Mean	8.Item 8 Mean	9.Item 9 Mean	10.Item 10 Mean	11.Item 11 Mean	12.Item 12 Mean	13.Item 13 Mean	14.Item 14 Mean	15.Item 15 Mean
Canada	9132	3637	437.9	427.5	493.9	326.3	.	473.5	459.3	424.1	378.4	455.8	444.3	455.3	444.0	461.3	512.0
Chinese Taipei	4331	1729	.	.	.	.	.	.	.	.	.	.	.	453.5	474.8	472.5	493.6
Denmark	2626	1050	.	.	.	.	.	.	.	.	.	.	.	458.7	514.4	503.3	514.4
Georgia	5657	2240	.	.	398.3	357.5	.	357.0	396.9	386.7	376.5	391.6	416.8	423.0	423.9	445.7	474.8
Ireland	2555	1007	.	.	.	.	.	.	.	.	.	.	457.8	468.8	446.1	.	496.4
Israel	3933	1562	.	448.0	.	.	.	.	.	352.0	.	324.1	457.0	445.5	436.7	464.4	480.1
Italy	3862	1547	388.1	.	.	.	.	.	.	414.1	433.4	411.5	460.9	454.7	475.3	494.5	503.3
Norway (5)	3714	1468	.	.	.	.	.	.	.	.	488.6	441.7	.	469.4	427.3	455.5	532.1
Portugal	4636	1856	.	.	.	.	.	521.7	.	.	.	384.6	464.3	500.5	459.5	464.3	492.5
Singapore	6420	2568	.	.	.	.	.	.	.	479.2	.	.	.	.	516.6	413.2	.
Slovenia	4370	1736	.	.	.	.	.	.	.	440.9	365.7	.	.	438.6	421.0	446.8	479.8
Sweden	3988	1582	.	464.2	.	.	.	.	457.4	.	426.5	528.8	399.1	459.5	512.5	508.2	511.7
United Arab Emirates	16007	6315	.	514.8	.	.	.	.	300.0	361.5	398.3	361.8	376.9	417.6	405.2	414.9	445.0
United States	4106	1646	.	499.5	.	.	.	.	.	500.1	.	.	553.5	419.5	466.2	443.5	508.0
International Avg. (14)	75337	29943	413.0	470.8	446.1	341.9	.	450.7	403.4	419.8	409.6	412.5	447.8	451.1	458.8	460.6	495.7
Abu Dhabi, UAE	4066	1586	.	.	.	.	.	.	389.8	297.4	358.6	313.8	348.3	409.1	379.4	404.3	421.7
Dubai, UAE	7626	3027	.	514.8	.	.	.	.	.	368.0	.	413.6	434.7	413.3	424.3	440.9	471.8

Question: Mars - Last item reached during task session  
 Location: (EN11MITEM)

16.Ite	17.Ite	18.Ite	19.Ite	20.Ite	MISSIN	NOT
m 16	m 17	m 18	m 19	m 20	G	ADMINI
Mean	Mean	Mean	Mean	Mean	Mean	STERED
492.2	509.5	529.0	537.6	547.8	537.0	542.5
525.7	532.8	554.6	552.3	543.2	.	548.2
503.3	521.3	518.1	554.3	560.1	.	559.8
471.3	470.0	488.6	509.5	484.9	.	477.6
548.2	534.6	507.5	539.0	571.2	.	565.6
493.2	517.9	512.9	524.9	545.2	.	537.1
503.8	517.7	539.3	535.1	536.8	.	532.2
517.0	518.1	577.4	557.3	574.1	557.6	565.2
512.8	518.3	535.5	528.7	525.4	.	522.2
439.5	533.3	607.6	563.4	587.7	.	589.0
491.9	493.4	516.7	529.7	530.5	.	523.5
528.4	536.1	514.4	529.1	563.1	.	558.3
447.0	453.1	476.7	483.1	476.6	434.0	467.7
515.2	520.9	550.4	507.6	559.4	572.7	556.7
499.3	512.6	530.6	532.3	543.3	525.3	539.0
425.7	423.8	483.2	461.0	434.1	.	432.1
463.4	487.3	501.2	522.2	538.1	434.0	526.0

Question: Mars - Click on "Mars" from Q14  
Location: (EN11M14A)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3639	2.1	1.0	96.8	0.1	59.7	560.6	540.7	542.4	537.0	542.5
Chinese Taipei	4331	1729	8.0	5.7	86.3	0.0	59.9	560.7	547.7	539.7	.	548.2
Denmark	2626	1050	2.3	6.3	91.4	0.0	60.3	573.9	554.1	555.7	.	559.8
Georgia	5657	2240	0.7	1.2	98.1	0.0	60.3	494.1	443.3	476.1	.	477.6
Ireland	2555	1008	2.3	1.5	96.2	0.0	60.6	579.2	556.5	568.5	.	565.6
Israel	3933	1562	1.6	0.3	98.1	0.0	60.2	567.5	509.6	534.3	.	537.1
Italy	3862	1547	1.7	2.0	96.3	0.0	59.9	560.8	549.3	532.0	.	532.2
Norway (5)	3714	1469	2.0	3.8	94.2	0.1	60.2	591.7	584.2	570.1	557.6	565.2
Portugal	4636	1856	1.7	5.6	92.6	0.0	59.7	517.9	527.1	522.4	.	522.2
Singapore	6420	2569	4.9	1.8	93.3	0.0	60.0	608.0	607.0	585.3	.	589.0
Slovenia	4370	1736	2.2	3.3	94.5	0.0	60.3	567.6	550.0	525.6	.	523.5
Sweden	3988	1582	1.0	5.1	93.9	0.0	60.6	566.8	579.8	559.5	.	558.3
United Arab Emirates	16007	6318	0.8	5.6	93.5	0.0	60.4	543.3	497.0	466.9	434.0	467.7
United States	4106	1647	1.9	0.7	97.4	0.0	60.4	585.9	535.0	555.8	572.7	556.7
International Avg. (14)	75337	29952	2.4	3.1	94.5	0.0	60.2	562.7	541.5	538.2	525.3	539.0
Abu Dhabi, UAE	4066	1588	0.4	5.3	94.3	0.0	60.6	572.6	454.2	428.5	.	432.2
Dubai, UAE	7626	3028	1.7	7.2	91.0	0.0	60.5	554.5	555.8	527.9	434.0	526.0

Question: Rainforests - Now, click on the "ecosystems" link on the web page.  
 Location: (EN11RWBA)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3570	94.0	6.0	0.3	59.9	549.7	487.9	467.2	540.8
Chinese Taipei	4331	1735	85.1	14.9	0.0	60.0	555.9	508.0	351.2	543.6
Denmark	2626	1027	96.0	4.0	0.3	60.4	562.1	522.2	446.7	557.4
Georgia	5657	2020	93.9	6.1	3.8	59.8	484.8	408.3	436.3	477.5
Ireland	2555	1031	92.7	7.3	0.2	59.0	573.8	483.7	449.7	566.8
Israel	3933	1531	91.8	8.2	1.1	59.9	544.9	469.7	445.4	536.2
Italy	3862	1486	94.3	5.7	1.0	60.3	535.4	497.3	476.0	532.9
Norway (5)	3714	1458	95.6	4.4	0.3	60.7	570.6	517.8	487.8	567.4
Portugal	4636	1806	86.9	13.1	1.0	60.1	530.2	483.3	464.7	522.2
Singapore	6420	2562	96.8	3.2	0.1	60.1	594.2	512.6	406.3	586.0
Slovenia	4370	1700	91.8	8.2	0.8	60.4	532.5	479.9	464.4	523.8
Sweden	3988	1576	96.4	3.6	0.1	59.9	560.4	522.7	476.3	559.4
United Arab Emirates	16007	5908	80.9	19.1	2.9	60.4	497.2	391.4	397.4	466.5
United States	4106	1620	90.8	9.2	0.2	60.3	563.9	504.9	447.4	555.6
International Avg. (14)	75337	29030	91.9	8.1	0.9	60.1	546.8	485.0	444.1	538.3
Abu Dhabi, UAE	4066	1448	76.1	23.9	3.4	61.1	466.5	361.4	372.3	429.1
Dubai, UAE	7626	2934	90.0	10.0	1.3	59.8	544.1	442.2	411.8	526.3



Question: Rainforests - Now, please go back to the "All About Rainforests" website.  
 Location: (EN11RWBB)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3600	99.3	0.7	0.3	59.9	546.3	487.5	461.2	540.8
Chinese Taipei	4331	1734	99.2	0.8	0.0	60.0	549.2	495.2	396.9	543.6
Denmark	2626	1037	99.4	0.6	0.0	60.4	560.1	485.3	527.2	557.4
Georgia	5657	2075	98.2	1.8	2.5	59.8	481.9	401.0	409.9	477.5
Ireland	2555	1030	99.0	1.0	0.2	59.0	568.4	470.4	458.2	566.8
Israel	3933	1527	98.4	1.6	1.2	59.9	542.3	405.2	406.3	536.2
Italy	3862	1501	98.6	1.4	0.7	60.3	533.4	505.5	465.8	532.9
Norway (5)	3714	1458	99.7	0.3	0.3	60.7	568.6	530.9	480.8	567.4
Portugal	4636	1824	98.1	1.9	0.6	60.1	525.2	461.0	436.4	522.2
Singapore	6420	2558	98.8	1.2	0.1	60.1	592.4	533.8	471.6	586.0
Slovenia	4370	1713	98.7	1.3	0.5	60.4	529.2	449.3	420.4	523.8
Sweden	3988	1571	99.5	0.5	0.2	59.9	559.8	504.7	429.0	559.4
United Arab Emirates	16007	5906	96.9	3.1	2.9	60.4	482.3	393.3	366.2	466.5
United States	4106	1607	99.2	0.8	0.5	60.3	560.3	473.9	444.2	555.6
International Avg. (14)	75337	29141	98.8	1.2	0.7	60.1	542.8	471.2	441.0	538.3
Abu Dhabi, UAE	4066	1418	97.0	3.0	4.1	61.1	448.5	371.2	343.3	429.1
Dubai, UAE	7626	2945	97.9	2.1	1.2	59.8	536.1	454.1	373.9	526.3

Question: Rainforests - Next, click on the website tab "Location."  
 Location: (EN11RWBC)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3607	96.7	3.3	0.2	59.9	548.5	464.0	475.5	540.8
Chinese Taipei	4331	1734	96.6	3.4	0.0	60.0	550.5	501.0	347.7	543.6
Denmark	2626	1026	94.3	5.7	0.4	60.4	564.5	494.1	472.1	557.4
Georgia	5657	2140	88.6	11.4	1.8	59.8	485.0	422.1	437.0	477.5
Ireland	2555	1035	96.2	3.8	0.0	59.0	569.4	501.6	.	566.8
Israel	3933	1541	91.6	8.4	0.7	59.9	547.4	434.1	443.6	536.2
Italy	3862	1521	96.8	3.2	0.2	60.3	533.6	484.1	479.3	532.9
Norway (5)	3714	1457	97.1	2.9	0.4	60.7	570.5	498.5	505.0	567.4
Portugal	4636	1836	95.8	4.2	0.4	60.1	526.0	461.1	460.4	522.2
Singapore	6420	2563	98.6	1.4	0.1	60.1	592.6	518.5	494.0	586.0
Slovenia	4370	1724	95.0	5.0	0.3	60.4	530.6	468.3	432.8	523.8
Sweden	3988	1577	98.5	1.5	0.1	59.9	560.6	472.0	390.3	559.4
United Arab Emirates	16007	6159	87.3	12.7	1.2	60.4	486.1	391.1	379.1	466.5
United States	4106	1621	97.2	2.8	0.1	60.3	560.4	482.8	481.8	555.6
International Avg. (14)	75337	29541	95.0	5.0	0.4	60.1	544.7	470.9	446.1	538.3
Abu Dhabi, UAE	4066	1521	82.4	17.6	1.5	61.1	454.2	367.3	347.7	429.1
Dubai, UAE	7626	3012	93.3	6.7	0.6	59.8	537.8	442.5	418.4	526.3

Question: Rainforests - Now, click on the website tab "Plants & Trees."  
Location: (EN11RWBD)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3613	97.4	2.6	0.1	59.9	547.9	452.0	502.4	540.8
Chinese Taipei	4331	1734	95.9	4.1	0.1	60.0	550.5	509.5	429.9	543.6
Denmark	2626	1035	96.7	3.3	0.1	60.4	560.5	539.4	443.7	557.4
Georgia	5657	2201	92.7	7.3	0.5	59.8	481.1	421.2	414.3	477.5
Ireland	2555	1035	96.0	4.0	0.0	59.0	569.3	506.1	.	566.8
Israel	3933	1562	92.5	7.5	0.3	59.9	544.2	452.1	395.5	536.2
Italy	3862	1522	97.2	2.8	0.2	60.3	533.2	491.8	476.6	532.9
Norway (5)	3714	1464	97.1	2.9	0.2	60.7	568.6	549.1	501.5	567.4
Portugal	4636	1847	96.5	3.5	0.2	60.1	524.4	483.9	455.6	522.2
Singapore	6420	2566	96.9	3.1	0.0	60.1	591.8	582.1	419.7	586.0
Slovenia	4370	1729	95.3	4.7	0.1	60.4	529.7	479.4	408.9	523.8
Sweden	3988	1576	98.0	2.0	0.1	59.9	559.0	561.9	413.0	559.4
United Arab Emirates	16007	6206	86.8	13.2	1.0	60.4	489.5	372.7	355.9	466.5
United States	4106	1622	97.2	2.8	0.1	60.3	560.3	489.9	491.0	555.6
International Avg. (14)	75337	29712	95.4	4.6	0.2	60.1	543.6	492.2	439.1	538.3
Abu Dhabi, UAE	4066	1537	82.3	17.7	1.1	61.1	457.1	351.1	329.7	429.1
Dubai, UAE	7626	3031	93.7	6.3	0.3	59.8	538.4	421.6	363.7	526.3

Question: Rainforests - Now, click on the website tab "Animals"  
 Location: (EN11RWBE)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3607	99.6	0.4	0.2	59.9	545.9	479.9	485.4	540.8
Chinese Taipei	4331	1724	99.3	0.7	0.3	60.0	549.7	478.3	472.7	543.6
Denmark	2626	1035	99.0	1.0	0.1	60.4	560.4	504.4	473.0	557.4
Georgia	5657	2162	95.4	4.6	1.1	59.8	481.4	406.3	403.5	477.5
Ireland	2555	1035	99.3	0.7	0.0	59.0	567.8	435.6	.	566.8
Israel	3933	1559	97.4	2.6	0.4	59.9	540.7	414.0	403.9	536.2
Italy	3862	1518	99.5	0.5	0.3	60.3	532.1	501.5	504.8	532.9
Norway (5)	3714	1461	99.5	0.5	0.3	60.7	568.8	482.9	487.0	567.4
Portugal	4636	1845	98.2	1.8	0.3	60.1	523.7	484.7	466.9	522.2
Singapore	6420	2567	99.4	0.6	0.0	60.1	591.6	560.1	497.6	586.0
Slovenia	4370	1728	99.1	0.9	0.2	60.4	528.1	435.2	426.2	523.8
Sweden	3988	1574	99.8	0.2	0.1	59.9	559.1	590.7	438.3	559.4
United Arab Emirates	16007	6173	93.2	6.8	1.1	60.4	483.1	359.8	342.4	466.5
United States	4106	1618	99.2	0.8	0.3	60.3	559.6	424.4	485.2	555.6
International Avg. (14)	75337	29606	98.4	1.6	0.3	60.1	542.3	468.4	452.8	538.3
Abu Dhabi, UAE	4066	1521	91.2	8.8	1.5	61.1	450.0	335.7	316.9	429.1
Dubai, UAE	7626	3023	96.9	3.1	0.4	59.8	536.0	391.6	364.2	526.3

Question: Rainforests - First, learn about the Spider Monkey.  
 Location: (EN11RWBF)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3606	93.1	6.9	0.2	59.9	550.1	484.3	501.9	540.8
Chinese Taipei	4331	1736	95.7	4.3	0.0	60.0	549.5	529.5	.	543.6
Denmark	2626	1035	92.8	7.2	0.1	60.4	563.2	517.3	465.3	557.4
Georgia	5657	2195	84.6	15.4	0.8	59.8	484.2	439.4	413.5	477.5
Ireland	2555	1035	94.5	5.5	0.0	59.0	570.5	503.0	.	566.8
Israel	3933	1567	90.8	9.2	0.2	59.9	544.7	457.7	414.0	536.2
Italy	3862	1523	89.9	10.1	0.2	60.3	535.8	499.7	473.3	532.9
Norway (5)	3714	1462	94.0	6.0	0.2	60.7	570.5	533.3	489.3	567.4
Portugal	4636	1847	92.1	7.9	0.3	60.1	526.1	487.7	454.2	522.2
Singapore	6420	2566	94.6	5.4	0.0	60.1	593.5	554.8	515.2	586.0
Slovenia	4370	1731	91.9	8.1	0.1	60.4	530.3	492.4	411.2	523.8
Sweden	3988	1576	95.4	4.6	0.1	59.9	560.2	534.3	457.6	559.4
United Arab Emirates	16007	6263	84.0	16.0	0.5	60.4	486.9	396.7	369.4	466.5
United States	4106	1621	89.9	10.1	0.2	60.3	561.9	528.0	476.2	555.6
International Avg. (14)	75337	29763	91.7	8.3	0.2	60.1	544.8	497.0	453.4	538.3
Abu Dhabi, UAE	4066	1554	79.7	20.3	0.7	61.1	455.3	364.5	346.9	429.1
Dubai, UAE	7626	3040	90.4	9.6	0.2	59.8	538.6	456.7	363.4	526.3

Question: Rainforests - Now, read about the Poison-arrow Frog.  
Location: (EN11RWBG)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3608	98.1	1.9	0.2	59.9	547.4	455.1	472.4	540.8
Chinese Taipei	4331	1736	98.2	1.8	0.0	60.0	549.5	501.1	.	543.6
Denmark	2626	1035	98.5	1.5	0.1	60.4	560.4	523.8	466.7	557.4
Georgia	5657	2170	87.1	12.9	1.4	59.8	483.8	442.7	402.8	477.5
Ireland	2555	1035	98.6	1.4	0.0	59.0	569.1	409.3	.	566.8
Israel	3933	1569	95.7	4.3	0.1	59.9	541.0	438.5	415.1	536.2
Italy	3862	1521	97.9	2.1	0.2	60.3	533.4	472.3	469.8	532.9
Norway (5)	3714	1462	98.6	1.4	0.2	60.7	569.0	514.9	489.3	567.4
Portugal	4636	1840	96.8	3.2	0.3	60.1	524.2	491.2	451.0	522.2
Singapore	6420	2567	98.4	1.6	0.0	60.1	592.3	537.2	497.6	586.0
Slovenia	4370	1731	97.4	2.6	0.1	60.4	529.7	436.6	396.6	523.8
Sweden	3988	1573	98.9	1.1	0.2	59.9	559.7	541.4	419.7	559.4
United Arab Emirates	16007	6234	91.6	8.4	0.7	60.4	484.2	352.5	360.5	466.5
United States	4106	1620	98.6	1.4	0.2	60.3	559.2	513.9	458.8	555.6
International Avg. (14)	75337	29701	96.7	3.3	0.3	60.1	543.1	473.6	441.7	538.3
Abu Dhabi, UAE	4066	1540	89.0	11.0	0.9	61.1	449.4	341.2	342.5	429.1
Dubai, UAE	7626	3036	95.9	4.1	0.3	59.8	537.3	380.4	387.7	526.3

Question: Rainforests - Now, read about the Sloth.  
 Location: (EN11RWBH)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3562	98.7	1.3	0.4	59.9	547.4	458.2	458.3	540.8
Chinese Taipei	4331	1691	98.0	2.0	1.0	60.0	549.4	519.2	543.0	543.6
Denmark	2626	1028	99.1	0.9	0.4	60.4	560.7	540.1	473.3	557.4
Georgia	5657	2110	95.5	4.5	2.6	59.8	483.6	392.7	424.2	477.5
Ireland	2555	1027	98.8	1.2	0.3	59.0	569.6	390.7	497.9	566.8
Israel	3933	1542	97.0	3.0	0.8	59.9	541.8	412.3	452.9	536.2
Italy	3862	1500	99.0	1.0	0.7	60.3	533.7	436.6	477.1	532.9
Norway (5)	3714	1457	99.1	0.9	0.4	60.7	569.1	519.9	489.9	567.4
Portugal	4636	1815	98.7	1.3	0.9	60.1	524.9	458.8	462.7	522.2
Singapore	6420	2565	98.9	1.1	0.0	60.1	591.9	545.0	547.5	586.0
Slovenia	4370	1727	98.4	1.6	0.2	60.4	529.1	421.8	424.4	523.8
Sweden	3988	1563	99.2	0.8	0.3	59.9	560.1	478.6	479.6	559.4
United Arab Emirates	16007	6117	93.7	6.3	1.6	60.4	483.5	347.8	381.9	466.5
United States	4106	1612	98.9	1.1	0.4	60.3	559.2	509.5	492.9	555.6
International Avg. (14)	75337	29316	98.1	1.9	0.7	60.1	543.1	459.4	471.8	538.3
Abu Dhabi, UAE	4066	1501	91.6	8.4	2.0	61.1	449.5	332.5	356.8	429.1
Dubai, UAE	7626	3004	96.8	3.2	0.6	59.8	536.2	391.5	409.7	526.3

Question: Rainforests - Total number of webpages visited for Rainforests  
 Location: (EN11RWBZ)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 clicks %	4.4 clicks %	5.5 clicks %	6.6 clicks %	7.7 clicks %	8.8 clicks %	9.9 clicks %	10.10 clicks %	MISSIN G %	NOT ADMINI STERED %
Canada	9132	3628	0.0	0.0	0.0	0.1	0.0	0.2	0.4	1.0	98.4	0.0	0.0	0.1	59.9
Chinese Taipei	4331	1736	0.0	0.0	0.0	0.0	0.1	0.0	0.3	2.9	96.8	0.0	0.0	0.0	60.0
Denmark	2626	1038	0.0	0.0	0.0	0.0	0.1	0.2	0.2	2.1	97.4	0.0	0.0	0.0	60.4
Georgia	5657	2237	0.1	0.1	0.4	0.7	0.5	1.8	3.7	12.5	80.2	0.0	0.0	0.0	59.8
Ireland	2555	1035	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.6	98.3	0.0	0.0	0.0	59.0
Israel	3933	1575	0.0	0.1	0.1	0.1	0.3	0.3	1.3	5.2	92.7	0.0	0.0	0.0	59.9
Italy	3862	1528	0.0	0.0	0.0	0.3	0.1	0.1	0.6	5.0	93.9	0.0	0.0	0.0	60.3
Norway (5)	3714	1465	0.0	0.2	0.0	0.1	0.0	0.0	0.4	0.6	98.7	0.0	0.0	0.1	60.7
Portugal	4636	1854	0.4	0.1	0.0	0.0	0.1	0.3	0.6	3.3	95.1	0.0	0.0	0.0	60.1
Singapore	6420	2568	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	99.4	0.0	0.0	0.0	60.1
Slovenia	4370	1733	0.3	0.0	0.0	0.0	0.0	0.1	0.1	2.9	96.6	0.0	0.0	0.0	60.4
Sweden	3988	1581	0.0	0.0	0.0	0.1	0.1	0.0	0.3	1.2	98.3	0.0	0.0	0.0	59.9
United Arab Emirates	16007	6341	0.2	0.2	0.4	0.3	0.8	1.2	2.6	10.0	84.3	0.0	0.0	0.0	60.4
United States	4106	1627	0.0	0.1	0.0	0.0	0.2	0.1	0.2	2.2	97.2	0.0	0.0	0.0	60.3
International Avg. (14)	75337	29946	0.1	0.1	0.1	0.1	0.2	0.3	0.8	3.6	94.8	0.0	0.0	0.0	60.1
Abu Dhabi, UAE	4066	1584	0.2	0.5	0.5	0.3	1.1	1.8	2.8	13.2	79.6	0.0	0.0	0.0	61.1
Dubai, UAE	7626	3061	0.1	0.0	0.1	0.3	0.1	0.5	1.1	4.4	93.4	0.0	0.0	0.0	59.8



Question: Rainforests - Total number of webpages visited for Rainforests  
 Location: (EN11RWBZ)

Country	Sample	Valid N	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 clicks Mean	4.4 clicks Mean	5.5 clicks Mean	6.6 clicks Mean	7.7 clicks Mean	8.8 clicks Mean	9.9 clicks Mean	10.10 clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	388.8	430.4	.	472.3	463.0	376.0	440.3	463.5	547.0	.	.	532.0	540.8
Chinese Taipei	4331	1736	.	.	.	.	376.0	.	411.6	542.0	549.3	.	.	.	543.6
Denmark	2626	1038	.	.	.	.	504.6	449.8	493.9	468.0	562.0	.	.	.	557.4
Georgia	5657	2237	325.8	334.1	405.6	419.7	410.8	425.5	403.1	444.6	486.9	.	.	.	477.5
Ireland	2555	1035	.	.	.	.	.	.	400.4	488.4	568.3	.	.	.	566.8
Israel	3933	1575	.	477.3	388.9	321.8	404.8	406.0	416.5	450.6	543.8	.	.	.	536.2
Italy	3862	1528	.	.	.	489.1	504.1	442.0	443.1	481.5	535.3	.	.	.	532.9
Norway (5)	3714	1465	.	472.5	416.7	451.7	.	.	469.4	487.9	569.1	.	.	526.8	567.4
Portugal	4636	1854	463.4	470.7	.	.	461.5	419.3	451.8	456.6	526.1	.	.	.	522.2
Singapore	6420	2568	.	.	.	497.6	.	361.0	540.7	488.3	592.0	.	.	.	586.0
Slovenia	4370	1733	391.5	.	.	.	.	473.0	482.6	460.5	529.4	.	.	.	523.8
Sweden	3988	1581	.	.	.	416.9	469.9	.	412.9	461.3	560.7	.	.	.	559.4
United Arab Emirates	16007	6341	399.5	307.4	354.2	373.4	348.0	360.3	378.9	398.6	486.8	.	.	.	466.5
United States	4106	1627	.	438.5	.	.	472.8	327.9	418.3	467.3	560.8	.	.	620.3	555.6
International Avg. (14)	75337	29946	393.8	418.7	391.4	430.3	441.6	404.1	440.2	468.5	544.1	.	.	559.7	538.3
Abu Dhabi, UAE	4066	1584	392.8	290.2	357.2	350.5	317.1	339.2	352.5	370.0	454.6	.	.	.	429.1
Dubai, UAE	7626	3061	346.9	295.5	415.1	364.3	394.2	335.4	413.0	419.9	538.4	.	.	.	526.3

Question: Rainforests - Total number of clicks on allaboutrainforests.org\home.html  
 Location: (EN11RADA)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	99.3	0.4	0.2	0.1	60.0	0.0	545.6	507.5	486.7	531.8	540.8	.
Chinese Taipei	4331	1736	94.2	2.3	1.2	2.4	60.0	0.0	549.8	520.2	519.6	545.1	543.6	.
Denmark	2626	1038	99.0	0.5	0.2	0.3	60.4	0.0	559.8	549.1	539.5	538.7	557.4	.
Georgia	5657	2237	96.5	2.1	0.9	0.5	59.8	0.0	478.3	405.8	437.0	386.0	477.5	.
Ireland	2555	1035	98.6	0.8	0.2	0.3	59.0	0.0	567.3	542.6	518.2	512.6	566.8	.
Israel	3933	1575	95.6	1.9	0.6	2.0	59.9	0.0	539.8	450.2	454.4	464.4	536.2	.
Italy	3862	1528	98.2	0.8	0.1	0.8	60.3	0.0	532.6	498.3	516.8	465.2	532.9	.
Norway (5)	3714	1465	99.0	0.7	0.1	0.2	60.8	0.0	568.0	546.0	612.7	549.7	567.3	.
Portugal	4636	1854	96.9	1.8	0.7	0.5	60.1	0.0	524.5	461.3	497.5	421.4	522.2	.
Singapore	6420	2568	97.3	1.0	0.3	1.4	60.1	0.0	591.8	540.5	553.3	600.0	586.0	.
Slovenia	4370	1733	99.2	0.7	0.0	0.1	60.4	0.0	527.4	466.3	.	438.2	523.8	.
Sweden	3988	1581	99.2	0.5	0.2	0.1	59.9	0.0	559.3	542.1	449.6	417.1	559.4	.
United Arab Emirates	16007	6341	93.6	2.8	1.1	2.6	60.4	0.0	478.0	385.5	363.0	360.8	466.5	.
United States	4106	1627	98.4	0.7	0.3	0.6	60.3	0.0	558.5	502.3	518.5	559.6	555.6	.
International Avg. (14)	75337	29946	97.5	1.2	0.4	0.9	60.1	0.0	541.5	494.1	497.5	485.0	538.3	.
Abu Dhabi, UAE	4066	1584	92.6	3.4	1.3	2.8	61.1	0.0	443.0	354.1	333.9	322.5	429.1	.
Dubai, UAE	7626	3061	96.1	1.6	0.8	1.5	59.8	0.0	533.7	449.9	419.0	428.4	526.3	.

Question: Rainforests - Total number of clicks on allaboutrainforests.org\location.html  
 Location: (EN11RADB)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	99.2	0.5	0.2	0.2	60.0	0.0	545.6	499.5	584.9	483.0	540.8	.
Chinese Taipei	4331	1736	94.9	1.8	1.1	2.3	60.0	0.0	548.2	547.6	558.2	562.8	543.6	.
Denmark	2626	1038	98.9	0.7	0.0	0.5	60.4	0.0	559.8	519.7	.	581.6	557.4	.
Georgia	5657	2237	96.2	2.4	0.9	0.5	59.8	0.0	476.5	457.5	476.0	462.0	477.5	.
Ireland	2555	1035	98.8	0.5	0.2	0.5	59.0	0.0	567.2	530.0	567.1	531.9	566.8	.
Israel	3933	1575	98.1	0.7	0.4	0.8	59.9	0.0	538.0	443.1	449.3	426.6	536.2	.
Italy	3862	1528	98.4	1.3	0.3	0.1	60.3	0.0	532.2	521.3	430.7	503.1	532.9	.
Norway (5)	3714	1465	99.3	0.5	0.0	0.2	60.8	0.0	567.6	591.5	553.4	627.4	567.3	.
Portugal	4636	1854	98.9	0.6	0.2	0.3	60.1	0.0	522.9	493.4	512.3	482.8	522.2	.
Singapore	6420	2568	97.7	1.1	0.3	1.0	60.1	0.0	591.1	574.4	636.2	623.2	586.0	.
Slovenia	4370	1733	99.2	0.6	0.0	0.3	60.4	0.0	526.9	524.1	.	517.2	523.8	.
Sweden	3988	1581	98.8	0.5	0.3	0.5	59.9	0.0	559.1	531.4	587.6	506.6	559.4	.
United Arab Emirates	16007	6341	97.7	1.2	0.4	0.7	60.4	0.0	473.3	398.0	345.0	362.6	466.5	.
United States	4106	1627	98.7	0.8	0.0	0.4	60.3	0.0	558.6	534.6	.	464.1	555.6	.
International Avg. (14)	75337	29946	98.2	0.9	0.3	0.6	60.1	0.0	540.5	511.9	518.2	509.6	538.3	.
Abu Dhabi, UAE	4066	1584	97.3	1.5	0.5	0.6	61.1	0.0	438.3	348.7	272.1	311.3	429.1	.
Dubai, UAE	7626	3061	98.5	0.7	0.2	0.6	59.8	0.0	530.8	515.9	468.0	405.7	526.3	.

Question: Rainforests - Total number of clicks on conservationplanet.org\rainforests  
 Location: (EN11RADC)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	96.6	1.7	0.3	1.4	60.0	0.0	545.5	528.7	451.5	574.9	540.8	.
Chinese Taipei	4331	1736	86.4	3.4	2.3	7.8	60.0	0.0	548.0	549.7	537.7	559.1	543.6	.
Denmark	2626	1038	98.4	0.3	0.1	1.2	60.4	0.0	559.3	532.1	649.8	586.3	557.4	.
Georgia	5657	2237	97.2	1.5	0.2	1.0	59.8	0.0	476.8	465.4	447.2	415.0	477.5	.
Ireland	2555	1035	96.3	2.1	0.5	1.0	59.0	0.0	566.5	564.3	629.0	567.8	566.8	.
Israel	3933	1575	96.1	1.1	1.3	1.5	59.9	0.0	537.4	489.8	532.4	493.6	536.2	.
Italy	3862	1528	94.9	3.1	0.4	1.5	60.3	0.0	532.6	518.6	503.9	511.9	532.9	.
Norway (5)	3714	1465	94.2	1.6	0.8	3.4	60.8	0.0	567.9	574.3	579.2	560.4	567.3	.
Portugal	4636	1854	97.1	1.1	0.4	1.4	60.1	0.0	523.4	480.1	450.9	517.8	522.2	.
Singapore	6420	2568	92.1	2.4	1.2	4.2	60.1	0.0	589.8	608.1	633.1	602.4	586.0	.
Slovenia	4370	1733	96.9	1.6	0.4	1.2	60.4	0.0	526.1	542.5	554.8	559.5	523.8	.
Sweden	3988	1581	98.0	0.9	0.2	0.8	59.9	0.0	558.4	578.0	525.9	593.2	559.4	.
United Arab Emirates	16007	6341	96.5	1.8	0.5	1.2	60.4	0.0	471.6	445.7	449.0	479.3	466.5	.
United States	4106	1627	95.5	1.9	1.1	1.5	60.3	0.0	557.9	565.9	543.3	567.0	555.6	.
International Avg. (14)	75337	29946	95.5	1.8	0.7	2.1	60.1	0.0	540.1	531.7	534.8	542.0	538.3	.
Abu Dhabi, UAE	4066	1584	96.3	2.0	0.6	1.1	61.1	0.0	436.2	401.9	409.0	427.7	429.1	.
Dubai, UAE	7626	3061	95.6	2.1	0.4	1.8	59.8	0.0	529.8	520.6	554.0	534.1	526.3	.

Question: Rainforests - Total number of ad clicks for Rainforests  
Location: (EN11RADZ)

Question: Rainforests - Index of clicks on ads during Rainforests Task (DERIVED)  
Location: (EN11RADY)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	95.4	2.4	0.7	1.5	60.0	0.0	545.9	521.7	495.5	570.1	540.8	.
Chinese Taipei	4331	1736	81.8	4.7	3.1	10.4	60.0	0.0	550.0	536.0	510.1	555.7	543.6	.
Denmark	2626	1038	96.5	1.5	0.2	1.8	60.4	0.0	559.6	532.7	577.2	581.8	557.4	.
Georgia	5657	2237	90.3	5.7	2.0	2.0	59.8	0.0	479.7	441.0	461.6	421.1	477.5	.
Ireland	2555	1035	94.8	2.7	0.9	1.6	59.0	0.0	567.5	535.0	617.0	548.0	566.8	.
Israel	3933	1575	92.0	2.6	1.4	4.0	59.9	0.0	541.4	461.0	500.9	475.8	536.2	.
Italy	3862	1528	92.3	4.6	0.8	2.2	60.3	0.0	533.7	512.6	507.0	501.4	532.9	.
Norway (5)	3714	1465	93.0	2.6	0.8	3.6	60.8	0.0	567.9	570.4	584.7	561.4	567.3	.
Portugal	4636	1854	93.7	3.2	1.1	2.0	60.1	0.0	525.3	476.9	484.5	492.8	522.2	.
Singapore	6420	2568	90.3	3.2	1.2	5.4	60.1	0.0	591.0	576.2	614.9	600.0	586.0	.
Slovenia	4370	1733	95.6	2.7	0.4	1.4	60.4	0.0	526.7	518.2	554.8	551.3	523.8	.
Sweden	3988	1581	96.5	1.4	0.4	1.6	59.9	0.0	559.2	554.8	486.8	557.7	559.4	.
United Arab Emirates	16007	6341	89.8	4.1	1.8	4.3	60.4	0.0	478.6	425.6	395.7	390.8	466.5	.
United States	4106	1627	93.2	3.2	1.2	2.4	60.3	0.0	558.8	546.7	549.9	546.8	555.6	.
International Avg. (14)	75337	29946	92.5	3.2	1.2	3.1	60.1	0.0	541.8	514.9	524.3	525.3	538.3	.
Abu Dhabi, UAE	4066	1584	89.0	4.6	2.3	4.1	61.1	0.0	444.0	390.5	352.2	342.2	429.1	.
Dubai, UAE	7626	3061	91.6	3.4	1.3	3.7	59.8	0.0	533.5	506.1	481.6	477.2	526.3	.

Question: Rainforests - Last item reached during task session  
Location: (EN11RITEM)

Country	Sample	Valid N	01.Ite m 1 %	02.Ite m 2 %	03.Ite m 3 %	04.Ite m 4 %	05.Ite m 5 %	06.Ite m 6 %	07.Ite m 7 %	08.Ite m 8 %	09.Ite m 9 %	10.Ite m 10 %	11.Ite m 11 %	12.Ite m 12 %	13.Ite m 13 %	14.Ite m 14 %	15.Ite m 15 %
Canada	9132	3628	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.3	1.6	1.2	1.1
Chinese Taipei	4331	1736	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	1.0	0.7
Denmark	2626	1038	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.7	0.0	0.3	0.8	0.8	1.3
Georgia	5657	2236	0.0	0.0	0.0	0.1	0.0	0.3	0.2	0.2	0.9	3.2	1.3	1.2	3.2	4.9	5.0
Ireland	2555	1035	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.5	1.2	0.4
Israel	3933	1575	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.0	0.4	0.4	2.0	2.5	2.5
Italy	3862	1528	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.7	0.3	0.4	1.2	2.5	2.3
Norway (5)	3714	1465	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.3	0.0	0.3	0.3	0.9
Portugal	4636	1852	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.9	0.3	0.3	2.1	3.2	3.0
Singapore	6420	2568	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3
Slovenia	4370	1733	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.2	0.0	0.9	1.5	1.1
Sweden	3988	1581	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.2	1.4	0.8
United Arab Emirates	16007	6339	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.4	0.4	1.7	0.7	0.4	1.4	3.1	2.8
United States	4106	1627	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.5	0.6	0.5
International Avg. (14)	75337	29941	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.7	0.3	0.3	1.1	1.7	1.6
Abu Dhabi, UAE	4066	1583	0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.5	0.6	2.2	0.9	0.3	1.4	3.1	2.5
Dubai, UAE	7626	3061	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.7	0.3	0.1	0.9	1.7	1.7

Question: Rainforests - Last item reached during task session  
Location: (EN11RITEM)

16.Ite	MISSIN	NOT
m 16	G	ADMINI
%	%	STERED
95.1	0.1	59.9
98.0	0.0	60.0
96.0	0.0	60.4
79.5	0.0	59.8
97.3	0.0	59.0
90.8	0.0	59.9
92.2	0.0	60.3
97.6	0.1	60.7
89.8	0.0	60.2
99.4	0.0	60.1
95.9	0.0	60.4
96.8	0.0	59.9
88.7	0.0	60.4
97.8	0.0	60.3
93.9	0.0	60.1
88.2	0.0	61.2
94.1	0.0	59.8



Question: Rainforests - Last item reached during task session  
Location: (EN11RITEM)

Country	Sample	Valid N	01.Ite m 1 Mean	02.Ite m 2 Mean	03.Ite m 3 Mean	04.Ite m 4 Mean	05.Ite m 5 Mean	06.Ite m 6 Mean	07.Ite m 7 Mean	08.Ite m 8 Mean	09.Ite m 9 Mean	10.Ite m 10 Mean	11.Ite m 11 Mean	12.Ite m 12 Mean	13.Ite m 13 Mean	14.Ite m 14 Mean	15.Ite m 15 Mean
Canada	9132	3628	.	514.9	465.4	506.5	425.0	438.0	490.5	484.5	468.0	446.6	431.8	472.5	515.4	492.9	480.1
Chinese Taipei	4331	1736	.	.	.	.	.	.	.	.	.	452.3	.	.	484.5	540.0	541.3
Denmark	2626	1038	.	.	.	.	.	.	504.6	.	474.5	455.0	.	480.9	511.9	493.8	509.0
Georgia	5657	2236	.	.	.	387.6	337.4	398.3	359.8	404.6	406.5	429.8	434.0	443.8	467.9	449.1	481.3
Ireland	2555	1035	.	.	.	.	.	.	.	.	.	446.5	482.4	.	520.7	488.7	523.4
Israel	3933	1575	477.3	.	.	.	.	.	423.8	375.6	413.7	448.7	454.9	421.7	461.0	466.1	485.5
Italy	3862	1528	.	.	.	487.1	.	.	527.0	.	432.3	469.0	508.6	464.7	504.5	496.4	521.5
Norway (5)	3714	1465	472.5	.	.	.	.	.	439.7	.	.	542.1	470.3	410.5	485.0	516.3	497.8
Portugal	4636	1852	.	470.7	.	.	.	.	399.2	488.1	437.2	476.4	471.4	448.8	491.3	488.3	497.8
Singapore	6420	2568	.	.	.	.	.	497.6	.	.	.	.	.	.	504.9	541.8	522.2
Slovenia	4370	1733	.	.	.	.	.	.	.	391.5	.	449.4	487.1	441.9	477.2	492.9	506.8
Sweden	3988	1581	.	.	.	377.5	535.3	.	.	.	448.9	475.2	421.1	410.3	463.1	515.5	522.5
United Arab Emirates	16007	6339	350.9	340.9	.	488.4	327.2	392.9	379.3	362.1	360.0	397.8	390.4	439.4	432.7	437.6	454.2
United States	4106	1627	453.1	.	444.8	.	.	513.2	442.4	414.4	327.9	412.7	443.4	402.8	498.9	508.7	541.0
International Avg. (14)	75337	29941	438.4	442.2	455.1	449.4	406.2	448.0	440.7	417.2	418.8	454.0	454.1	439.7	487.1	494.9	506.0
Abu Dhabi, UAE	4066	1583	339.0	329.0	.	501.1	371.3	.	419.8	320.7	338.5	370.9	387.3	407.5	400.0	412.6	431.2
Dubai, UAE	7626	3061	370.4	292.4	.	466.3	298.5	378.8	322.2	392.7	472.8	398.5	442.8	478.3	442.7	470.2	480.3

Question: Rainforests - Last item reached during task session  
Location: (EN11RITEM)

16.Ite	MISSIN	NOT
m 16	G	ADMINI
Mean	Mean	STERED
Mean	Mean	Mean
548.2	532.0	540.8
549.1	.	543.6
562.3	.	557.4
482.4	.	477.5
568.8	.	566.8
543.3	.	536.2
534.5	.	532.9
569.7	526.8	567.4
526.8	.	522.1
591.7	.	586.0
528.7	.	523.8
560.7	.	559.4
477.0	.	466.5
559.5	620.3	555.6
543.1	559.7	538.3
440.4	.	429.1
534.6	.	526.3

Question: Rainforests - Click on "Nature Works" from Q16  
 Location: (EN11R16A)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	8.6	0.0	91.4	0.1	59.9	564.1	.	543.6	532.0	540.8
Chinese Taipei	4331	1736	57.9	0.0	42.1	0.0	60.0	559.4	.	533.9	.	543.6
Denmark	2626	1038	10.2	0.0	89.8	0.0	60.4	581.1	.	557.2	.	557.4
Georgia	5657	2237	6.7	0.0	93.3	0.0	59.8	497.1	.	474.4	.	477.5
Ireland	2555	1035	14.3	0.0	85.7	0.0	59.0	598.7	.	561.5	.	566.8
Israel	3933	1575	18.6	0.1	81.3	0.0	59.9	562.6	599.4	530.0	.	536.2
Italy	3862	1528	19.0	0.0	80.9	0.0	60.3	549.2	486.4	527.7	.	532.9
Norway (5)	3714	1465	17.4	0.0	82.6	0.1	60.7	586.8	.	563.9	526.8	567.4
Portugal	4636	1854	19.2	0.0	80.8	0.0	60.1	536.1	.	519.4	.	522.2
Singapore	6420	2568	22.2	0.0	77.8	0.0	60.1	623.8	.	582.1	.	586.0
Slovenia	4370	1733	15.1	0.0	84.9	0.0	60.4	541.3	.	524.3	.	523.8
Sweden	3988	1581	11.3	0.0	88.7	0.0	59.9	578.9	.	556.3	.	559.4
United Arab Emirates	16007	6341	10.5	0.0	89.5	0.0	60.4	529.5	.	464.3	.	466.5
United States	4106	1627	8.5	0.0	91.5	0.0	60.3	583.3	.	555.6	620.3	555.6
International Avg. (14)	75337	29946	17.1	0.0	82.9	0.0	60.1	563.7	542.9	535.3	559.7	538.3
Abu Dhabi, UAE	4066	1584	8.0	0.0	92.0	0.0	61.1	498.1	.	429.8	.	429.1
Dubai, UAE	7626	3061	15.8	0.0	84.2	0.0	59.8	573.8	.	521.5	.	526.3

Question: Rainforests - Click on "All About Rainforests" from Q16  
 Location: (EN11R16B)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	10.3	1.5	88.2	0.1	59.9	562.6	515.0	543.9	532.0	540.8
Chinese Taipei	4331	1736	63.4	0.0	36.6	0.0	60.0	559.2	.	530.3	.	543.6
Denmark	2626	1038	11.3	0.4	88.4	0.0	60.4	578.1	464.8	557.7	.	557.4
Georgia	5657	2237	8.2	0.0	91.8	0.0	59.8	492.9	.	474.4	.	477.5
Ireland	2555	1035	18.0	0.1	81.9	0.0	59.0	590.6	222.9	562.2	.	566.8
Israel	3933	1575	22.5	0.1	77.3	0.0	59.9	558.9	586.9	529.4	.	536.2
Italy	3862	1528	22.6	0.8	76.6	0.0	60.3	548.1	554.3	526.7	.	532.9
Norway (5)	3714	1465	19.3	0.3	80.4	0.1	60.7	589.4	588.1	562.6	526.8	567.4
Portugal	4636	1854	22.5	0.0	77.5	0.0	60.1	536.8	.	518.5	.	522.2
Singapore	6420	2568	24.7	0.8	74.5	0.0	60.1	620.8	461.6	582.9	.	586.0
Slovenia	4370	1733	19.2	0.3	80.5	0.0	60.4	537.9	424.9	524.6	.	523.8
Sweden	3988	1581	13.2	1.2	85.7	0.0	59.9	575.6	511.5	556.9	.	559.4
United Arab Emirates	16007	6341	12.2	0.1	87.7	0.0	60.4	527.2	470.9	463.4	.	466.5
United States	4106	1627	11.2	1.7	87.1	0.0	60.3	585.6	517.0	555.3	620.3	555.6
International Avg. (14)	75337	29946	19.9	0.5	79.6	0.0	60.1	561.7	483.4	534.9	559.7	538.3
Abu Dhabi, UAE	4066	1584	9.8	0.2	90.1	0.0	61.1	491.8	448.2	429.1	.	429.1
Dubai, UAE	7626	3061	17.9	0.0	82.1	0.0	59.8	572.3	535.2	520.5	.	526.3

Question: Rainforests - Click on "Plants & Trees" from Q16  
Location: (EN11R16D)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3628	4.3	0.0	95.7	0.1	59.9	560.7	.	544.7	532.0	540.8
Chinese Taipei	4331	1736	45.9	0.0	54.1	0.0	60.0	563.2	.	536.3	.	543.6
Denmark	2626	1038	5.1	0.0	94.9	0.0	60.4	580.6	.	558.5	.	557.4
Georgia	5657	2237	3.1	0.0	96.9	0.0	59.8	496.1	.	475.3	.	477.5
Ireland	2555	1035	8.8	0.0	91.2	0.0	59.0	592.5	.	564.3	.	566.8
Israel	3933	1575	12.2	0.1	87.7	0.0	59.9	558.1	599.4	533.0	.	536.2
Italy	3862	1528	12.0	0.0	88.0	0.0	60.3	557.8	.	528.2	.	532.9
Norway (5)	3714	1465	10.1	0.0	89.9	0.1	60.7	595.6	.	564.7	526.8	567.4
Portugal	4636	1854	10.1	0.0	89.9	0.0	60.1	543.2	.	520.3	.	522.2
Singapore	6420	2568	13.6	0.0	86.4	0.0	60.1	623.7	.	586.2	.	586.0
Slovenia	4370	1733	11.7	0.0	88.3	0.0	60.4	544.6	.	524.5	.	523.8
Sweden	3988	1581	6.9	0.0	93.1	0.0	59.9	572.3	.	557.8	.	559.4
United Arab Emirates	16007	6341	6.0	0.0	94.0	0.0	60.4	535.3	.	467.1	.	466.5
United States	4106	1627	5.8	0.0	94.2	0.0	60.3	598.1	.	555.5	620.3	555.6
International Avg. (14)	75337	29946	11.1	0.0	88.9	0.0	60.1	565.8	599.4	536.9	559.7	538.3
Abu Dhabi, UAE	4066	1584	4.5	0.0	95.5	0.0	61.1	497.5	.	432.3	.	429.1
Dubai, UAE	7626	3061	9.2	0.0	90.8	0.0	59.8	575.7	.	525.2	.	526.3

Question: Dr. Elizabeth Blackwell - Now, click on the following link and read "A Lady Doctor? You must be joking!"  
 Location: (EN11BWBA)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3575	98.8	1.2	0.3	60.2	544.5	471.9	501.9	542.1
Chinese Taipei	4331	1732	98.9	1.1	0.0	60.2	543.0	535.6	.	547.4
Denmark	2626	1041	99.5	0.5	0.0	60.4	559.8	469.2	.	557.6
Georgia	5657	2168	97.6	2.4	1.0	59.9	482.9	439.1	402.0	474.8
Ireland	2555	1028	99.1	0.9	0.2	59.9	569.7	550.4	475.6	565.3
Israel	3933	1548	98.9	1.1	0.3	60.6	537.1	479.8	390.2	536.7
Italy	3862	1532	97.5	2.5	0.3	60.1	534.2	508.9	499.4	531.9
Norway (5)	3714	1479	99.5	0.5	0.2	59.8	566.6	558.8	544.3	568.2
Portugal	4636	1832	98.2	1.8	0.1	60.4	521.5	488.2	444.7	523.5
Singapore	6420	2551	98.9	1.1	0.2	60.1	589.3	574.5	480.7	587.8
Slovenia	4370	1740	97.4	2.6	0.3	59.9	522.7	500.1	488.6	527.1
Sweden	3988	1563	99.4	0.6	0.2	60.6	559.9	526.4	472.4	559.1
United Arab Emirates	16007	6205	97.4	2.6	1.0	60.1	473.9	420.2	393.1	466.9
United States	4106	1623	99.3	0.7	0.3	59.5	555.5	527.7	477.2	557.9
International Avg. (14)	75337	29617	98.6	1.4	0.3	60.1	540.0	503.6	464.2	539.0
Abu Dhabi, UAE	4066	1558	96.5	3.5	1.5	60.0	437.5	405.5	375.9	429.8
Dubai, UAE	7626	2992	98.6	1.4	0.3	60.3	530.8	487.4	435.1	526.6

Question: Dr. Elizabeth Blackwell - Now, click on the website tab "Applying."  
 Location: (EN11BWBB)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3403	98.9	1.1	1.4	60.2	546.6	511.4	465.5	542.1
Chinese Taipei	4331	1715	98.2	1.8	0.4	60.2	545.3	459.5	455.3	547.4
Denmark	2626	983	97.9	2.1	2.1	60.4	562.9	531.7	507.2	557.6
Georgia	5657	1911	97.6	2.4	5.5	59.9	487.9	403.8	442.6	474.8
Ireland	2555	1007	98.7	1.3	1.0	59.9	572.4	463.8	493.1	565.3
Israel	3933	1422	97.9	2.1	3.3	60.6	545.5	417.0	454.5	536.7
Italy	3862	1464	98.5	1.5	1.9	60.1	536.0	481.2	496.3	531.9
Norway (5)	3714	1413	99.5	0.5	2.0	59.8	569.5	516.4	513.3	568.2
Portugal	4636	1722	98.3	1.7	2.4	60.4	524.4	451.5	482.3	523.5
Singapore	6420	2540	99.6	0.4	0.3	60.1	589.5	616.7	466.3	587.8
Slovenia	4370	1598	98.6	1.4	3.8	59.9	526.6	482.6	481.8	527.1
Sweden	3988	1542	99.9	0.1	0.6	60.6	560.8	495.9	471.8	559.1
United Arab Emirates	16007	5764	95.0	5.0	3.9	60.1	483.1	379.4	401.8	466.9
United States	4106	1583	98.9	1.1	1.3	59.5	558.2	483.4	468.9	557.9
International Avg. (14)	75337	28067	98.4	1.6	2.1	60.1	543.5	478.2	471.5	539.0
Abu Dhabi, UAE	4066	1422	92.2	7.8	5.1	60.0	450.5	354.5	373.1	429.8
Dubai, UAE	7626	2821	97.5	2.5	2.1	60.3	536.9	443.8	434.9	526.6

Question: Dr. Elizabeth Blackwell - Now, click on the website tab "Studying."  
 Location: (EN11BWBC)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3557	98.4	1.6	0.3	60.2	544.1	536.5	458.0	542.1
Chinese Taipei	4331	1732	98.6	1.4	0.0	60.2	543.8	484.3	.	547.4
Denmark	2626	1024	98.8	1.2	0.6	60.4	561.4	498.0	472.8	557.6
Georgia	5657	2158	97.4	2.6	1.1	59.9	482.6	462.6	406.1	474.8
Ireland	2555	1026	99.1	0.9	0.2	59.9	571.3	406.9	410.6	565.3
Israel	3933	1521	98.0	2.0	0.9	60.6	540.7	424.2	394.8	536.7
Italy	3862	1519	99.5	0.5	0.5	60.1	534.0	479.1	500.8	531.9
Norway (5)	3714	1472	99.4	0.6	0.4	59.8	567.6	521.3	473.0	568.2
Portugal	4636	1824	98.9	1.1	0.2	60.4	522.0	452.5	425.9	523.5
Singapore	6420	2552	99.3	0.7	0.1	60.1	589.2	584.4	444.2	587.8
Slovenia	4370	1728	99.2	0.8	0.6	59.9	522.6	494.0	482.7	527.1
Sweden	3988	1561	99.8	0.2	0.4	60.6	560.4	479.0	460.6	559.1
United Arab Emirates	16007	6109	95.1	4.9	1.6	60.1	480.1	369.8	371.7	466.9
United States	4106	1625	98.9	1.1	0.3	59.5	556.7	464.5	426.1	557.9
International Avg. (14)	75337	29408	98.6	1.4	0.5	60.1	541.2	475.5	440.6	539.0
Abu Dhabi, UAE	4066	1526	93.1	6.9	2.3	60.0	446.4	344.8	342.9	429.8
Dubai, UAE	7626	2960	98.1	1.9	0.6	60.3	534.0	411.9	389.8	526.6



Question: Dr. Elizabeth Blackwell - Now, click on the website tab "Practicing."  
 Location: (EN11BWBD)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3576	99.4	0.6	0.2	60.2	543.9	530.8	461.4	542.1
Chinese Taipei	4331	1730	98.9	1.1	0.0	60.2	543.7	477.0	463.7	547.4
Denmark	2626	1035	99.2	0.8	0.2	60.4	560.3	496.4	488.8	557.6
Georgia	5657	2181	97.8	2.2	0.7	59.9	483.3	415.3	385.4	474.8
Ireland	2555	1027	99.7	0.3	0.2	59.9	570.0	456.1	417.8	565.3
Israel	3933	1539	98.5	1.5	0.5	60.6	539.6	396.0	376.4	536.7
Italy	3862	1527	99.6	0.4	0.3	60.1	533.8	477.6	504.5	531.9
Norway (5)	3714	1476	99.7	0.3	0.2	59.8	567.1	486.9	485.7	568.2
Portugal	4636	1830	99.0	1.0	0.1	60.4	521.7	433.1	456.3	523.5
Singapore	6420	2555	99.6	0.4	0.1	60.1	589.0	587.6	439.3	587.8
Slovenia	4370	1744	98.9	1.1	0.2	59.9	523.2	432.4	464.0	527.1
Sweden	3988	1561	99.9	0.1	0.2	60.6	560.1	467.6	445.4	559.1
United Arab Emirates	16007	6188	95.6	4.4	1.1	60.1	478.9	356.8	362.3	466.9
United States	4106	1626	99.5	0.5	0.3	59.5	555.8	475.8	435.3	557.9
International Avg. (14)	75337	29595	99.0	1.0	0.3	60.1	540.7	463.5	441.9	539.0
Abu Dhabi, UAE	4066	1546	93.5	6.5	1.8	60.0	445.7	336.2	338.9	429.8
Dubai, UAE	7626	2980	98.2	1.8	0.5	60.3	533.2	405.9	402.5	526.6

Question: Dr. Elizabeth Blackwell - Now, click on the following link and read "The Unusual Blackwell Family."  
 Location: (EN11BWBE)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3546	98.7	1.3	0.5	60.2	544.9	500.4	462.2	542.1
Chinese Taipei	4331	1704	98.3	1.7	0.7	60.2	543.9	492.4	534.8	547.4
Denmark	2626	1035	98.9	1.1	0.2	60.4	560.5	490.9	486.2	557.6
Georgia	5657	2124	96.0	4.0	2.2	59.9	484.0	449.4	434.3	474.8
Ireland	2555	1028	97.9	2.1	0.1	59.9	569.3	571.1	488.0	565.3
Israel	3933	1521	96.4	3.6	1.0	60.6	539.0	495.2	450.5	536.7
Italy	3862	1520	96.7	3.3	0.6	60.1	534.0	528.8	497.9	531.9
Norway (5)	3714	1479	98.9	1.1	0.2	59.8	566.5	571.4	541.4	568.2
Portugal	4636	1820	95.3	4.7	0.3	60.4	521.4	512.2	490.7	523.5
Singapore	6420	2549	98.2	1.8	0.2	60.1	589.3	563.6	555.7	587.8
Slovenia	4370	1738	96.2	3.8	0.4	59.9	522.2	524.5	477.1	527.1
Sweden	3988	1553	99.2	0.8	0.4	60.6	559.7	575.7	503.5	559.1
United Arab Emirates	16007	6180	92.8	7.2	1.3	60.1	480.4	383.8	380.2	466.9
United States	4106	1617	98.2	1.8	0.4	59.5	555.8	526.3	494.1	557.9
International Avg. (14)	75337	29414	97.3	2.7	0.6	60.1	540.8	513.3	485.5	539.0
Abu Dhabi, UAE	4066	1556	89.9	10.1	1.6	60.0	446.1	358.0	355.1	429.8
Dubai, UAE	7626	2980	96.8	3.2	0.5	60.3	532.8	469.4	416.7	526.6

Question: Dr. Elizabeth Blackwell - Now, click on the following link and read "Elizabeth Blackwell Opens the New York Infirmary."  
 Location: (EN11BWBF)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3501	99.8	0.2	0.9	60.2	545.8	470.1	446.7	542.1
Chinese Taipei	4331	1723	99.3	0.7	0.2	60.2	543.1	500.0	564.4	547.4
Denmark	2626	1029	99.8	0.2	0.4	60.4	560.3	443.6	480.2	557.6
Georgia	5657	2057	99.2	0.8	3.3	59.9	485.3	393.3	428.1	474.8
Ireland	2555	1024	100.0	0.0	0.3	59.9	569.5	.	510.7	565.3
Israel	3933	1521	99.1	0.9	0.9	60.6	538.8	452.1	422.5	536.7
Italy	3862	1512	99.3	0.7	0.7	60.1	534.2	495.6	495.8	531.9
Norway (5)	3714	1472	99.9	0.1	0.4	59.8	567.0	593.1	511.3	568.2
Portugal	4636	1815	99.2	0.8	0.4	60.4	521.6	483.5	464.4	523.5
Singapore	6420	2554	99.6	0.4	0.1	60.1	589.3	532.3	476.1	587.8
Slovenia	4370	1731	99.2	0.8	0.5	59.9	522.5	522.8	474.9	527.1
Sweden	3988	1555	99.7	0.3	0.4	60.6	560.1	541.7	479.0	559.1
United Arab Emirates	16007	6138	97.4	2.6	1.5	60.1	476.1	379.1	390.9	466.9
United States	4106	1621	99.3	0.7	0.3	59.5	555.6	523.4	461.7	557.9
International Avg. (14)	75337	29253	99.3	0.7	0.7	60.1	540.7	487.0	471.9	539.0
Abu Dhabi, UAE	4066	1548	95.9	4.1	1.8	60.0	440.7	363.2	360.4	429.8
Dubai, UAE	7626	2969	99.4	0.6	0.7	60.3	531.7	451.6	421.3	526.6

Question: Dr. Elizabeth Blackwell - Now, click on the website tab "Need for Patients."  
Location: (EN11BWBG)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3446	98.6	1.4	1.2	60.2	546.7	489.7	460.9	542.1
Chinese Taipei	4331	1728	98.9	1.1	0.1	60.2	543.6	478.1	557.9	547.4
Denmark	2626	1013	98.8	1.2	1.1	60.4	562.5	467.7	489.9	557.6
Georgia	5657	1963	97.9	2.1	5.1	59.9	490.0	386.8	426.2	474.8
Ireland	2555	1012	99.4	0.6	0.7	59.9	571.7	461.0	458.3	565.3
Israel	3933	1482	97.0	3.0	1.9	60.6	542.8	462.8	433.7	536.7
Italy	3862	1477	99.1	0.9	1.5	60.1	535.3	522.1	485.4	531.9
Norway (5)	3714	1463	99.0	1.0	0.6	59.8	568.5	493.2	479.1	568.2
Portugal	4636	1776	98.6	1.4	1.1	60.4	523.3	445.6	467.1	523.5
Singapore	6420	2549	99.3	0.7	0.2	60.1	589.8	517.7	474.0	587.8
Slovenia	4370	1719	96.8	3.2	0.8	59.9	524.6	479.0	454.0	527.1
Sweden	3988	1543	99.2	0.8	0.6	60.6	561.4	477.3	477.1	559.1
United Arab Emirates	16007	5868	95.9	4.1	3.4	60.1	482.6	370.5	389.8	466.9
United States	4106	1604	99.2	0.8	0.7	59.5	556.8	461.6	472.5	557.9
International Avg. (14)	75337	28643	98.4	1.6	1.4	60.1	542.8	465.2	466.1	539.0
Abu Dhabi, UAE	4066	1448	94.5	5.5	4.5	60.0	448.6	337.8	366.3	429.8
Dubai, UAE	7626	2886	98.2	1.8	1.6	60.3	536.0	434.5	415.9	526.6

Question: Dr. Elizabeth Blackwell - Now, click on the website tab "A New Hospital."  
 Location: (EN11BWBH)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3394	99.4	0.6	1.6	60.2	546.8	480.3	469.6	542.1
Chinese Taipei	4331	1720	99.7	0.3	0.3	60.2	543.5	442.7	514.4	547.4
Denmark	2626	1006	99.2	0.8	1.2	60.4	561.9	488.7	496.4	557.6
Georgia	5657	1916	98.8	1.2	5.8	59.9	488.6	361.7	438.1	474.8
Ireland	2555	1008	99.7	0.3	0.9	59.9	572.0	328.8	476.4	565.3
Israel	3933	1452	98.6	1.4	2.6	60.6	543.7	397.0	447.1	536.7
Italy	3862	1461	99.7	0.3	2.0	60.1	535.7	505.7	488.0	531.9
Norway (5)	3714	1463	99.9	0.1	0.6	59.8	567.7	459.5	497.5	568.2
Portugal	4636	1745	99.3	0.7	1.8	60.4	523.4	435.3	477.9	523.5
Singapore	6420	2546	99.4	0.6	0.2	60.1	589.5	544.8	487.4	587.8
Slovenia	4370	1704	98.7	1.3	1.3	59.9	525.1	464.0	450.9	527.1
Sweden	3988	1536	99.4	0.6	0.8	60.6	561.3	530.6	473.2	559.1
United Arab Emirates	16007	5838	97.1	2.9	3.7	60.1	481.4	351.6	400.7	466.9
United States	4106	1590	99.8	0.2	0.9	59.5	556.5	494.8	481.0	557.9
International Avg. (14)	75337	28379	99.2	0.8	1.7	60.1	542.6	449.0	471.3	539.0
Abu Dhabi, UAE	4066	1446	95.6	4.4	4.6	60.0	446.2	337.0	376.5	429.8
Dubai, UAE	7626	2883	98.4	1.6	1.6	60.3	535.9	396.8	426.5	526.6

Question: Dr. Elizabeth Blackwell - Total number of webpages visited for Dr. Elizabeth Blackwell  
 Location: (EN11BWBZ)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 clicks %	4.4 clicks %	5.5 clicks %	6.6 clicks %	7.7 clicks %	8.8 clicks %	9.9 clicks %	10.10 clicks %	MISSIN G %	NOT ADMINI STERED %
Canada	9132	3601	0.0	0.1	0.1	0.3	0.3	0.9	0.8	4.0	93.4	0.0	0.0	0.1	60.2
Chinese Taipei	4331	1732	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	96.8	0.0	0.0	0.0	60.2
Denmark	2626	1041	0.0	0.1	0.0	0.3	0.3	0.4	1.4	4.8	92.6	0.0	0.0	0.0	60.4
Georgia	5657	2231	0.1	0.1	0.5	1.8	3.4	3.2	4.9	11.9	74.0	0.0	0.0	0.0	59.9
Ireland	2555	1032	0.2	0.0	0.1	0.2	0.0	0.4	0.5	3.0	95.7	0.0	0.0	0.0	59.9
Israel	3933	1562	0.1	0.1	0.2	0.7	0.8	1.2	2.6	7.5	86.8	0.0	0.0	0.0	60.6
Italy	3862	1543	0.1	0.0	0.2	0.1	0.6	1.4	1.7	5.1	90.8	0.0	0.0	0.0	60.1
Norway (5)	3714	1483	0.0	0.0	0.0	0.0	0.1	0.6	0.6	4.4	94.3	0.0	0.0	0.1	59.8
Portugal	4636	1836	0.0	0.0	0.1	0.1	0.7	0.6	1.3	6.6	90.6	0.0	0.0	0.0	60.4
Singapore	6420	2561	0.1	0.0	0.0	0.1	0.1	0.0	0.2	1.0	98.5	0.0	0.0	0.0	60.1
Slovenia	4370	1756	0.0	0.0	0.3	0.2	0.3	0.6	1.4	8.1	89.0	0.0	0.0	0.0	59.9
Sweden	3988	1571	0.2	0.0	0.1	0.2	0.5	0.2	0.3	2.3	96.2	0.0	0.0	0.0	60.6
United Arab Emirates	16007	6354	0.1	0.3	0.7	1.4	1.2	2.3	2.9	8.8	82.3	0.0	0.0	0.0	60.1
United States	4106	1636	0.2	0.0	0.0	0.1	0.3	0.3	1.1	3.3	94.7	0.0	0.0	0.0	59.5
International Avg. (14)	75337	29939	0.1	0.1	0.2	0.4	0.6	0.9	1.4	5.3	91.1	0.0	0.0	0.0	60.1
Abu Dhabi, UAE	4066	1615	0.3	0.6	1.0	1.6	1.3	3.2	3.5	11.1	77.4	0.0	0.0	0.0	60.0
Dubai, UAE	7626	3026	0.1	0.1	0.3	0.5	0.3	0.9	1.5	4.9	91.4	0.0	0.0	0.0	60.3

Question: Dr. Elizabeth Blackwell - Total number of webpages visited for Dr. Elizabeth Blackwell  
 Location: (EN11BWBZ)

Country	Sample	Valid N	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 clicks Mean	4.4 clicks Mean	5.5 clicks Mean	6.6 clicks Mean	7.7 clicks Mean	8.8 clicks Mean	9.9 clicks Mean	10.10 clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	510.5	354.0	457.9	385.5	440.0	444.1	495.3	480.1	548.7	.	.	531.3	542.1
Chinese Taipei	4331	1732	.	.	.	.	.	443.9	503.1	533.5	543.3	.	.	.	547.4
Denmark	2626	1041	.	421.4	.	512.9	448.1	459.4	475.2	517.8	563.9	.	.	.	557.6
Georgia	5657	2231	385.1	338.3	406.9	425.0	424.9	430.0	446.2	450.5	493.8	.	.	.	474.8
Ireland	2555	1032	449.6	.	423.5	434.0	.	472.7	450.0	516.9	572.3	.	.	.	565.3
Israel	3933	1562	374.8	307.2	389.5	399.4	408.7	462.6	447.5	480.5	546.8	.	.	.	536.7
Italy	3862	1543	603.9	.	525.0	438.6	461.6	484.1	483.5	496.8	537.6	.	.	.	531.9
Norway (5)	3714	1483	.	.	.	420.0	433.6	486.4	478.0	523.0	569.9	.	.	529.5	568.2
Portugal	4636	1836	.	.	503.5	390.9	466.1	450.5	480.3	490.7	524.5	.	.	.	523.5
Singapore	6420	2561	464.8	.	490.4	357.0	440.9	503.8	503.4	526.1	589.9	.	.	.	587.8
Slovenia	4370	1756	.	.	471.8	431.7	448.4	483.5	470.9	481.1	527.3	.	.	.	527.1
Sweden	3988	1571	482.2	.	522.9	480.4	431.6	444.9	500.7	498.2	562.2	.	.	.	559.1
United Arab Emirates	16007	6354	375.6	360.9	371.8	354.8	407.0	395.7	403.4	418.6	484.6	.	.	.	466.9
United States	4106	1636	471.7	.	.	438.1	447.5	457.8	443.4	495.2	558.9	.	.	.	557.9
International Avg. (14)	75337	29939	457.6	356.4	456.3	420.6	438.2	458.5	470.1	493.5	544.6	.	.	530.4	539.0
Abu Dhabi, UAE	4066	1615	381.1	333.0	357.1	305.4	375.8	371.6	390.7	389.6	450.5	.	.	.	429.8
Dubai, UAE	7626	3026	361.1	371.3	352.5	413.1	398.2	410.1	434.2	464.2	537.5	.	.	.	526.6

Question: Dr. Elizabeth Blackwell - Total number of clicks on womenshistory.org\dreblackwell  
 Location: (EN11BADA)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	99.7	0.3	0.0	0.1	60.3	0.0	543.3	563.6	469.0	583.0	542.1	.
Chinese Taipei	4331	1732	98.3	0.9	0.4	0.4	60.2	0.0	543.4	510.3	501.3	551.3	547.4	.
Denmark	2626	1041	99.4	0.1	0.2	0.3	60.4	0.0	559.3	636.9	560.6	557.2	557.6	.
Georgia	5657	2231	99.0	0.4	0.2	0.3	59.9	0.0	480.4	429.7	399.5	471.7	474.8	.
Ireland	2555	1031	99.3	0.6	0.0	0.1	60.0	0.0	569.0	620.8	.	538.4	565.2	.
Israel	3933	1562	98.5	0.9	0.2	0.4	60.6	0.0	536.5	465.8	387.9	466.2	536.7	.
Italy	3862	1543	99.6	0.3	0.0	0.0	60.1	0.0	533.4	499.9	520.1	.	531.9	.
Norway (5)	3714	1483	99.9	0.0	0.0	0.1	59.9	0.0	566.6	554.4	.	572.9	568.2	.
Portugal	4636	1836	99.6	0.1	0.1	0.2	60.4	0.0	521.0	492.1	460.3	444.2	523.5	.
Singapore	6420	2561	98.4	0.6	0.2	0.8	60.1	0.0	588.5	578.7	633.8	612.4	587.8	.
Slovenia	4370	1756	99.4	0.5	0.1	0.0	59.9	0.0	521.9	529.4	472.6	480.0	527.1	.
Sweden	3988	1571	99.8	0.0	0.1	0.1	60.6	0.0	559.3	600.0	517.6	612.5	559.1	.
United Arab Emirates	16007	6354	98.6	0.5	0.1	0.8	60.1	0.0	471.8	402.8	362.9	358.7	466.9	.
United States	4106	1636	99.6	0.2	0.0	0.2	59.5	0.0	554.5	599.3	657.2	578.5	557.9	.
International Avg. (14)	75337	29938	99.2	0.4	0.1	0.3	60.1	0.0	539.2	534.5	495.2	525.2	539.0	.
Abu Dhabi, UAE	4066	1615	97.5	0.9	0.3	1.3	60.0	0.0	436.3	374.5	329.7	328.7	429.8	.
Dubai, UAE	7626	3026	99.3	0.3	0.1	0.3	60.3	0.0	529.7	524.0	493.7	456.3	526.6	.



Question: Dr. Elizabeth Blackwell - Total number of clicks on hmaa-web.org  
 Location: (EN11BADB)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	97.8	1.1	0.3	0.8	60.3	0.0	544.7	482.4	501.5	488.1	542.1	.
Chinese Taipei	4331	1732	94.4	2.7	0.6	2.3	60.2	0.0	544.5	514.2	534.9	514.0	547.4	.
Denmark	2626	1041	96.6	1.8	0.5	1.1	60.4	0.0	560.9	511.7	562.9	497.7	557.6	.
Georgia	5657	2231	92.8	3.9	1.2	2.0	59.9	0.0	485.2	418.1	417.8	396.5	474.8	.
Ireland	2555	1031	98.5	0.8	0.5	0.3	60.0	0.0	569.7	522.2	609.6	475.2	565.2	.
Israel	3933	1562	93.6	2.5	1.8	2.1	60.6	0.0	542.2	438.4	440.1	425.5	536.7	.
Italy	3862	1543	98.3	1.0	0.1	0.5	60.1	0.0	534.0	495.8	412.8	503.8	531.9	.
Norway (5)	3714	1483	97.1	1.1	0.4	1.4	59.9	0.0	569.0	524.2	492.7	457.2	568.2	.
Portugal	4636	1836	96.8	1.3	1.1	0.8	60.4	0.0	522.9	468.8	423.1	465.8	523.5	.
Singapore	6420	2561	97.2	1.5	0.4	0.9	60.1	0.0	589.6	566.0	595.9	522.5	587.8	.
Slovenia	4370	1756	98.0	1.1	0.5	0.3	59.9	0.0	522.4	500.3	486.4	495.1	527.1	.
Sweden	3988	1571	99.1	0.6	0.1	0.2	60.6	0.0	559.7	519.4	564.3	495.4	559.1	.
United Arab Emirates	16007	6354	90.5	4.7	1.6	3.1	60.1	0.0	481.2	374.8	369.6	356.5	466.9	.
United States	4106	1636	96.7	1.2	0.6	1.5	59.5	0.0	555.7	536.3	517.1	515.9	557.9	.
International Avg. (14)	75337	29938	96.3	1.8	0.7	1.2	60.1	0.0	541.5	490.9	494.9	472.1	539.0	.
Abu Dhabi, UAE	4066	1615	87.7	5.7	2.1	4.5	60.0	0.0	446.9	343.7	347.3	336.5	429.8	.
Dubai, UAE	7626	3026	94.4	2.5	1.1	1.9	60.3	0.0	535.6	440.1	411.3	410.8	526.6	.

Question: Dr. Elizabeth Blackwell - Total number of clicks on hmaa-web.org\applying.html  
 Location: (EN11BADC)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	98.6	0.9	0.1	0.4	60.3	0.0	544.3	454.5	492.9	516.4	542.1	.
Chinese Taipei	4331	1732	97.3	1.2	0.4	1.0	60.2	0.0	544.2	520.5	500.0	463.6	547.4	.
Denmark	2626	1041	98.1	1.2	0.1	0.6	60.4	0.0	559.9	538.9	531.5	520.1	557.6	.
Georgia	5657	2231	97.6	1.0	0.6	0.9	59.9	0.0	482.1	402.8	421.3	374.9	474.8	.
Ireland	2555	1031	99.3	0.4	0.1	0.3	60.0	0.0	569.8	455.2	574.3	508.2	565.2	.
Israel	3933	1562	96.2	1.8	0.9	1.2	60.6	0.0	538.5	456.1	474.9	433.7	536.7	.
Italy	3862	1543	97.6	1.5	0.4	0.4	60.1	0.0	534.1	509.1	505.4	458.8	531.9	.
Norway (5)	3714	1483	98.7	0.5	0.3	0.5	59.9	0.0	566.9	575.5	557.1	498.4	568.2	.
Portugal	4636	1836	98.4	0.9	0.2	0.6	60.4	0.0	521.3	477.2	407.0	511.2	523.5	.
Singapore	6420	2561	98.8	0.7	0.0	0.5	60.1	0.0	588.7	581.0	693.2	594.4	587.8	.
Slovenia	4370	1756	99.1	0.6	0.2	0.1	59.9	0.0	522.2	467.1	516.6	546.2	527.1	.
Sweden	3988	1571	98.4	0.6	0.5	0.5	60.6	0.0	559.7	541.4	532.5	535.8	559.1	.
United Arab Emirates	16007	6354	95.9	2.2	0.5	1.5	60.1	0.0	474.6	376.5	380.3	369.1	466.9	.
United States	4106	1636	98.3	0.7	0.3	0.7	59.5	0.0	554.6	567.2	500.7	563.5	557.9	.
International Avg. (14)	75337	29938	98.0	1.0	0.3	0.6	60.1	0.0	540.1	494.5	506.3	492.4	539.0	.
Abu Dhabi, UAE	4066	1615	94.3	2.6	0.7	2.4	60.0	0.0	439.7	344.1	340.0	334.2	429.8	.
Dubai, UAE	7626	3026	97.8	1.4	0.2	0.6	60.3	0.0	531.3	443.3	462.6	436.2	526.6	.

Question: Dr. Elizabeth Blackwell - Total number of clicks on hmaa-web.org\studying.html  
 Location: (EN11BADD)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	99.8	0.2	0.0	0.0	60.3	0.0	543.4	552.2	608.7	604.7	542.1	.
Chinese Taipei	4331	1732	99.0	0.6	0.1	0.3	60.2	0.0	543.5	447.5	393.3	593.1	547.4	.
Denmark	2626	1041	99.5	0.5	0.0	0.0	60.4	0.0	559.5	525.6	.	.	557.6	.
Georgia	5657	2231	99.4	0.2	0.2	0.2	59.9	0.0	480.6	370.4	419.8	356.8	474.8	.
Ireland	2555	1031	99.7	0.1	0.0	0.3	60.0	0.0	569.6	490.5	.	468.2	565.2	.
Israel	3933	1562	99.0	0.5	0.3	0.2	60.6	0.0	536.1	471.4	447.0	421.7	536.7	.
Italy	3862	1543	99.5	0.4	0.0	0.2	60.1	0.0	533.2	565.6	.	488.6	531.9	.
Norway (5)	3714	1483	99.6	0.3	0.1	0.1	59.9	0.0	566.8	544.6	443.9	442.4	568.2	.
Portugal	4636	1836	99.5	0.2	0.2	0.0	60.4	0.0	520.9	491.9	443.2	384.5	523.5	.
Singapore	6420	2561	99.0	0.4	0.2	0.4	60.1	0.0	588.8	597.1	597.6	537.4	587.8	.
Slovenia	4370	1756	99.9	0.0	0.0	0.0	59.9	0.0	521.9	430.3	350.0	567.8	527.1	.
Sweden	3988	1571	99.6	0.2	0.1	0.1	60.6	0.0	559.6	456.3	548.1	520.2	559.1	.
United Arab Emirates	16007	6354	98.2	0.7	0.6	0.5	60.1	0.0	472.8	364.5	309.9	354.1	466.9	.
United States	4106	1636	99.2	0.4	0.0	0.4	59.5	0.0	555.0	450.7	625.4	560.4	557.9	.
International Avg. (14)	75337	29938	99.3	0.3	0.1	0.2	60.1	0.0	539.4	482.8	471.5	484.6	539.0	.
Abu Dhabi, UAE	4066	1615	96.9	1.2	1.0	1.0	60.0	0.0	437.8	329.4	277.6	340.7	429.8	.
Dubai, UAE	7626	3026	99.5	0.4	0.1	0.1	60.3	0.0	529.7	517.3	356.5	361.3	526.6	.

Question: Dr. Elizabeth Blackwell - Total number of clicks on hmaa-web.org\practicing.html  
 Location: (EN11BADE)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	99.7	0.3	0.0	0.1	60.3	0.0	543.5	506.2	417.5	464.1	542.1	.
Chinese Taipei	4331	1732	98.0	0.9	0.4	0.7	60.2	0.0	543.0	533.4	579.7	530.2	547.4	.
Denmark	2626	1041	99.1	0.6	0.0	0.2	60.4	0.0	559.5	536.6	.	550.3	557.6	.
Georgia	5657	2231	99.2	0.2	0.3	0.2	59.9	0.0	480.7	418.5	340.3	421.3	474.8	.
Ireland	2555	1031	99.0	0.4	0.2	0.4	60.0	0.0	569.1	586.6	534.9	599.4	565.2	.
Israel	3933	1562	98.7	0.5	0.4	0.4	60.6	0.0	536.3	484.7	446.7	432.9	536.7	.
Italy	3862	1543	99.3	0.5	0.0	0.2	60.1	0.0	533.5	529.8	.	460.9	531.9	.
Norway (5)	3714	1483	99.2	0.3	0.2	0.3	59.9	0.0	566.6	512.5	619.5	573.6	568.2	.
Portugal	4636	1836	99.3	0.4	0.0	0.3	60.4	0.0	520.8	518.1	.	501.1	523.5	.
Singapore	6420	2561	98.5	0.7	0.2	0.6	60.1	0.0	589.1	542.9	599.4	573.7	587.8	.
Slovenia	4370	1756	99.7	0.1	0.0	0.1	59.9	0.0	521.8	505.7	.	537.9	527.1	.
Sweden	3988	1571	99.2	0.5	0.0	0.2	60.6	0.0	559.5	541.5	527.0	543.5	559.1	.
United Arab Emirates	16007	6354	98.2	1.0	0.2	0.6	60.1	0.0	471.9	410.2	417.6	361.2	466.9	.
United States	4106	1636	99.2	0.5	0.1	0.3	59.5	0.0	554.5	568.9	638.5	540.3	557.9	.
International Avg. (14)	75337	29938	99.0	0.5	0.1	0.3	60.1	0.0	539.3	514.0	512.1	506.5	539.0	.
Abu Dhabi, UAE	4066	1615	97.5	1.2	0.2	1.0	60.0	0.0	435.9	374.6	409.9	325.2	429.8	.
Dubai, UAE	7626	3026	99.2	0.6	0.1	0.2	60.3	0.0	529.8	481.3	503.2	487.8	526.6	.

Question: Dr. Elizabeth Blackwell - Total number of clicks on blackwellhistory.com  
 Location: (EN11BADF)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	99.6	0.1	0.2	0.1	60.3	0.0	543.4	577.6	536.0	510.1	542.1	.
Chinese Taipei	4331	1732	97.9	1.3	0.2	0.7	60.2	0.0	543.3	539.7	475.9	516.5	547.4	.
Denmark	2626	1041	99.5	0.2	0.0	0.4	60.4	0.0	559.1	520.6	.	638.8	557.6	.
Georgia	5657	2231	99.2	0.6	0.1	0.2	59.9	0.0	480.9	378.3	313.0	386.8	474.8	.
Ireland	2555	1031	99.1	0.2	0.2	0.5	60.0	0.0	569.7	563.2	622.9	473.3	565.2	.
Israel	3933	1562	98.4	1.0	0.0	0.6	60.6	0.0	536.1	486.3	.	477.2	536.7	.
Italy	3862	1543	99.4	0.3	0.0	0.3	60.1	0.0	533.5	505.7	514.7	510.2	531.9	.
Norway (5)	3714	1483	98.6	0.8	0.3	0.4	59.9	0.0	566.9	522.5	565.7	558.8	568.2	.
Portugal	4636	1836	99.4	0.4	0.1	0.1	60.4	0.0	521.1	441.2	497.9	498.2	523.5	.
Singapore	6420	2561	97.6	1.2	0.2	1.0	60.1	0.0	588.9	562.7	638.4	590.8	587.8	.
Slovenia	4370	1756	99.4	0.3	0.1	0.2	59.9	0.0	521.7	612.7	580.0	442.5	527.1	.
Sweden	3988	1571	99.6	0.0	0.0	0.4	60.6	0.0	559.3	.	.	563.4	559.1	.
United Arab Emirates	16007	6354	98.4	0.6	0.4	0.6	60.1	0.0	472.0	406.1	396.1	339.9	466.9	.
United States	4106	1636	98.7	0.5	0.1	0.7	59.5	0.0	554.5	541.9	640.7	561.4	557.9	.
International Avg. (14)	75337	29938	98.9	0.5	0.1	0.4	60.1	0.0	539.3	512.2	525.6	504.9	539.0	.
Abu Dhabi, UAE	4066	1615	97.8	0.6	0.5	1.1	60.0	0.0	436.2	368.4	371.4	308.8	429.8	.
Dubai, UAE	7626	3026	99.0	0.6	0.2	0.3	60.3	0.0	530.0	468.1	498.8	446.8	526.6	.

Question: Dr. Elizabeth Blackwell - Total number of clicks on nyiiwc.com\need-for-doctors  
 Location: (EN11BADG)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	99.2	0.2	0.1	0.5	60.3	0.0	544.0	562.4	579.5	396.6	542.1	.
Chinese Taipei	4331	1732	97.2	1.2	0.4	1.2	60.2	0.0	542.2	574.2	560.2	565.2	547.4	.
Denmark	2626	1041	99.5	0.3	0.1	0.1	60.4	0.0	559.5	526.4	393.3	676.3	557.6	.
Georgia	5657	2231	98.4	0.9	0.4	0.3	59.9	0.0	479.6	487.5	548.5	494.6	474.8	.
Ireland	2555	1031	98.9	0.1	0.6	0.5	60.0	0.0	570.6	631.5	479.0	369.5	565.2	.
Israel	3933	1562	98.3	0.4	0.2	1.1	60.6	0.0	535.1	568.0	577.4	536.9	536.7	.
Italy	3862	1543	99.5	0.3	0.1	0.1	60.1	0.0	533.4	515.7	579.4	474.7	531.9	.
Norway (5)	3714	1483	99.3	0.3	0.3	0.1	59.9	0.0	566.4	599.5	605.8	548.5	568.2	.
Portugal	4636	1836	99.0	0.6	0.1	0.4	60.4	0.0	521.0	506.1	515.7	468.8	523.5	.
Singapore	6420	2561	98.3	1.1	0.1	0.6	60.1	0.0	588.7	600.2	550.9	574.4	587.8	.
Slovenia	4370	1756	98.9	0.7	0.2	0.2	59.9	0.0	521.6	561.1	495.5	534.2	527.1	.
Sweden	3988	1571	99.8	0.1	0.0	0.1	60.6	0.0	559.4	508.4	484.4	536.2	559.1	.
United Arab Emirates	16007	6354	99.0	0.5	0.2	0.2	60.1	0.0	470.6	475.9	437.0	437.2	466.9	.
United States	4106	1636	99.2	0.3	0.2	0.3	59.5	0.0	555.0	501.3	548.7	484.8	557.9	.
International Avg. (14)	75337	29938	98.9	0.5	0.2	0.4	60.1	0.0	539.1	544.2	525.4	507.0	539.0	.
Abu Dhabi, UAE	4066	1615	98.9	0.4	0.4	0.3	60.0	0.0	434.2	427.9	381.6	440.7	429.8	.
Dubai, UAE	7626	3026	99.0	0.7	0.1	0.2	60.3	0.0	529.6	510.2	585.6	444.4	526.6	.

Question: Dr. Elizabeth Blackwell - Total number of clicks on nyiiwc.com\need-for-patients  
 Location: (EN11BADH)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	99.9	0.1	0.0	0.0	60.3	0.0	543.4	553.8	.	445.2	542.1	.
Chinese Taipei	4331	1732	98.8	0.7	0.1	0.4	60.2	0.0	542.9	564.1	649.3	495.2	547.4	.
Denmark	2626	1041	99.9	0.0	0.0	0.1	60.4	0.0	559.5	.	.	445.3	557.6	.
Georgia	5657	2231	99.9	0.1	0.0	0.0	59.9	0.0	480.1	388.7	.	.	474.8	.
Ireland	2555	1031	99.8	0.1	0.1	0.0	60.0	0.0	569.3	563.6	400.5	.	565.2	.
Israel	3933	1562	99.3	0.5	0.1	0.1	60.6	0.0	535.1	563.3	563.4	588.6	536.7	.
Italy	3862	1543	100.0	0.0	0.0	0.0	60.1	0.0	533.3	.	.	.	531.9	.
Norway (5)	3714	1483	99.5	0.3	0.1	0.2	59.9	0.0	566.6	529.1	591.1	606.4	568.2	.
Portugal	4636	1836	99.8	0.2	0.0	0.1	60.4	0.0	520.7	516.5	.	497.9	523.5	.
Singapore	6420	2561	99.3	0.3	0.2	0.2	60.1	0.0	588.4	657.4	651.3	567.8	587.8	.
Slovenia	4370	1756	99.9	0.0	0.0	0.0	59.9	0.0	521.8	564.2	.	567.8	527.1	.
Sweden	3988	1571	99.9	0.0	0.0	0.1	60.6	0.0	559.3	.	.	585.5	559.1	.
United Arab Emirates	16007	6354	99.7	0.1	0.1	0.1	60.1	0.0	470.6	469.0	421.8	421.8	466.9	.
United States	4106	1636	99.9	0.0	0.0	0.1	59.5	0.0	554.6	640.3	.	509.4	557.9	.
International Avg. (14)	75337	29938	99.7	0.2	0.0	0.1	60.1	0.0	539.0	546.4	546.2	521.0	539.0	.
Abu Dhabi, UAE	4066	1615	99.6	0.2	0.1	0.2	60.0	0.0	434.3	401.7	268.2	367.8	429.8	.
Dubai, UAE	7626	3026	99.7	0.1	0.0	0.2	60.3	0.0	529.4	564.0	618.9	507.3	526.6	.

Question: Dr. Elizabeth Blackwell - Total number of clicks on nyiiwc.com\new-hospital  
 Location: (EN11BADI)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	99.9	0.0	0.1	0.0	60.3	0.0	543.4	638.2	534.2	376.7	542.1	.
Chinese Taipei	4331	1732	97.6	1.3	0.1	1.1	60.2	0.0	542.8	542.2	650.7	546.6	547.4	.
Denmark	2626	1041	99.8	0.2	0.0	0.0	60.4	0.0	559.3	609.1	.	.	557.6	.
Georgia	5657	2231	99.9	0.1	0.0	0.0	59.9	0.0	479.9	527.9	.	.	474.8	.
Ireland	2555	1031	99.3	0.2	0.1	0.4	60.0	0.0	569.5	614.3	596.3	497.6	565.2	.
Israel	3933	1562	99.0	0.3	0.3	0.4	60.6	0.0	535.0	493.3	527.0	633.9	536.7	.
Italy	3862	1543	99.9	0.0	0.0	0.1	60.1	0.0	533.3	.	.	578.7	531.9	.
Norway (5)	3714	1483	99.4	0.1	0.1	0.3	59.9	0.0	566.3	610.3	629.7	606.3	568.2	.
Portugal	4636	1836	99.7	0.2	0.1	0.0	60.4	0.0	520.8	457.0	535.2	.	523.5	.
Singapore	6420	2561	99.2	0.5	0.2	0.2	60.1	0.0	588.5	592.4	662.5	634.8	587.8	.
Slovenia	4370	1756	99.3	0.2	0.0	0.5	59.9	0.0	521.7	576.9	565.5	532.3	527.1	.
Sweden	3988	1571	99.9	0.0	0.0	0.1	60.6	0.0	559.4	496.4	.	461.0	559.1	.
United Arab Emirates	16007	6354	99.9	0.1	0.0	0.0	60.1	0.0	470.4	495.3	544.7	566.2	466.9	.
United States	4106	1636	99.6	0.1	0.2	0.1	59.5	0.0	554.4	638.1	591.7	542.8	557.9	.
International Avg. (14)	75337	29938	99.5	0.2	0.1	0.2	60.1	0.0	538.9	560.9	583.7	543.4	539.0	.
Abu Dhabi, UAE	4066	1615	100.0	0.0	0.0	0.0	60.0	0.0	434.0	344.2	.	484.2	429.8	.
Dubai, UAE	7626	3026	99.7	0.1	0.1	0.1	60.3	0.0	529.3	534.8	528.9	589.0	526.6	.



Question: Dr. Elizabeth Blackwell - Total number of ad clicks for Dr. Elizabeth Blackwell  
Location: (EN11BADZ)

[illegible]

Question: Dr. Elizabeth Blackwell - Index of clicks on ads during Blackwell Task (DERIVED)  
 Location: (EN11BADY)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	95.4	2.3	0.4	1.9	60.3	0.0	546.4	477.2	472.5	489.1	542.1	.
Chinese Taipei	4331	1732	84.7	6.3	1.8	7.2	60.2	0.0	545.0	533.6	557.1	522.9	547.4	.
Denmark	2626	1041	93.0	3.8	0.8	2.4	60.4	0.0	561.8	521.6	578.0	517.0	557.6	.
Georgia	5657	2231	88.6	4.5	2.6	4.3	59.9	0.0	486.5	450.0	439.9	401.4	474.8	.
Ireland	2555	1032	95.0	2.0	0.7	2.3	59.9	0.0	571.3	547.6	579.7	493.4	565.3	.
Israel	3933	1562	86.9	4.4	2.6	6.1	60.6	0.0	544.6	484.2	467.8	468.3	536.7	.
Italy	3862	1543	94.1	3.4	0.9	1.6	60.1	0.0	535.0	516.6	495.5	492.6	531.9	.
Norway (5)	3714	1483	92.9	2.6	1.2	3.2	59.9	0.0	569.3	538.4	548.6	517.7	568.2	.
Portugal	4636	1836	93.3	3.1	0.9	2.6	60.4	0.0	523.8	485.1	455.6	474.7	523.5	.
Singapore	6420	2561	91.7	3.5	1.2	3.5	60.1	0.0	589.4	575.5	613.3	573.8	587.8	.
Slovenia	4370	1756	94.8	2.8	0.9	1.5	59.9	0.0	522.3	524.3	486.3	509.7	527.1	.
Sweden	3988	1571	96.5	1.6	0.4	1.5	60.6	0.0	560.4	532.5	546.0	522.8	559.1	.
United Arab Emirates	16007	6354	84.6	6.3	2.5	6.6	60.1	0.0	485.6	406.0	390.7	367.6	466.9	.
United States	4106	1636	93.0	2.6	1.1	3.3	59.5	0.0	556.1	525.8	537.6	539.8	557.9	.
International Avg. (14)	75337	29939	91.8	3.5	1.3	3.4	60.1	0.0	542.7	508.5	512.0	492.2	539.0	.
Abu Dhabi, UAE	4066	1615	80.2	7.1	3.0	9.7	60.0	0.0	453.5	371.3	355.3	343.6	429.8	.
Dubai, UAE	7626	3026	90.0	4.6	1.7	3.6	60.3	0.0	537.0	482.2	457.3	433.3	526.6	.

Question: Dr. Elizabeth Blackwell - Last item reached during task session  
 Location: (EN11BITEM)

Country	Sample	Valid N	1.Item 1 %	2.Item 2 %	3.Item 3 %	4.Item 4 %	5.Item 5 %	6.Item 6 %	7.Item 7 %	8.Item 8 %	9.Item 9 %	10.Item m 10 %	11.Item m 11 %	12.Item m 12 %	13.Item m 13 %	14.Item m 14 %	15.Item m 15 %
Canada	9132	3601	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.1	0.6	0.6	1.4	2.6	2.9
Chinese Taipei	4331	1732	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.4	3.4
Denmark	2626	1041	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.4	0.9	0.9	3.9	1.5
Georgia	5657	2230	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.6	1.7	1.3	2.9	2.8	3.7	6.7	6.7
Ireland	2555	1031	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.4	1.2	1.8	1.4
Israel	3933	1561	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.4	0.5	0.5	0.9	3.0	3.2	4.4
Italy	3862	1541	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.7	1.1	2.1	2.4	3.9
Norway (5)	3714	1483	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.7	1.1	2.1
Portugal	4636	1836	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.4	0.3	1.0	2.2	3.1	6.1
Singapore	6420	2559	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4	0.6
Slovenia	4370	1756	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.7	1.9	2.5	3.3
Sweden	3988	1570	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.2	0.0	0.3	0.7	0.9	1.2
United Arab Emirates	16007	6349	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4	0.6	0.5	1.5	1.4	3.0	3.6	4.7
United States	4106	1633	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.4	1.1	1.2	2.2
International Avg. (14)	75337	29923	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.2	0.6	0.7	1.6	2.5	3.2
Abu Dhabi, UAE	4066	1611	0.1	0.1	0.0	0.0	0.2	0.0	0.3	0.3	0.5	0.6	1.6	1.5	3.5	3.4	4.6
Dubai, UAE	7626	3025	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.2	0.5	0.8	1.3	1.9	2.6

Question: Dr. Elizabeth Blackwell - Last item reached during task session  
Location: (EN11BITEM)

16.Ite	17.Ite	MISSIN	NOT
m 16	m 17	G	ADMINI
%	%	%	STERED
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3.4	87.7	0.1	60.2
5.6	89.2	0.0	60.2
3.6	88.6	0.0	60.4
5.5	67.8	0.0	59.9
1.8	93.1	0.0	60.0
4.4	82.2	0.0	60.6
4.6	84.8	0.0	60.1
1.8	94.1	0.1	59.8
4.7	82.0	0.0	60.4
1.8	96.8	0.0	60.2
4.1	87.0	0.0	59.9
1.7	94.7	0.0	60.6
4.6	79.5	0.0	60.1
2.4	92.3	0.0	59.6
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3.6	87.1	0.0	60.1
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4.7	78.7	0.0	60.0
3.6	88.5	0.0	60.3
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Question: Dr. Elizabeth Blackwell - Last item reached during task session  
 Location: (EN11BITEM)

Country	Sample	Valid N	1.Item 1 Mean	2.Item 2 Mean	3.Item 3 Mean	4.Item 4 Mean	5.Item 5 Mean	6.Item 6 Mean	7.Item 7 Mean	8.Item 8 Mean	9.Item 9 Mean	10.Item m 10 Mean	11.Item m 11 Mean	12.Item m 12 Mean	13.Item m 13 Mean	14.Item m 14 Mean	15.Item m 15 Mean
Canada	9132	3601	.	526.1	453.8	.	496.7	442.4	409.8	399.4	389.1	474.5	435.4	490.1	484.8	535.4	526.6
Chinese Taipei	4331	1732	.	.	.	.	.	.	.	.	.	.	.	.	518.0	480.4	521.3
Denmark	2626	1041	.	.	.	.	.	.	.	503.3	.	486.8	475.9	488.4	490.4	502.5	548.7
Georgia	5657	2230	.	.	377.5	.	405.1	262.5	424.8	389.8	441.3	412.9	431.2	462.4	447.1	456.9	481.8
Ireland	2555	1031	.	.	.	.	.	.	.	403.0	498.2	.	521.3	453.0	477.2	496.1	527.3
Israel	3933	1561	.	.	.	.	.	.	344.2	415.5	375.4	449.7	478.0	493.7	451.9	481.4	511.5
Italy	3862	1541	.	.	.	.	.	532.6	.	444.7	444.8	477.6	502.1	471.2	496.5	517.2	520.9
Norway (5)	3714	1483	.	.	.	.	.	.	.	.	.	.	494.5	473.6	486.1	499.8	530.6
Portugal	4636	1836	.	.	.	.	503.5	.	.	400.8	416.4	483.5	450.3	484.4	483.3	507.5	517.5
Singapore	6420	2559	.	473.9	.	.	.	490.4	.	.	440.9	.	503.8	552.4	541.7	482.6	534.7
Slovenia	4370	1756	.	.	.	.	.	477.6	.	409.9	459.2	402.9	416.3	470.8	448.4	497.7	512.0
Sweden	3988	1570	.	.	.	.	505.1	.	510.3	432.9	421.7	482.3	520.3	483.3	470.8	507.4	540.3
United Arab Emirates	16007	6349	376.5	452.6	.	342.2	365.1	.	387.7	367.7	375.6	395.3	407.3	432.2	420.5	437.8	459.5
United States	4106	1633	.	529.7	.	.	.	.	448.6	.	404.5	418.5	487.8	475.9	484.6	516.4	521.4
International Avg. (14)	75337	29923	376.5	495.6	415.6	342.2	455.1	441.1	420.9	416.7	424.3	448.4	471.1	479.3	478.6	494.2	518.1
Abu Dhabi, UAE	4066	1611	376.5	452.6	.	.	359.5	.	362.2	349.6	319.9	370.2	382.0	414.0	403.4	408.7	446.9
Dubai, UAE	7626	3025	.	.	.	342.2	317.4	.	490.4	345.5	389.4	404.6	413.5	451.0	444.0	470.7	485.6

Question: Dr. Elizabeth Blackwell - Last item reached during task session  
 Location: (EN11BITEM)

16.Ite m 16 Mean	17.Ite m 17 Mean	MISSIN G Mean	NOT ADMINI STERED Mean
534.8	547.6	531.3	542.1
547.0	544.6	.	547.4
533.5	565.1	.	557.6
481.3	490.0	.	474.8
568.2	573.2	.	565.2
521.2	545.5	.	536.6
537.3	536.4	.	532.0
536.0	569.6	529.5	568.2
533.5	522.9	.	523.5
562.6	590.3	.	587.7
526.6	525.1	.	527.1
551.3	561.8	.	559.0
481.9	477.8	.	466.9
544.9	557.9	.	557.7
532.9	543.4	530.4	539.0
468.7	437.1	.	429.8
497.2	537.1	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Applying" from Q10  
Location: (EN11B10B)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	19.5	0.2	80.4	0.1	60.2	585.4	587.8	533.1	531.3	542.1
Chinese Taipei	4331	1732	37.5	1.1	61.4	0.0	60.2	574.3	515.2	524.3	.	547.4
Denmark	2626	1041	19.8	0.1	80.1	0.0	60.4	588.3	520.8	552.2	.	557.6
Georgia	5657	2231	10.8	0.5	88.7	0.0	59.9	533.4	543.1	473.2	.	474.8
Ireland	2555	1032	18.2	0.1	81.7	0.0	59.9	606.1	646.2	560.8	.	565.3
Israel	3933	1562	25.8	0.2	74.0	0.0	60.6	580.9	428.8	519.7	.	536.7
Italy	3862	1543	16.5	0.4	83.1	0.0	60.1	567.7	526.3	526.5	.	531.9
Norway (5)	3714	1483	16.1	0.2	83.7	0.1	59.8	601.0	597.7	559.9	529.5	568.2
Portugal	4636	1836	30.5	0.3	69.2	0.0	60.4	550.1	489.2	507.9	.	523.5
Singapore	6420	2561	38.9	0.2	60.9	0.0	60.1	625.9	603.3	564.9	.	587.8
Slovenia	4370	1756	20.8	0.6	78.6	0.0	59.9	563.6	534.3	510.7	.	527.1
Sweden	3988	1571	15.6	0.6	83.9	0.0	60.6	595.5	557.7	552.6	.	559.1
United Arab Emirates	16007	6354	11.9	0.5	87.6	0.0	60.1	554.6	379.2	459.5	.	466.9
United States	4106	1636	19.5	0.1	80.4	0.0	59.5	594.8	408.4	545.0	.	557.9
International Avg. (14)	75337	29939	21.5	0.4	78.1	0.0	60.1	580.1	524.1	527.9	530.4	539.0
Abu Dhabi, UAE	4066	1615	9.9	0.7	89.4	0.0	60.0	532.3	357.9	423.7	.	429.8
Dubai, UAE	7626	3026	19.3	0.3	80.4	0.0	60.3	588.4	443.5	515.6	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Studying" from Q10  
Location: (EN11B10C)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	21.4	0.8	77.8	0.1	60.2	588.0	539.3	531.2	531.3	542.1
Chinese Taipei	4331	1732	37.7	1.6	60.7	0.0	60.2	579.0	518.4	521.2	.	547.4
Denmark	2626	1041	18.4	1.2	80.4	0.0	60.4	592.4	494.8	552.8	.	557.6
Georgia	5657	2231	8.1	0.4	91.5	0.0	59.9	542.1	421.8	474.8	.	474.8
Ireland	2555	1032	19.8	0.3	79.8	0.0	59.9	612.9	598.3	558.1	.	565.3
Israel	3933	1562	26.3	1.5	72.2	0.0	60.6	581.1	504.5	519.2	.	536.7
Italy	3862	1543	13.6	1.1	85.3	0.0	60.1	569.4	538.1	527.5	.	531.9
Norway (5)	3714	1483	16.9	1.5	81.6	0.1	59.8	608.3	574.1	557.8	529.5	568.2
Portugal	4636	1836	27.9	1.6	70.4	0.0	60.4	550.7	503.8	509.2	.	523.5
Singapore	6420	2561	46.6	0.8	52.6	0.0	60.1	627.7	583.1	554.3	.	587.8
Slovenia	4370	1756	17.8	2.1	80.1	0.0	59.9	566.8	510.4	512.2	.	527.1
Sweden	3988	1571	15.3	1.2	83.4	0.0	60.6	595.5	562.5	552.6	.	559.1
United Arab Emirates	16007	6354	11.8	1.5	86.7	0.0	60.1	555.7	442.0	459.4	.	466.9
United States	4106	1636	23.3	0.6	76.2	0.0	59.5	596.3	509.8	542.2	.	557.9
International Avg. (14)	75337	29939	21.8	1.2	77.1	0.0	60.1	583.3	521.5	526.6	530.4	539.0
Abu Dhabi, UAE	4066	1615	9.7	1.3	89.0	0.0	60.0	525.7	416.1	424.3	.	429.8
Dubai, UAE	7626	3026	18.7	2.1	79.1	0.0	60.3	593.5	489.9	515.3	.	526.6



Question: Dr. Elizabeth Blackwell - Click on "Practicing" from Q10  
 Location: (EN11B10D)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSING G %	NOT ADMINISTERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSING G Mean	NOT ADMINISTERED Mean
Canada	9132	3601	10.7	5.8	83.5	0.1	60.2	586.0	528.8	538.9	531.3	542.1
Chinese Taipei	4331	1732	23.2	4.2	72.6	0.0	60.2	574.3	542.6	532.9	.	547.4
Denmark	2626	1041	9.6	6.1	84.3	0.0	60.4	596.2	542.5	556.4	.	557.6
Georgia	5657	2231	5.7	4.7	89.6	0.0	59.9	526.4	457.4	478.2	.	474.8
Ireland	2555	1032	11.2	3.3	85.5	0.0	59.9	615.8	526.8	564.6	.	565.3
Israel	3933	1562	13.1	4.7	82.3	0.0	60.6	582.9	515.9	528.8	.	536.7
Italy	3862	1543	9.3	5.6	85.1	0.0	60.1	565.7	508.0	531.4	.	531.9
Norway (5)	3714	1483	8.2	4.6	87.1	0.1	59.8	596.6	552.7	564.5	529.5	568.2
Portugal	4636	1836	16.3	6.2	77.5	0.0	60.4	549.5	490.0	517.1	.	523.5
Singapore	6420	2561	27.4	3.4	69.2	0.0	60.1	627.7	565.3	574.4	.	587.8
Slovenia	4370	1756	10.2	9.9	79.9	0.0	59.9	561.3	503.7	519.0	.	527.1
Sweden	3988	1571	9.8	3.1	87.1	0.0	60.6	592.5	550.6	555.9	.	559.1
United Arab Emirates	16007	6354	7.3	5.8	86.9	0.0	60.1	538.0	441.9	466.7	.	466.9
United States	4106	1636	11.9	5.4	82.7	0.0	59.5	595.0	518.0	551.2	.	557.9
International Avg. (14)	75337	29939	12.4	5.2	82.4	0.0	60.1	579.1	517.4	534.3	530.4	539.0
Abu Dhabi, UAE	4066	1615	6.4	7.2	86.4	0.0	60.0	498.9	408.0	431.4	.	429.8
Dubai, UAE	7626	3026	10.5	4.8	84.7	0.0	60.3	585.3	504.8	523.8	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Women's History" from Q16  
Location: (EN11B160)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSING G %	NOT ADMINISTERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSING G Mean	NOT ADMINISTERED Mean
Canada	9132	3601	0.7	1.0	98.3	0.1	60.2	599.6	500.6	543.5	531.3	542.1
Chinese Taipei	4331	1732	1.4	1.4	97.3	0.0	60.2	590.8	507.5	542.8	.	547.4
Denmark	2626	1041	0.6	0.7	98.7	0.0	60.4	543.4	514.9	559.8	.	557.6
Georgia	5657	2231	0.1	0.7	99.1	0.0	59.9	387.7	433.4	480.5	.	474.8
Ireland	2555	1032	1.2	1.5	97.4	0.0	59.9	589.8	577.0	568.7	.	565.3
Israel	3933	1562	0.6	1.3	98.1	0.0	60.6	599.2	516.3	535.1	.	536.7
Italy	3862	1543	0.3	2.0	97.6	0.0	60.1	583.2	526.2	533.3	.	531.9
Norway (5)	3714	1483	0.5	0.7	98.8	0.1	59.8	645.9	582.7	566.1	529.5	568.2
Portugal	4636	1836	0.2	1.4	98.4	0.0	60.4	496.5	498.0	521.1	.	523.5
Singapore	6420	2561	1.5	1.5	97.1	0.0	60.1	656.9	590.2	587.6	.	587.8
Slovenia	4370	1756	0.4	2.1	97.5	0.0	59.9	547.8	525.4	521.7	.	527.1
Sweden	3988	1571	0.3	0.9	98.9	0.0	60.6	642.5	566.2	559.1	.	559.1
United Arab Emirates	16007	6354	0.5	1.7	97.8	0.0	60.1	511.2	442.6	470.7	.	466.9
United States	4106	1636	0.9	1.5	97.6	0.0	59.5	616.7	556.0	554.0	.	557.9
International Avg. (14)	75337	29939	0.6	1.3	98.0	0.0	60.1	572.2	524.1	538.8	530.4	539.0
Abu Dhabi, UAE	4066	1615	0.3	2.4	97.3	0.0	60.0	458.9	409.8	434.5	.	429.8
Dubai, UAE	7626	3026	0.8	1.5	97.7	0.0	60.3	588.9	507.9	529.2	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Need for Patients" from Q16  
Location: (EN11B16G)

Country	Sample	Valid N	1.Yes, clicke d %	2.No, alread y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicke d Mean	2.No, alread y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	0.8	0.1	99.1	0.1	60.2	599.7	604.4	542.9	531.3	542.1
Chinese Taipei	4331	1732	2.3	0.6	97.1	0.0	60.2	593.8	540.5	541.7	.	547.4
Denmark	2626	1041	1.0	0.1	98.9	0.0	60.4	607.7	356.3	559.2	.	557.6
Georgia	5657	2231	0.4	0.2	99.4	0.0	59.9	547.3	457.7	479.8	.	474.8
Ireland	2555	1032	2.1	0.0	97.9	0.0	59.9	620.6	.	568.0	.	565.3
Israel	3933	1562	0.8	0.4	98.7	0.0	60.6	606.3	458.9	535.0	.	536.7
Italy	3862	1543	0.4	0.3	99.3	0.0	60.1	605.5	535.4	533.0	.	531.9
Norway (5)	3714	1483	1.3	0.2	98.6	0.1	59.8	618.3	548.8	565.9	529.5	568.2
Portugal	4636	1836	0.7	0.1	99.3	0.0	60.4	539.7	489.2	520.6	.	523.5
Singapore	6420	2561	4.0	0.2	95.8	0.0	60.1	650.6	599.2	586.1	.	587.8
Slovenia	4370	1756	0.4	0.2	99.4	0.0	59.9	546.7	562.4	521.6	.	527.1
Sweden	3988	1571	0.5	0.3	99.2	0.0	60.6	615.7	551.2	559.1	.	559.1
United Arab Emirates	16007	6354	0.6	0.4	99.0	0.0	60.1	578.1	349.7	470.3	.	466.9
United States	4106	1636	1.2	0.1	98.7	0.0	59.5	608.8	595.2	553.9	.	557.9
International Avg. (14)	75337	29939	1.2	0.2	98.6	0.0	60.1	595.6	511.5	538.4	530.4	539.0
Abu Dhabi, UAE	4066	1615	0.6	0.9	98.6	0.0	60.0	517.5	333.9	434.4	.	429.8
Dubai, UAE	7626	3026	0.9	0.1	98.9	0.0	60.3	637.2	480.8	528.5	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Women's History" from Q17  
 Location: (EN11B170)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	10.9	0.9	88.2	0.1	60.2	581.8	508.6	539.0	531.3	542.1
Chinese Taipei	4331	1732	39.0	1.4	59.6	0.0	60.2	556.8	513.0	534.5	.	547.4
Denmark	2626	1041	5.8	0.6	93.6	0.0	60.4	575.9	504.6	558.7	.	557.6
Georgia	5657	2231	4.9	0.7	94.5	0.0	59.9	515.7	439.0	478.4	.	474.8
Ireland	2555	1032	20.9	1.2	77.8	0.0	59.9	587.4	596.9	563.7	.	565.3
Israel	3933	1562	12.6	1.2	86.1	0.0	60.6	578.7	516.6	529.2	.	536.7
Italy	3862	1543	11.3	2.0	86.7	0.0	60.1	549.7	526.6	531.3	.	531.9
Norway (5)	3714	1483	13.6	0.8	85.6	0.1	59.8	586.3	594.8	563.2	529.5	568.2
Portugal	4636	1836	14.7	1.3	84.0	0.0	60.4	546.3	499.5	516.5	.	523.5
Singapore	6420	2561	25.9	1.4	72.7	0.0	60.1	634.9	586.4	572.3	.	587.8
Slovenia	4370	1756	10.9	2.0	87.1	0.0	59.9	542.4	529.2	519.1	.	527.1
Sweden	3988	1571	9.7	0.9	89.4	0.0	60.6	583.1	569.9	556.7	.	559.1
United Arab Emirates	16007	6354	8.4	1.7	89.9	0.0	60.1	542.9	442.0	464.2	.	466.9
United States	4106	1636	11.2	1.4	87.4	0.0	59.5	600.1	554.7	548.8	.	557.9
International Avg. (14)	75337	29939	14.3	1.2	84.5	0.0	60.1	570.1	527.3	534.0	530.4	539.0
Abu Dhabi, UAE	4066	1615	6.6	2.3	91.0	0.0	60.0	500.3	408.2	429.8	.	429.8
Dubai, UAE	7626	3026	14.4	1.3	84.3	0.0	60.3	581.9	515.1	520.6	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "A Lady Doctor?" from Q17  
Location: (EN11B17A)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	11.7	4.1	84.2	0.1	60.2	574.9	531.3	539.6	531.3	542.1
Chinese Taipei	4331	1732	45.4	3.6	51.0	0.0	60.2	558.8	534.8	529.4	.	547.4
Denmark	2626	1041	7.0	6.6	86.4	0.0	60.4	577.6	547.7	558.8	.	557.6
Georgia	5657	2231	6.2	3.6	90.2	0.0	59.9	515.3	475.9	477.7	.	474.8
Ireland	2555	1032	18.7	3.0	78.3	0.0	59.9	586.7	556.2	565.4	.	565.3
Israel	3933	1562	14.4	4.7	80.9	0.0	60.6	573.4	527.9	528.9	.	536.7
Italy	3862	1543	14.6	5.2	80.2	0.0	60.1	554.0	511.0	531.0	.	531.9
Norway (5)	3714	1483	16.4	4.7	78.9	0.1	59.8	581.5	568.6	563.4	529.5	568.2
Portugal	4636	1836	16.3	8.0	75.7	0.0	60.4	545.2	520.2	515.5	.	523.5
Singapore	6420	2561	24.8	3.1	72.1	0.0	60.1	632.6	560.7	574.8	.	587.8
Slovenia	4370	1756	13.9	7.3	78.8	0.0	59.9	545.8	514.6	518.3	.	527.1
Sweden	3988	1571	10.7	4.8	84.5	0.0	60.6	584.4	564.1	555.9	.	559.1
United Arab Emirates	16007	6354	8.3	5.6	86.0	0.0	60.1	534.1	446.6	465.9	.	466.9
United States	4106	1636	10.1	5.0	84.9	0.0	59.5	598.9	511.9	551.9	.	557.9
International Avg. (14)	75337	29939	15.6	4.9	79.5	0.0	60.1	568.8	526.5	534.0	530.4	539.0
Abu Dhabi, UAE	4066	1615	6.5	6.3	87.2	0.0	60.0	491.2	406.7	431.7	.	429.8
Dubai, UAE	7626	3026	14.3	4.8	80.9	0.0	60.3	580.9	521.2	520.7	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Applying" from Q17  
Location: (EN11B17B)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	5.1	0.2	94.6	0.1	60.2	590.0	468.8	541.0	531.3	542.1
Chinese Taipei	4331	1732	25.1	0.7	74.2	0.0	60.2	561.5	525.4	536.8	.	547.4
Denmark	2626	1041	3.1	0.1	96.8	0.0	60.4	593.1	520.8	558.3	.	557.6
Georgia	5657	2231	1.6	0.1	98.3	0.0	59.9	526.0	474.0	479.2	.	474.8
Ireland	2555	1032	9.1	0.1	90.8	0.0	59.9	591.9	574.5	566.8	.	565.3
Israel	3933	1562	6.6	0.3	93.1	0.0	60.6	584.0	486.6	532.0	.	536.7
Italy	3862	1543	7.6	0.3	92.1	0.0	60.1	552.2	560.1	531.6	.	531.9
Norway (5)	3714	1483	8.2	0.3	91.5	0.1	59.8	586.4	612.9	564.6	529.5	568.2
Portugal	4636	1836	7.6	0.3	92.1	0.0	60.4	557.5	523.5	517.6	.	523.5
Singapore	6420	2561	12.4	0.4	87.1	0.0	60.1	637.7	588.7	581.7	.	587.8
Slovenia	4370	1756	6.5	0.7	92.7	0.0	59.9	549.8	511.8	520.0	.	527.1
Sweden	3988	1571	5.7	0.7	93.6	0.0	60.6	586.0	568.6	557.7	.	559.1
United Arab Emirates	16007	6354	3.7	0.4	96.0	0.0	60.1	542.1	384.2	468.1	.	466.9
United States	4106	1636	4.3	0.4	95.3	0.0	59.5	616.0	561.2	551.8	.	557.9
International Avg. (14)	75337	29939	7.6	0.4	92.0	0.0	60.1	576.7	525.8	536.2	530.4	539.0
Abu Dhabi, UAE	4066	1615	2.8	0.5	96.8	0.0	60.0	515.5	356.8	432.0	.	429.8
Dubai, UAE	7626	3026	5.8	0.2	93.9	0.0	60.3	583.2	481.1	526.2	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Studying" from Q17  
Location: (EN11B17C)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3601	2.5	4.4	93.1	0.1	60.2	580.1	543.9	542.4	531.3	542.1
Chinese Taipei	4331	1732	21.4	5.9	72.7	0.0	60.2	560.2	541.7	537.9	.	547.4
Denmark	2626	1041	2.0	6.8	91.1	0.0	60.4	583.2	549.9	559.5	.	557.6
Georgia	5657	2231	1.2	3.7	95.1	0.0	59.9	518.8	482.3	479.4	.	474.8
Ireland	2555	1032	6.6	3.7	89.7	0.0	59.9	600.1	553.0	567.5	.	565.3
Israel	3933	1562	5.3	4.9	89.8	0.0	60.6	574.3	537.8	532.9	.	536.7
Italy	3862	1543	4.2	6.0	89.8	0.0	60.1	552.5	519.5	533.3	.	531.9
Norway (5)	3714	1483	4.8	5.6	89.6	0.1	59.8	591.1	564.6	565.4	529.5	568.2
Portugal	4636	1836	5.3	9.4	85.3	0.0	60.4	563.6	521.8	517.9	.	523.5
Singapore	6420	2561	11.0	3.8	85.2	0.0	60.1	641.9	573.0	582.5	.	587.8
Slovenia	4370	1756	4.4	8.7	86.9	0.0	59.9	550.9	523.6	520.2	.	527.1
Sweden	3988	1571	3.9	5.2	90.9	0.0	60.6	586.3	568.1	557.7	.	559.1
United Arab Emirates	16007	6354	2.8	5.3	91.9	0.0	60.1	541.6	465.6	468.6	.	466.9
United States	4106	1636	3.1	4.8	92.1	0.0	59.5	610.1	517.5	554.7	.	557.9
International Avg. (14)	75337	29939	5.6	5.6	88.8	0.0	60.1	575.3	533.0	537.1	530.4	539.0
Abu Dhabi, UAE	4066	1615	1.9	5.3	92.8	0.0	60.0	513.5	428.0	432.7	.	429.8
Dubai, UAE	7626	3026	4.8	5.4	89.8	0.0	60.3	584.9	531.1	526.3	.	526.6

Question: Dr. Elizabeth Blackwell - Click on "Need for Patients" from Q17  
Location: (EN11B17G)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSING G %	NOT ADMINISTERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSING G Mean	NOT ADMINISTERED Mean
Canada	9132	3601	2.9	0.7	96.4	0.1	60.2	585.1	605.2	541.7	531.3	542.1
Chinese Taipei	4331	1732	19.6	0.8	79.6	0.0	60.2	563.3	576.1	537.6	.	547.4
Denmark	2626	1041	1.8	0.2	98.0	0.0	60.4	605.3	568.9	558.5	.	557.6
Georgia	5657	2231	1.2	0.4	98.4	0.0	59.9	547.3	426.5	479.4	.	474.8
Ireland	2555	1032	4.5	0.0	95.5	0.0	59.9	581.2	.	568.5	.	565.3
Israel	3933	1562	4.7	0.4	94.9	0.0	60.6	579.1	475.9	533.4	.	536.7
Italy	3862	1543	3.4	0.4	96.3	0.0	60.1	576.3	549.1	531.7	.	531.9
Norway (5)	3714	1483	3.2	0.1	96.6	0.1	59.8	617.8	537.7	564.9	529.5	568.2
Portugal	4636	1836	5.3	0.1	94.6	0.0	60.4	543.6	518.4	519.4	.	523.5
Singapore	6420	2561	9.9	0.7	89.4	0.0	60.1	633.6	614.5	583.5	.	587.8
Slovenia	4370	1756	2.9	0.3	96.7	0.0	59.9	567.7	564.5	520.3	.	527.1
Sweden	3988	1571	2.0	0.4	97.5	0.0	60.6	594.4	568.2	558.6	.	559.1
United Arab Emirates	16007	6354	3.0	0.4	96.6	0.0	60.1	540.7	371.3	468.8	.	466.9
United States	4106	1636	3.2	0.3	96.6	0.0	59.5	591.0	622.0	553.2	.	557.9
International Avg. (14)	75337	29939	4.8	0.4	94.8	0.0	60.1	580.5	538.3	537.1	530.4	539.0
Abu Dhabi, UAE	4066	1615	2.4	0.9	96.7	0.0	60.0	512.4	353.5	432.8	.	429.8
Dubai, UAE	7626	3026	4.3	0.2	95.4	0.0	60.3	581.1	482.6	527.2	.	526.6



Question: Zebra and Wildebeest Migration - Now, click on the website tab "Migration."  
 Location: (EN11ZWBA)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3544	97.7	2.3	0.2	60.8	544.7	451.0	458.9	543.0
Chinese Taipei	4331	1729	96.4	3.6	0.0	59.9	545.5	482.6	422.0	547.3
Denmark	2626	1038	98.5	1.5	0.2	60.1	562.8	490.9	506.7	556.2
Georgia	5657	2202	94.2	5.8	1.3	60.5	482.0	418.2	398.9	477.7
Ireland	2555	1014	97.0	3.0	0.1	60.1	564.9	517.9	409.3	569.2
Israel	3933	1568	97.4	2.6	0.6	59.4	541.5	448.2	388.0	535.6
Italy	3862	1526	99.1	0.9	0.4	60.5	532.1	485.8	458.5	533.5
Norway (5)	3714	1464	98.9	1.1	0.3	60.2	567.4	563.0	524.2	567.9
Portugal	4636	1857	97.3	2.7	0.3	59.6	526.3	488.8	428.4	521.0
Singapore	6420	2568	98.1	1.9	0.0	59.9	587.3	494.6	376.5	590.0
Slovenia	4370	1741	98.0	2.0	0.2	60.0	526.8	450.2	441.6	525.1
Sweden	3988	1556	98.2	1.8	0.2	60.4	563.8	466.6	444.4	557.8
United Arab Emirates	16007	6079	90.5	9.5	1.6	60.5	479.8	371.2	363.6	470.3
United States	4106	1618	96.8	3.2	0.2	60.4	562.4	479.4	500.3	554.6
International Avg. (14)	75337	29504	97.0	3.0	0.4	60.2	542.0	472.0	437.2	539.2
Abu Dhabi, UAE	4066	1517	86.9	13.1	2.1	60.5	448.0	343.6	339.5	432.9
Dubai, UAE	7626	2967	95.6	4.4	0.6	60.0	531.2	416.4	377.4	530.2

Question: Zebra and Wildebeest Migration - Click on the following link-"Animal Co-operation."  
 Location: (EN11ZWBB)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3552	98.9	1.1	0.1	60.8	543.0	479.3	480.9	543.0
Chinese Taipei	4331	1731	99.2	0.8	0.0	59.9	543.5	509.1	.	547.3
Denmark	2626	1043	99.5	0.5	0.0	60.1	561.7	525.4	497.0	556.2
Georgia	5657	2231	97.6	2.4	0.8	60.5	478.3	413.1	421.4	477.7
Ireland	2555	1016	99.3	0.7	0.0	60.1	563.9	462.8	.	569.2
Israel	3933	1583	99.4	0.6	0.2	59.4	538.6	415.4	388.0	535.6
Italy	3862	1535	98.5	1.5	0.2	60.5	532.3	461.1	449.6	533.5
Norway (5)	3714	1465	99.0	1.0	0.3	60.2	567.8	514.7	530.0	567.9
Portugal	4636	1870	99.1	0.9	0.1	59.6	524.9	483.5	436.7	521.0
Singapore	6420	2571	99.5	0.5	0.0	59.9	585.9	482.3	.	590.0
Slovenia	4370	1745	97.0	3.0	0.2	60.0	527.0	461.8	473.7	525.1
Sweden	3988	1562	99.5	0.5	0.1	60.4	562.3	440.4	414.9	557.8
United Arab Emirates	16007	6241	95.1	4.9	0.4	60.5	471.4	366.3	352.9	470.3
United States	4106	1624	99.1	0.9	0.0	60.4	560.5	454.1	513.4	554.6
International Avg. (14)	75337	29769	98.6	1.4	0.2	60.2	540.1	462.1	450.8	539.2
Abu Dhabi, UAE	4066	1567	93.2	6.8	0.6	60.5	437.7	338.4	323.4	432.9
Dubai, UAE	7626	3013	98.0	2.0	0.2	60.0	526.9	416.9	368.5	530.2

Question: Zebra and Wildebeest Migration - Now, go back to the "Animals on the Move" website.  
 Location: (EN11ZWBC)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3517	99.5	0.5	0.6	60.8	544.3	432.6	437.6	543.0
Chinese Taipei	4331	1724	99.3	0.7	0.1	59.9	544.1	483.3	376.4	547.3
Denmark	2626	1040	99.4	0.6	0.2	60.1	562.0	525.9	468.8	556.2
Georgia	5657	2166	97.9	2.1	1.6	60.5	479.9	427.7	396.9	477.7
Ireland	2555	1014	98.8	1.2	0.1	60.1	564.6	465.5	388.8	569.2
Israel	3933	1553	98.6	1.4	0.9	59.4	541.6	446.8	385.0	535.6
Italy	3862	1515	99.6	0.4	0.6	60.5	532.2	504.3	453.5	533.5
Norway (5)	3714	1466	99.6	0.4	0.3	60.2	567.5	522.2	530.7	567.9
Portugal	4636	1857	99.4	0.6	0.3	59.6	525.7	432.9	426.2	521.0
Singapore	6420	2556	99.2	0.8	0.2	59.9	586.2	554.0	450.2	590.0
Slovenia	4370	1735	98.8	1.2	0.4	60.0	526.5	452.5	430.3	525.1
Sweden	3988	1555	99.7	0.3	0.2	60.4	562.4	478.1	431.2	557.8
United Arab Emirates	16007	5918	97.0	3.0	2.8	60.5	477.0	380.9	350.3	470.3
United States	4106	1613	99.1	0.9	0.3	60.4	561.9	409.0	415.5	554.6
International Avg. (14)	75337	29229	99.0	1.0	0.6	60.2	541.1	465.4	424.4	539.2
Abu Dhabi, UAE	4066	1451	96.4	3.6	3.9	60.5	443.8	366.3	324.8	432.9
Dubai, UAE	7626	2919	98.7	1.3	1.1	60.0	529.5	421.1	375.6	530.2

Question: Zebra and Wildebeest Migration - Next, click on the website tab "The Beginning."  
 Location: (EN11ZWBD)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3223	97.6	2.4	3.3	60.8	549.3	485.3	481.1	543.0
Chinese Taipei	4331	1673	98.8	1.2	1.4	59.9	546.0	510.1	475.3	547.3
Denmark	2626	987	95.4	4.6	2.2	60.1	565.6	535.5	511.5	556.2
Georgia	5657	1997	96.8	3.2	4.8	60.5	483.9	430.8	427.8	477.7
Ireland	2555	946	98.0	2.0	2.9	60.1	569.6	542.8	489.0	569.2
Israel	3933	1430	93.7	6.3	3.9	59.4	548.1	518.4	450.9	535.6
Italy	3862	1445	97.7	2.3	2.5	60.5	535.8	495.5	472.2	533.5
Norway (5)	3714	1388	98.5	1.5	2.5	60.2	570.5	530.7	524.5	567.9
Portugal	4636	1805	93.7	6.3	1.3	59.6	528.1	502.0	464.9	521.0
Singapore	6420	2502	99.4	0.6	1.0	59.9	588.4	542.9	479.0	590.0
Slovenia	4370	1595	95.8	4.2	3.4	60.0	531.5	491.1	470.8	525.1
Sweden	3988	1503	98.2	1.8	1.4	60.4	565.7	500.6	478.0	557.8
United Arab Emirates	16007	5390	93.6	6.4	6.4	60.5	485.0	382.0	397.0	470.3
United States	4106	1483	97.7	2.3	3.3	60.4	568.2	491.3	485.5	554.6
International Avg. (14)	75337	27367	96.8	3.2	2.9	60.2	545.4	497.1	472.0	539.2
Abu Dhabi, UAE	4066	1309	89.8	10.2	8.0	60.5	453.4	360.7	372.2	432.9
Dubai, UAE	7626	2700	97.2	2.8	3.9	60.0	534.5	441.2	450.2	530.2

Question: Zebra and Wildebeest Migration - Now, click on the website tab "The Journey North."  
 Location: (EN11ZWBE)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3542	99.6	0.4	0.3	60.8	543.2	469.7	424.2	543.0
Chinese Taipei	4331	1731	98.9	1.1	0.0	59.9	543.9	478.5	.	547.3
Denmark	2626	1042	98.9	1.1	0.1	60.1	562.2	503.7	470.7	556.2
Georgia	5657	2221	98.8	1.2	0.9	60.5	479.0	408.7	366.8	477.7
Ireland	2555	1013	99.5	0.5	0.1	60.1	563.7	541.9	447.4	569.2
Israel	3933	1576	98.7	1.3	0.4	59.4	539.6	465.2	369.0	535.6
Italy	3862	1531	99.6	0.4	0.3	60.5	531.8	440.4	453.2	533.5
Norway (5)	3714	1466	99.8	0.2	0.3	60.2	567.4	507.3	530.7	567.9
Portugal	4636	1869	99.5	0.5	0.1	59.6	524.9	458.8	415.6	521.0
Singapore	6420	2568	99.5	0.5	0.0	59.9	585.6	589.2	417.8	590.0
Slovenia	4370	1745	99.2	0.8	0.2	60.0	525.9	430.0	448.6	525.1
Sweden	3988	1558	99.5	0.5	0.2	60.4	562.2	547.2	423.1	557.8
United Arab Emirates	16007	6122	96.0	4.0	1.4	60.5	475.1	336.7	347.3	470.3
United States	4106	1620	99.6	0.4	0.1	60.4	560.3	460.1	447.3	554.6
International Avg. (14)	75337	29604	99.1	0.9	0.3	60.2	540.3	474.1	427.8	539.2
Abu Dhabi, UAE	4066	1526	93.6	6.4	2.2	60.5	443.2	317.9	328.2	432.9
Dubai, UAE	7626	2981	98.6	1.4	0.5	60.0	527.9	372.1	374.2	530.2

Question: Zebra and Wildebeest Migration - To read more about this, click on the link--"Predators of the Serengeti."  
 Location: (EN11ZWBF)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3517	97.2	2.8	0.5	60.8	544.8	487.0	457.1	543.0
Chinese Taipei	4331	1717	98.9	1.1	0.3	59.9	543.9	495.1	516.4	547.3
Denmark	2626	1040	99.0	1.0	0.1	60.1	561.9	541.0	453.5	556.2
Georgia	5657	1860	95.1	4.9	5.0	60.5	484.2	442.5	430.2	477.7
Ireland	2555	1009	98.1	1.9	0.3	60.1	564.1	554.5	477.7	569.2
Israel	3933	1557	97.6	2.4	0.9	59.4	539.7	521.3	429.1	535.6
Italy	3862	1505	97.7	2.3	1.0	60.5	533.6	490.3	471.2	533.5
Norway (5)	3714	1461	98.0	2.0	0.3	60.2	567.9	541.0	536.5	567.9
Portugal	4636	1852	96.4	3.6	0.5	59.6	525.7	514.2	453.9	521.0
Singapore	6420	2563	97.1	2.9	0.1	59.9	585.9	580.6	470.0	590.0
Slovenia	4370	1733	96.5	3.5	0.4	60.0	527.0	481.2	472.3	525.1
Sweden	3988	1554	98.1	1.9	0.3	60.4	562.6	544.0	455.4	557.8
United Arab Emirates	16007	6074	93.0	7.0	1.5	60.5	474.9	380.8	389.9	470.3
United States	4106	1614	97.6	2.4	0.3	60.4	560.9	536.9	440.3	554.6
International Avg. (14)	75337	29056	97.2	2.8	0.8	60.2	541.2	507.9	461.0	539.2
Abu Dhabi, UAE	4066	1518	89.8	10.2	1.9	60.5	441.2	357.5	364.0	432.9
Dubai, UAE	7626	2961	96.5	3.5	0.7	60.0	528.9	443.6	424.9	530.2

Question: Zebra and Wildebeest Migration - Now, go back to the "Animals on the Move" website.  
 Location: (EN11ZWBG)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3447	93.7	6.3	0.8	60.8	547.4	493.3	453.5	543.0
Chinese Taipei	4331	1708	95.5	4.5	0.7	59.9	545.4	504.4	521.2	547.3
Denmark	2626	1030	92.6	7.4	0.5	60.1	565.1	529.5	470.8	556.2
Georgia	5657	1990	87.7	12.3	6.0	60.5	488.3	446.7	433.5	477.7
Ireland	2555	1003	93.8	6.2	0.6	60.1	567.3	521.0	476.2	569.2
Israel	3933	1505	92.3	7.7	2.1	59.4	547.8	463.2	457.2	535.6
Italy	3862	1478	96.5	3.5	1.6	60.5	533.5	505.8	493.5	533.5
Norway (5)	3714	1454	96.5	3.5	0.5	60.2	568.6	539.6	520.1	567.9
Portugal	4636	1806	95.9	4.1	1.4	59.6	527.8	493.4	469.0	521.0
Singapore	6420	2557	95.2	4.8	0.2	59.9	588.4	533.2	514.4	590.0
Slovenia	4370	1729	95.2	4.8	0.4	60.0	528.8	462.3	448.8	525.1
Sweden	3988	1549	96.4	3.6	0.5	60.4	563.2	530.1	513.5	557.8
United Arab Emirates	16007	5870	83.8	16.2	3.2	60.5	488.0	379.3	406.0	470.3
United States	4106	1597	94.0	6.0	0.6	60.4	566.3	478.1	466.8	554.6
International Avg. (14)	75337	28723	93.5	6.5	1.4	60.2	544.7	491.4	474.6	539.2
Abu Dhabi, UAE	4066	1454	77.2	22.8	3.8	60.5	457.9	355.3	381.2	432.9
Dubai, UAE	7626	2899	91.1	8.9	1.4	60.0	535.3	442.4	442.2	530.2

Question: Zebra and Wildebeest Migration - Next, click on the website tab "The Return South."  
 Location: (EN11ZWBH)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3443	98.3	1.7	0.8	60.8	545.1	477.5	453.1	543.0
Chinese Taipei	4331	1729	97.8	2.2	0.1	59.9	544.9	473.1	434.0	547.3
Denmark	2626	1029	98.1	1.9	0.5	60.1	563.4	517.9	464.2	556.2
Georgia	5657	1979	96.8	3.2	6.2	60.5	486.4	422.2	428.5	477.7
Ireland	2555	1003	98.5	1.5	0.5	60.1	566.3	468.1	450.1	569.2
Israel	3933	1501	97.2	2.8	2.2	59.4	545.2	445.5	442.6	535.6
Italy	3862	1487	98.7	1.3	1.5	60.5	533.3	501.9	480.5	533.5
Norway (5)	3714	1450	99.2	0.8	0.6	60.2	568.5	499.7	512.5	567.9
Portugal	4636	1803	98.6	1.4	1.3	59.6	527.1	480.2	466.3	521.0
Singapore	6420	2560	98.5	1.5	0.2	59.9	586.4	546.5	485.0	590.0
Slovenia	4370	1726	98.4	1.6	0.5	60.0	526.8	462.1	448.7	525.1
Sweden	3988	1546	99.5	0.5	0.5	60.4	562.6	505.2	493.2	557.8
United Arab Emirates	16007	5831	92.8	7.2	3.4	60.5	481.5	345.9	396.3	470.3
United States	4106	1600	98.3	1.7	0.6	60.4	562.9	451.8	462.1	554.6
International Avg. (14)	75337	28687	97.9	2.1	1.3	60.2	542.9	471.3	458.4	539.2
Abu Dhabi, UAE	4066	1442	89.4	10.6	4.2	60.5	449.6	322.5	372.2	432.9
Dubai, UAE	7626	2889	97.0	3.0	1.5	60.0	531.5	402.4	427.8	530.2



Question: Zebra and Wildebeest Migration - Total number of webpages visited for Zebra and Wildebeest Migration  
 Location: (EN11ZWBZ)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 clicks %	4.4 clicks %	5.5 clicks %	6.6 clicks %	7.7 clicks %	8.8 clicks %	9.9 clicks %	10.10 clicks %	MISSIN G %	NOT ADMINI STERED %
Canada	9132	3567	0.1	0.0	0.1	0.0	0.3	0.6	0.9	1.4	96.6	0.0	0.0	0.1	60.8
Chinese Taipei	4331	1731	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.2	97.5	0.0	0.0	0.0	59.9
Denmark	2626	1045	0.1	0.0	0.0	0.1	0.0	0.2	0.6	1.2	97.9	0.0	0.0	0.0	60.1
Georgia	5657	2275	0.1	0.2	0.4	1.3	2.3	5.7	6.5	7.3	76.3	0.0	0.0	0.0	60.5
Ireland	2555	1016	0.0	0.0	0.0	0.1	0.1	0.4	0.5	1.3	97.5	0.0	0.0	0.0	60.1
Israel	3933	1592	0.1	0.2	0.1	0.1	0.5	1.5	3.0	2.8	91.7	0.0	0.0	0.0	59.4
Italy	3862	1545	0.2	0.0	0.1	0.1	0.4	1.3	1.6	3.7	92.7	0.0	0.0	0.0	60.5
Norway (5)	3714	1468	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.9	98.3	0.0	0.0	0.2	60.2
Portugal	4636	1873	0.0	0.0	0.0	0.0	0.3	0.6	2.3	1.5	95.2	0.0	0.0	0.0	59.6
Singapore	6420	2571	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.8	98.8	0.0	0.0	0.0	59.9
Slovenia	4370	1754	0.0	0.0	0.1	0.0	0.2	0.2	0.9	2.2	96.4	0.0	0.0	0.0	60.0
Sweden	3988	1566	0.2	0.0	0.0	0.0	0.1	0.1	0.7	0.9	97.8	0.0	0.0	0.0	60.4
United Arab Emirates	16007	6308	0.2	0.1	0.5	0.4	1.4	2.8	4.7	6.2	83.7	0.0	0.0	0.0	60.5
United States	4106	1625	0.0	0.0	0.1	0.0	0.2	0.4	0.9	0.8	97.5	0.0	0.0	0.0	60.4
International Avg. (14)	75337	29936	0.1	0.0	0.1	0.1	0.4	1.0	1.7	2.4	94.1	0.0	0.0	0.0	60.2
Abu Dhabi, UAE	4066	1596	0.4	0.2	0.9	0.5	1.9	2.9	5.8	7.4	79.9	0.0	0.0	0.0	60.5
Dubai, UAE	7626	3027	0.0	0.0	0.1	0.3	0.5	1.1	2.2	3.5	92.3	0.0	0.0	0.0	60.0

Question: Zebra and Wildebeest Migration - Total number of webpages visited for Zebra and Wildebeest Migration  
 Location: (EN11ZWBZ)

Country	Sample	Valid N	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 clicks Mean	4.4 clicks Mean	5.5 clicks Mean	6.6 clicks Mean	7.7 clicks Mean	8.8 clicks Mean	9.9 clicks Mean	10.10 clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3567	455.7	405.3	357.7	369.8	415.3	460.0	444.5	467.5	545.4	.	.	507.1	543.0
Chinese Taipei	4331	1731	.	.	.	.	.	.	438.5	513.5	544.2	.	.	.	547.3
Denmark	2626	1045	497.0	.	.	404.3	.	449.3	456.4	526.4	562.9	.	.	.	556.2
Georgia	5657	2275	332.7	388.9	356.1	409.9	394.5	432.2	450.9	450.6	487.9	.	.	.	477.7
Ireland	2555	1016	.	.	.	341.3	440.9	458.4	449.7	522.8	565.2	.	.	.	569.2
Israel	3933	1592	342.7	303.9	317.3	417.4	380.6	417.0	472.5	466.6	545.1	.	.	.	535.6
Italy	3862	1545	426.1	.	440.2	492.7	444.7	475.2	507.3	479.0	534.9	.	.	.	533.5
Norway (5)	3714	1468	518.3	.	.	.	.	388.3	471.2	530.0	568.3	.	.	552.4	567.9
Portugal	4636	1873	495.9	.	388.9	.	420.1	431.6	477.8	464.1	527.5	.	.	.	521.0
Singapore	6420	2571	.	.	447.0	.	435.0	415.5	454.7	496.5	586.6	.	.	.	590.0
Slovenia	4370	1754	.	.	417.3	415.5	437.5	423.3	457.6	458.2	527.5	.	.	.	525.1
Sweden	3988	1566	414.9	.	395.6	.	420.2	472.3	533.2	496.8	562.9	.	.	.	557.8
United Arab Emirates	16007	6308	308.2	373.5	336.9	349.0	372.1	401.8	391.3	386.9	480.7	.	.	.	470.3
United States	4106	1625	403.3	.	368.7	.	438.4	420.2	477.8	471.1	562.0	.	.	648.8	554.6
International Avg. (14)	75337	29936	419.5	367.9	382.6	400.0	418.1	434.2	463.1	480.7	542.9	.	.	569.5	539.2
Abu Dhabi, UAE	4066	1596	305.5	359.2	325.8	320.8	355.6	378.7	365.8	351.1	447.6	.	.	.	432.9
Dubai, UAE	7626	3027	262.3	372.0	397.6	369.8	379.6	423.3	424.2	422.5	532.9	.	.	.	530.2

Question: Zebra and Wildebeest Migration - Total number of clicks on animal-co-operation  
 Location: (EN11ZADA)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3567	96.6	0.9	0.3	2.3	60.9	0.0	545.3	452.6	387.9	461.6	542.9	.
Chinese Taipei	4331	1731	86.0	5.1	2.6	6.3	59.9	0.0	546.0	526.8	527.4	524.1	547.3	.
Denmark	2626	1045	97.0	1.2	0.8	1.0	60.1	0.0	562.2	513.6	567.8	542.2	556.2	.
Georgia	5657	2275	93.2	2.3	1.4	3.1	60.5	0.0	479.8	442.7	419.8	400.7	477.7	.
Ireland	2555	1016	96.6	1.1	0.1	2.2	60.1	0.0	564.3	535.1	635.0	524.9	569.2	.
Israel	3933	1592	93.5	1.7	1.2	3.6	59.4	0.0	542.4	481.0	453.9	448.2	535.6	.
Italy	3862	1545	97.4	0.7	0.6	1.3	60.5	0.0	532.2	482.5	517.4	468.3	533.5	.
Norway (5)	3714	1468	96.4	1.1	0.7	1.8	60.4	0.0	567.7	554.4	565.2	544.3	567.8	.
Portugal	4636	1873	95.4	1.9	0.8	1.9	59.6	0.0	525.9	491.1	499.0	494.6	521.0	.
Singapore	6420	2571	94.2	1.9	1.0	2.9	59.9	0.0	586.4	572.2	553.0	571.4	590.0	.
Slovenia	4370	1754	95.1	2.1	0.8	2.0	60.0	0.0	526.7	510.6	478.8	471.4	525.1	.
Sweden	3988	1566	98.2	0.4	0.5	0.9	60.4	0.0	562.3	473.2	510.5	527.8	557.8	.
United Arab Emirates	16007	6308	87.0	3.3	1.6	8.2	60.5	0.0	479.1	404.7	400.9	354.0	470.3	.
United States	4106	1625	95.8	1.4	1.0	1.8	60.5	0.0	561.1	525.1	533.9	515.0	554.6	.
International Avg. (14)	75337	29936	94.5	1.8	0.9	2.8	60.2	0.0	541.5	497.5	503.6	489.2	539.2	.
Abu Dhabi, UAE	4066	1596	82.5	3.9	1.8	11.9	60.5	0.0	447.0	376.2	365.3	334.5	432.9	.
Dubai, UAE	7626	3027	92.6	2.5	1.0	3.9	60.0	0.0	531.0	476.6	442.2	410.8	530.2	.

Question: Zebra and Wildebeest Migration - Total number of clicks on predators-of-the-serengeti  
 Location: (EN11ZADB)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3567	98.1	0.6	0.1	1.3	60.9	0.0	543.5	509.0	548.6	452.0	542.9	.
Chinese Taipei	4331	1731	89.5	3.6	1.9	5.0	59.9	0.0	543.9	546.2	544.8	528.3	547.3	.
Denmark	2626	1045	98.2	1.0	0.2	0.6	60.1	0.0	562.2	508.2	579.3	529.2	556.2	.
Georgia	5657	2275	95.2	1.9	0.8	2.0	60.5	0.0	476.8	467.3	421.4	448.8	477.7	.
Ireland	2555	1016	97.7	0.7	0.5	1.1	60.1	0.0	563.6	541.0	575.1	541.3	569.2	.
Israel	3933	1592	96.0	1.6	0.6	1.8	59.4	0.0	540.0	473.1	453.7	455.7	535.6	.
Italy	3862	1545	98.9	0.6	0.1	0.5	60.5	0.0	530.9	538.1	503.4	530.8	533.5	.
Norway (5)	3714	1468	98.1	1.0	0.1	0.8	60.4	0.0	567.1	567.8	609.4	570.4	567.8	.
Portugal	4636	1873	97.4	1.1	0.4	1.1	59.6	0.0	525.3	499.7	461.8	495.7	521.0	.
Singapore	6420	2571	94.8	2.1	0.7	2.3	59.9	0.0	584.9	592.6	571.6	605.4	590.0	.
Slovenia	4370	1754	97.3	1.2	0.6	0.9	60.0	0.0	525.9	494.8	464.9	486.9	525.1	.
Sweden	3988	1566	98.9	0.3	0.1	0.7	60.4	0.0	561.8	527.9	580.3	520.7	557.8	.
United Arab Emirates	16007	6308	94.3	1.9	0.9	2.9	60.5	0.0	471.0	377.5	365.7	366.6	470.3	.
United States	4106	1625	96.4	1.1	0.5	2.0	60.5	0.0	560.2	567.4	498.4	534.3	554.6	.
International Avg. (14)	75337	29936	96.5	1.3	0.5	1.7	60.2	0.0	539.8	515.0	512.7	504.7	539.2	.
Abu Dhabi, UAE	4066	1596	92.9	2.4	1.0	3.7	60.5	0.0	435.8	350.2	343.7	342.4	432.9	.
Dubai, UAE	7626	3027	96.8	1.2	0.3	1.6	60.0	0.0	526.5	432.1	477.2	451.9	530.2	.

Question: Zebra and Wildebeest Migration - Total number of ad clicks for Zebra and Wildebeest Migration  
Location: (EN11ZADZ)

Question: Zebra and Wildebeest Migration - Index of clicks on ads during Migration Task (DERIVED)  
 Location: (EN11ZADY)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3567	95.3	1.1	0.1	3.4	60.9	0.0	546.2	470.3	478.2	456.5	542.9	.
Chinese Taipei	4331	1731	81.6	5.8	2.9	9.7	59.9	0.0	546.0	534.6	536.9	526.1	547.3	.
Denmark	2626	1045	96.1	1.4	0.7	1.8	60.1	0.0	562.4	531.8	541.6	538.8	556.2	.
Georgia	5657	2275	89.7	3.7	2.0	4.6	60.5	0.0	479.9	460.6	426.5	426.2	477.7	.
Ireland	2555	1016	95.4	1.1	0.4	3.0	60.1	0.0	564.6	542.7	537.3	531.7	569.2	.
Israel	3933	1592	91.7	2.1	1.6	4.6	59.4	0.0	544.2	475.7	452.2	451.1	535.6	.
Italy	3862	1545	96.8	1.0	0.6	1.6	60.5	0.0	532.1	507.0	524.6	476.8	533.5	.
Norway (5)	3714	1468	95.2	1.7	0.5	2.5	60.4	0.0	567.6	558.2	565.4	555.9	567.8	.
Portugal	4636	1873	93.8	2.5	0.8	3.0	59.6	0.0	526.6	497.1	477.5	491.2	521.0	.
Singapore	6420	2571	91.6	2.5	1.4	4.5	59.9	0.0	585.9	593.1	561.7	578.6	590.0	.
Slovenia	4370	1754	93.5	2.4	1.3	2.9	60.0	0.0	527.0	514.8	488.4	479.6	525.1	.
Sweden	3988	1566	97.5	0.6	0.5	1.4	60.4	0.0	562.8	471.2	516.8	520.3	557.8	.
United Arab Emirates	16007	6308	85.3	3.7	1.7	9.4	60.5	0.0	480.2	411.6	396.9	362.3	470.3	.
United States	4106	1625	93.3	1.7	1.4	3.6	60.5	0.0	561.5	539.3	555.6	518.5	554.6	.
International Avg. (14)	75337	29936	92.6	2.2	1.1	4.0	60.2	0.0	541.9	507.7	504.2	493.8	539.2	.
Abu Dhabi, UAE	4066	1596	80.6	4.3	2.0	13.1	60.5	0.0	447.7	386.3	357.5	342.1	432.9	.
Dubai, UAE	7626	3027	91.5	2.7	1.2	4.6	60.0	0.0	531.2	482.0	462.5	421.5	530.2	.

Question: Zebra and Wildebeest Migration - Last item reached during task session  
Location: (EN11ZITEM)

Country	Sample	Valid N	1.Item 1 %	2.Item 2 %	3.Item 3 %	4.Item 4 %	5.Item 5 %	6.Item 6 %	7.Item 7 %	8.Item 8 %	9.Item 9 %	10.Item m 10 %	11.Item m 11 %	12.Item m 12 %	13.Item m 13 %	14.Item m 14 %	15.Item m 15 %
Canada	9132	3565	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.1	0.2	0.2	0.5
Chinese Taipei	4331	1731	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Denmark	2626	1045	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.4	0.4
Georgia	5657	2275	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	3.0	0.4	2.2	2.2	4.7
Ireland	2555	1016	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.4	0.3
Israel	3933	1592	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.4	0.2	0.6	0.5	2.1
Italy	3862	1543	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.1	0.1	0.5	0.3	1.6
Norway (5)	3714	1468	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Portugal	4636	1873	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	2.0
Singapore	6420	2571	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Slovenia	4370	1754	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.5
Sweden	3988	1566	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1	0.4
United Arab Emirates	16007	6305	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.8	0.3	1.2	0.8	2.5
United States	4106	1624	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.7
International Avg. (14)	75337	29928	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4	0.1	0.4	0.4	1.1
Abu Dhabi, UAE	4066	1594	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.5	0.0	0.0	1.1	0.2	1.4	1.0	3.1
Dubai, UAE	7626	3027	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.1	0.6	0.2	1.4

Question: Zebra and Wildebeest Migration - Last item reached during task session  
 Location: (EN11ZITEM)

16.Ite	17.Ite	18.Ite	19.Ite	20.Ite	MISSIN	NOT
m 16	m 17	m 18	m 19	m 20	G	ADMINI
%	%	%	%	%	%	STERED
1.3	0.6	2.5	1.9	92.1	0.1	60.8
0.2	0.2	2.9	0.5	96.1	0.0	59.9
1.7	0.2	2.3	1.7	93.2	0.0	60.1
6.1	1.8	5.2	3.5	70.2	0.0	60.5
0.5	0.6	1.8	0.5	95.6	0.0	60.1
2.7	0.9	3.2	2.3	87.0	0.0	59.4
1.4	0.3	4.0	2.8	88.5	0.0	60.6
1.2	0.3	1.5	0.7	95.9	0.2	60.2
2.0	0.5	4.3	2.2	88.1	0.0	59.6
0.3	0.2	0.8	0.6	98.0	0.0	59.9
0.9	0.6	1.4	2.7	93.4	0.0	60.0
0.8	0.5	1.5	1.2	95.1	0.0	60.4
3.6	1.2	4.4	2.2	82.5	0.0	60.5
0.6	0.6	1.2	0.4	96.0	0.0	60.5
1.7	0.6	2.6	1.7	90.8	0.0	60.2
3.7	1.0	4.5	2.0	81.2	0.0	60.5
1.8	0.7	2.8	2.2	89.8	0.0	60.0



Question: Zebra and Wildebeest Migration - Last item reached during task session  
 Location: (EN11ZITEM)

Country	Sample	Valid N	1.Item 1 Mean	2.Item 2 Mean	3.Item 3 Mean	4.Item 4 Mean	5.Item 5 Mean	6.Item 6 Mean	7.Item 7 Mean	8.Item 8 Mean	9.Item 9 Mean	10.Item m 10 Mean	11.Item m 11 Mean	12.Item m 12 Mean	13.Item m 13 Mean	14.Item m 14 Mean	15.Item m 15 Mean
Canada	9132	3565	.	.	464.5	.	479.7	388.4	460.3	357.9	410.1	.	467.4	399.9	460.9	457.1	462.6
Chinese Taipei	4331	1731	.	.	.	.	.	.	.	.	.	.	.	.	.	.	434.0
Denmark	2626	1045	.	.	.	.	.	.	.	497.0	.	.	451.8	402.0	.	439.2	464.7
Georgia	5657	2275	.	.	.	.	.	.	.	345.8	363.0	382.4	415.8	475.6	425.6	416.8	455.4
Ireland	2555	1016	.	.	.	.	.	.	.	.	.	440.9	.	.	447.7	438.6	491.2
Israel	3933	1592	.	.	342.7	.	.	.	.	379.7	283.1	.	406.4	417.4	429.2	455.9	475.5
Italy	3862	1543	467.6	.	.	.	.	.	423.8	411.6	435.4	462.9	471.6	460.3	480.9	448.7	516.4
Norway (5)	3714	1468	.	.	.	.	.	.	.	518.3	.	.	.	.	437.5	502.2	479.7
Portugal	4636	1873	495.9	.	.	.	.	.	.	.	388.9	.	431.5	429.0	425.3	464.7	481.2
Singapore	6420	2571	.	.	.	.	447.0	.	.	435.0	.	.	415.5	.	.	572.4	548.2
Slovenia	4370	1754	.	.	.	.	457.6	.	.	.	.	.	402.9	.	417.2	457.9	462.1
Sweden	3988	1566	458.5	341.9	429.6	.	395.6	.	.	.	420.2	.	477.4	.	.	485.8	504.1
United Arab Emirates	16007	6305	256.5	326.8	298.2	.	.	.	269.4	367.9	386.6	431.7	387.5	396.8	392.2	426.3	426.5
United States	4106	1624	.	.	.	.	368.7	.	.	.	.	.	402.6	424.6	477.8	447.7	486.0
International Avg. (14)	75337	29928	419.6	334.3	383.7	.	429.7	388.4	384.5	414.1	383.9	429.5	430.0	425.7	439.4	462.6	477.7
Abu Dhabi, UAE	4066	1594	256.5	326.8	298.2	.	.	.	269.4	357.2	374.4	.	364.0	383.1	387.6	397.0	401.6
Dubai, UAE	7626	3027	.	.	.	.	.	.	.	445.9	362.6	512.6	421.0	431.9	414.8	445.1	454.9

Question: Zebra and Wildebeest Migration - Last item reached during task session  
 Location: (EN11ZITEM)

16.Ite	17.Ite	18.Ite	19.Ite	20.Ite	MISSIN	NOT
m 16	m 17	m 18	m 19	m 20	G	ADMINI
Mean	Mean	Mean	Mean	Mean	Mean	STERED
504.5	467.5	521.5	518.1	545.9	507.1	543.0
471.6	539.2	516.1	520.7	544.4	.	547.3
496.2	527.5	535.2	526.4	565.1	.	556.2
457.3	467.7	479.7	489.4	484.8	.	477.7
458.5	481.3	552.5	578.1	565.5	.	569.2
471.9	484.8	492.7	508.3	545.8	.	535.6
470.0	507.9	539.4	518.8	533.6	.	533.4
520.0	512.6	544.1	551.7	568.8	552.4	567.9
483.1	489.1	524.6	518.5	527.5	.	521.0
523.9	543.2	528.1	533.7	586.6	.	590.0
481.2	521.3	514.1	475.5	527.5	.	525.1
511.4	523.5	537.0	548.2	563.5	.	557.8
420.4	453.1	442.9	460.7	472.9	.	470.3
533.8	471.9	501.8	483.3	562.5	648.8	554.5
486.0	499.3	516.4	516.5	542.5	569.5	539.2
403.7	389.3	420.0	446.6	435.4	.	432.8
467.6	482.9	483.6	486.4	530.2	.	530.2

Question: Zebra and Wildebeest Migration - Click on "The Beginning" from Q12  
Location: (EN11Z12D)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3567	12.7	0.2	87.1	0.1	60.8	551.7	505.7	540.9	507.1	543.0
Chinese Taipei	4331	1731	25.1	2.0	72.9	0.0	59.9	566.0	528.6	535.7	.	547.3
Denmark	2626	1045	13.2	1.7	85.0	0.0	60.1	573.6	518.8	560.4	.	556.2
Georgia	5657	2275	12.4	1.3	86.3	0.0	60.5	511.0	418.2	471.4	.	477.7
Ireland	2555	1016	11.7	0.4	87.9	0.0	60.1	570.9	575.8	562.1	.	569.2
Israel	3933	1592	18.3	0.5	81.1	0.0	59.4	539.4	384.1	537.4	.	535.6
Italy	3862	1545	14.3	0.3	85.4	0.0	60.5	544.4	492.7	528.8	.	533.5
Norway (5)	3714	1468	11.9	0.6	87.5	0.2	60.2	572.2	542.9	566.6	552.4	567.9
Portugal	4636	1873	17.1	1.1	81.8	0.0	59.6	524.0	536.1	524.4	.	521.0
Singapore	6420	2571	16.0	0.2	83.8	0.0	59.9	607.3	493.7	581.4	.	590.0
Slovenia	4370	1754	10.9	0.7	88.4	0.0	60.0	543.4	487.6	522.8	.	525.1
Sweden	3988	1566	8.7	0.7	90.6	0.0	60.4	571.5	581.2	560.3	.	557.8
United Arab Emirates	16007	6308	13.8	2.8	83.4	0.0	60.5	496.0	408.7	462.1	.	470.3
United States	4106	1625	10.6	0.1	89.3	0.0	60.4	571.4	538.7	558.1	648.8	554.6
International Avg. (14)	75337	29936	14.1	0.9	85.0	0.0	60.2	553.1	500.9	536.6	569.5	539.2
Abu Dhabi, UAE	4066	1596	11.4	2.9	85.7	0.0	60.5	463.3	354.6	427.4	.	432.9
Dubai, UAE	7626	3027	15.9	2.7	81.3	0.0	60.0	545.8	478.2	521.3	.	530.2

Question: Zebra and Wildebeest Migration - Click on "The Beginning" from Q17  
Location: (EN11Z17D)

Country	Sample	Valid N	1.Yes, clicke d %	2.No, alread y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicke d Mean	2.No, alread y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3567	1.4	0.2	98.4	0.1	60.8	520.9	558.0	542.4	507.1	543.0
Chinese Taipei	4331	1731	2.8	1.3	95.9	0.0	59.9	543.3	516.7	543.5	.	547.3
Denmark	2626	1045	0.5	0.4	99.0	0.0	60.1	556.6	464.2	561.9	.	556.2
Georgia	5657	2275	0.4	0.6	99.0	0.0	60.5	528.2	394.8	475.9	.	477.7
Ireland	2555	1016	0.8	0.2	99.0	0.0	60.1	519.3	481.8	563.8	.	569.2
Israel	3933	1592	0.6	0.9	98.6	0.0	59.4	547.6	486.5	537.3	.	535.6
Italy	3862	1545	0.7	0.0	99.3	0.0	60.5	535.7	.	530.9	.	533.5
Norway (5)	3714	1468	0.5	0.2	99.3	0.2	60.2	542.4	522.2	567.3	552.4	567.9
Portugal	4636	1873	0.6	0.5	98.9	0.0	59.6	500.5	448.7	524.9	.	521.0
Singapore	6420	2571	1.9	0.4	97.7	0.0	59.9	591.5	506.3	585.6	.	590.0
Slovenia	4370	1754	0.2	0.4	99.4	0.0	60.0	521.0	490.4	525.0	.	525.1
Sweden	3988	1566	0.2	0.2	99.6	0.0	60.4	597.1	484.8	561.5	.	557.8
United Arab Emirates	16007	6308	1.1	1.4	97.5	0.0	60.5	459.7	384.4	466.5	.	470.3
United States	4106	1625	1.8	0.1	98.0	0.0	60.4	570.5	424.5	559.5	648.8	554.6
International Avg. (14)	75337	29936	1.0	0.5	98.5	0.0	60.2	538.2	474.1	539.0	569.5	539.2
Abu Dhabi, UAE	4066	1596	1.0	1.7	97.3	0.0	60.5	384.7	325.0	431.6	.	432.9
Dubai, UAE	7626	3027	1.1	1.3	97.6	0.0	60.0	535.7	468.1	524.6	.	530.2

Question: Zebra and Wildebeest Migration - Click on "The Journey North" from Q17  
Location: (EN11Z17E)

Country	Sample	Valid N	1.Yes, clicke d %	2.No, alread y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicke d Mean	2.No, alread y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3567	1.6	1.1	97.3	0.1	60.8	532.0	526.8	542.5	507.1	543.0
Chinese Taipei	4331	1731	4.7	2.7	92.6	0.0	59.9	547.6	524.1	543.5	.	547.3
Denmark	2626	1045	0.9	2.2	97.0	0.0	60.1	565.6	557.0	561.5	.	556.2
Georgia	5657	2275	0.7	1.9	97.3	0.0	60.5	499.1	466.6	475.6	.	477.7
Ireland	2555	1016	1.1	0.8	98.1	0.0	60.1	545.4	487.7	564.0	.	569.2
Israel	3933	1592	1.1	0.5	98.4	0.0	59.4	560.1	431.8	537.2	.	535.6
Italy	3862	1545	1.3	1.4	97.3	0.0	60.5	544.8	491.0	531.3	.	533.5
Norway (5)	3714	1468	0.9	1.5	97.7	0.2	60.2	566.0	547.4	567.4	552.4	567.9
Portugal	4636	1873	1.5	1.7	96.8	0.0	59.6	510.1	512.2	524.9	.	521.0
Singapore	6420	2571	2.7	1.3	96.0	0.0	59.9	589.2	584.7	585.3	.	590.0
Slovenia	4370	1754	0.8	2.3	96.9	0.0	60.0	521.3	499.9	525.4	.	525.1
Sweden	3988	1566	0.3	1.9	97.8	0.0	60.4	612.1	557.1	561.4	.	557.8
United Arab Emirates	16007	6308	1.6	3.1	95.3	0.0	60.5	463.4	413.5	467.0	.	470.3
United States	4106	1625	3.1	0.6	96.3	0.0	60.4	575.9	478.7	559.5	648.8	554.6
International Avg. (14)	75337	29936	1.6	1.6	96.8	0.0	60.2	545.2	505.6	539.0	569.5	539.2
Abu Dhabi, UAE	4066	1596	1.6	3.4	95.0	0.0	60.5	407.7	368.4	431.9	.	432.9
Dubai, UAE	7626	3027	1.8	2.7	95.6	0.0	60.0	521.0	496.4	524.8	.	530.2

Question: Troy - Now, click on the website tab "The War."  
 Location: (EN11TWBA)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3592	98.9	1.1	0.1	60.2	541.3	472.9	513.9	544.1
Chinese Taipei	4331	1726	98.7	1.3	0.1	60.1	553.5	423.9	468.7	541.7
Denmark	2626	1062	99.2	0.8	0.1	59.3	556.3	431.0	464.6	560.5
Georgia	5657	2181	98.3	1.7	1.2	60.1	481.0	384.1	415.5	476.6
Ireland	2555	1012	100.0	0.0	0.0	60.5	566.7	.	381.5	567.0
Israel	3933	1550	98.1	1.9	0.5	60.1	541.5	425.4	403.8	535.1
Italy	3862	1521	99.7	0.3	0.1	60.5	535.3	518.9	459.6	530.8
Norway (5)	3714	1483	99.8	0.2	0.0	60.1	565.8	554.3	536.7	568.7
Portugal	4636	1840	99.4	0.6	0.1	60.3	522.3	451.9	429.0	523.0
Singapore	6420	2553	99.4	0.6	0.0	60.1	589.3	528.8	463.1	587.6
Slovenia	4370	1745	98.6	1.4	0.2	59.6	525.1	480.7	490.7	525.5
Sweden	3988	1582	99.8	0.2	0.2	60.1	557.7	422.8	487.1	560.6
United Arab Emirates	16007	6159	96.9	3.1	1.4	60.0	475.8	336.4	364.6	468.8
United States	4106	1612	99.3	0.7	0.1	60.5	555.9	502.2	462.2	557.4
International Avg. (14)	75337	29618	99.0	1.0	0.3	60.1	540.5	456.4	452.9	539.1
Abu Dhabi, UAE	4066	1531	95.4	4.6	2.1	60.3	440.0	326.2	346.2	432.4
Dubai, UAE	7626	2983	99.0	1.0	0.6	60.1	530.2	360.7	370.4	528.8

Question: Troy - Now, click on the website tab "The Plan."  
 Location: (EN11TWBB)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3598	99.7	0.3	0.1	60.2	540.9	434.1	500.9	544.1
Chinese Taipei	4331	1729	98.9	1.1	0.0	60.1	552.9	439.4	464.3	541.7
Denmark	2626	1064	99.4	0.6	0.1	59.3	556.0	436.8	469.8	560.5
Georgia	5657	2223	98.4	1.6	0.3	60.1	479.0	403.4	429.3	476.6
Ireland	2555	1013	99.5	0.5	0.0	60.5	566.9	494.5	.	567.0
Israel	3933	1563	98.1	1.9	0.1	60.1	540.9	402.2	377.9	535.1
Italy	3862	1521	99.6	0.4	0.1	60.5	535.3	516.6	477.8	530.8
Norway (5)	3714	1483	100.0	0.0	0.0	60.1	565.8	554.2	536.7	568.7
Portugal	4636	1845	99.8	0.2	0.0	60.3	521.8	401.8	496.3	523.0
Singapore	6420	2554	99.6	0.4	0.0	60.1	589.1	533.8	.	587.6
Slovenia	4370	1750	99.0	1.0	0.1	59.6	525.0	466.4	432.7	525.5
Sweden	3988	1584	99.9	0.1	0.1	60.1	557.5	476.4	448.1	560.6
United Arab Emirates	16007	6275	96.1	3.9	0.6	60.0	474.8	336.2	359.4	468.8
United States	4106	1613	99.5	0.5	0.1	60.5	555.7	488.1	459.1	557.4
International Avg. (14)	75337	29815	99.1	0.9	0.1	60.1	540.1	456.0	454.4	539.1
Abu Dhabi, UAE	4066	1568	94.6	5.4	1.0	60.3	439.5	311.7	336.3	432.4
Dubai, UAE	7626	3019	98.6	1.4	0.2	60.1	528.9	399.4	346.8	528.8

Question: Troy - Now, click on the website tab "Searching for Troy."  
 Location: (EN11TWBC)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3576	99.2	0.8	0.3	60.2	540.9	507.0	511.4	544.1
Chinese Taipei	4331	1705	98.8	1.2	0.7	60.1	553.4	434.4	532.1	541.7
Denmark	2626	1064	99.9	0.1	0.0	59.3	555.2	446.9	560.7	560.5
Georgia	5657	2169	98.3	1.7	1.3	60.1	480.6	414.2	416.3	476.6
Ireland	2555	1009	99.4	0.6	0.2	60.5	567.5	452.3	501.4	567.0
Israel	3933	1539	98.1	1.9	0.8	60.1	541.5	442.8	447.2	535.1
Italy	3862	1513	99.5	0.5	0.4	60.5	535.8	467.0	487.3	530.8
Norway (5)	3714	1478	99.5	0.5	0.2	60.1	566.2	508.4	532.8	568.7
Portugal	4636	1833	99.1	0.9	0.2	60.3	522.5	448.7	458.6	523.0
Singapore	6420	2545	99.6	0.4	0.1	60.1	589.4	483.0	539.4	587.6
Slovenia	4370	1741	99.2	0.8	0.5	59.6	525.8	470.3	434.9	525.5
Sweden	3988	1574	99.8	0.2	0.3	60.1	557.7	516.5	489.8	560.6
United Arab Emirates	16007	6222	94.5	5.5	1.0	60.0	476.8	347.8	381.5	468.8
United States	4106	1606	99.5	0.5	0.2	60.5	555.7	484.6	532.8	557.4
International Avg. (14)	75337	29574	98.9	1.1	0.4	60.1	540.6	458.9	487.6	539.1
Abu Dhabi, UAE	4066	1553	91.6	8.4	1.4	60.3	441.7	334.5	362.0	432.4
Dubai, UAE	7626	2997	98.4	1.6	0.5	60.1	529.8	391.4	410.9	528.8



Question: Troy - Click on the following link--"Kids' Site: Archaeology."  
Location: (EN11TWBD)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3574	99.2	0.8	0.3	60.2	541.0	515.9	490.0	544.1
Chinese Taipei	4331	1717	98.7	1.3	0.4	60.1	552.8	499.0	497.7	541.7
Denmark	2626	1062	99.6	0.4	0.2	59.3	555.6	543.5	466.6	560.5
Georgia	5657	2195	96.5	3.5	0.8	60.1	481.0	416.9	410.9	476.6
Ireland	2555	1011	98.4	1.6	0.1	60.5	567.8	508.1	440.8	567.0
Israel	3933	1556	97.5	2.5	0.4	60.1	541.8	421.6	432.6	535.1
Italy	3862	1504	97.7	2.3	0.5	60.5	536.4	506.5	487.9	530.8
Norway (5)	3714	1481	99.8	0.2	0.1	60.1	566.2	421.1	498.5	568.7
Portugal	4636	1838	97.9	2.1	0.2	60.3	522.3	490.8	493.5	523.0
Singapore	6420	2551	99.3	0.7	0.0	60.1	589.4	529.1	509.9	587.6
Slovenia	4370	1742	97.0	3.0	0.3	59.6	525.2	508.0	461.8	525.5
Sweden	3988	1573	99.2	0.8	0.3	60.1	558.1	511.7	471.8	560.6
United Arab Emirates	16007	6259	93.0	7.0	0.7	60.0	477.2	363.5	384.3	468.8
United States	4106	1609	98.8	1.2	0.1	60.5	556.6	473.3	452.2	557.4
International Avg. (14)	75337	29672	98.0	2.0	0.3	60.1	540.8	479.2	464.2	539.1
Abu Dhabi, UAE	4066	1566	90.0	10.0	1.0	60.3	442.4	338.9	362.1	432.4
Dubai, UAE	7626	3012	97.7	2.3	0.3	60.1	529.6	415.3	412.7	528.8

Question: Troy - Now, click on the website tab "Knowing where to dig?"  
 Location: (EN11TWBE)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3581	97.8	2.2	0.2	60.2	542.4	462.0	489.4	544.1
Chinese Taipei	4331	1725	97.4	2.6	0.1	60.1	553.7	488.1	423.7	541.7
Denmark	2626	1060	96.5	3.5	0.2	59.3	557.9	489.7	465.0	560.5
Georgia	5657	2180	94.7	5.3	1.2	60.1	483.8	412.9	394.7	476.6
Ireland	2555	1013	97.4	2.6	0.0	60.5	567.8	517.5	.	567.0
Israel	3933	1545	95.2	4.8	0.6	60.1	545.0	435.8	397.3	535.1
Italy	3862	1516	98.2	1.8	0.2	60.5	536.3	503.6	427.5	530.8
Norway (5)	3714	1482	98.1	1.9	0.1	60.1	566.8	520.0	498.5	568.7
Portugal	4636	1841	98.4	1.6	0.1	60.3	522.5	483.8	417.7	523.0
Singapore	6420	2554	98.7	1.3	0.0	60.1	589.2	564.7	.	587.6
Slovenia	4370	1751	97.8	2.2	0.1	59.6	525.8	458.2	449.5	525.5
Sweden	3988	1574	98.6	1.4	0.3	60.1	558.6	496.3	481.6	560.6
United Arab Emirates	16007	6186	90.4	9.6	1.2	60.0	481.0	377.2	358.0	468.8
United States	4106	1606	98.5	1.5	0.2	60.5	557.0	474.7	435.3	557.4
International Avg. (14)	75337	29614	97.0	3.0	0.3	60.1	542.0	477.5	436.5	539.1
Abu Dhabi, UAE	4066	1542	87.5	12.5	1.8	60.3	447.0	349.7	332.3	432.4
Dubai, UAE	7626	2988	95.9	4.1	0.6	60.1	532.9	421.3	370.7	528.8

Question: Troy - Now, click on the website tab "Square holes?"  
Location: (EN11TWBF)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3557	99.0	1.0	0.4	60.2	541.2	522.9	475.4	544.1
Chinese Taipei	4331	1712	98.7	1.3	0.4	60.1	553.2	458.2	515.2	541.7
Denmark	2626	1059	99.4	0.6	0.1	59.3	555.7	488.5	499.0	560.5
Georgia	5657	2165	98.2	1.8	1.4	60.1	481.4	394.5	407.6	476.6
Ireland	2555	1010	98.9	1.1	0.1	60.5	567.1	524.5	524.0	567.0
Israel	3933	1543	97.5	2.5	0.7	60.1	542.3	402.4	472.5	535.1
Italy	3862	1512	99.4	0.6	0.4	60.5	535.8	510.7	482.7	530.8
Norway (5)	3714	1480	99.7	0.3	0.1	60.1	565.9	575.0	502.3	568.7
Portugal	4636	1836	99.0	1.0	0.2	60.3	522.4	454.7	474.3	523.0
Singapore	6420	2551	99.2	0.8	0.1	60.1	589.0	583.2	511.5	587.6
Slovenia	4370	1746	99.5	0.5	0.2	59.6	525.0	516.2	390.6	525.5
Sweden	3988	1570	99.8	0.2	0.4	60.1	558.1	465.0	481.9	560.6
United Arab Emirates	16007	6182	94.4	5.6	1.3	60.0	478.3	349.8	366.4	468.8
United States	4106	1601	99.2	0.8	0.3	60.5	556.4	508.4	470.8	557.4
International Avg. (14)	75337	29524	98.7	1.3	0.4	60.1	540.9	482.4	469.6	539.1
Abu Dhabi, UAE	4066	1530	91.6	8.4	2.1	60.3	445.1	325.2	341.9	432.4
Dubai, UAE	7626	2992	97.6	2.4	0.6	60.1	530.7	426.5	386.8	528.8

Question: Troy - Next, click on the following link--"Uncovering Troy."  
 Location: (EN11TWBG)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3553	98.5	1.5	0.4	60.2	541.7	487.6	492.0	544.1
Chinese Taipei	4331	1716	97.4	2.6	0.3	60.1	552.9	509.5	528.4	541.7
Denmark	2626	1059	98.4	1.6	0.2	59.3	556.2	518.7	448.9	560.5
Georgia	5657	2131	94.2	5.8	2.2	60.1	483.4	446.3	410.4	476.6
Ireland	2555	1009	98.1	1.9	0.2	60.5	567.4	541.3	484.2	567.0
Israel	3933	1538	95.4	4.6	0.7	60.1	542.3	476.5	449.6	535.1
Italy	3862	1510	96.4	3.6	0.4	60.5	536.5	516.4	468.8	530.8
Norway (5)	3714	1477	98.5	1.5	0.2	60.1	566.8	529.5	480.8	568.7
Portugal	4636	1833	97.5	2.5	0.3	60.3	523.0	484.4	442.6	523.0
Singapore	6420	2551	99.3	0.7	0.1	60.1	589.3	544.7	514.0	587.6
Slovenia	4370	1748	93.8	6.2	0.2	59.6	526.2	501.3	435.5	525.5
Sweden	3988	1569	98.6	1.4	0.4	60.1	558.2	531.6	484.7	560.6
United Arab Emirates	16007	6170	90.5	9.5	1.4	60.0	479.8	383.9	384.4	468.8
United States	4106	1601	97.9	2.1	0.3	60.5	556.4	530.9	474.7	557.4
International Avg. (14)	75337	29465	96.8	3.2	0.5	60.1	541.4	500.2	464.2	539.1
Abu Dhabi, UAE	4066	1531	87.8	12.2	1.7	60.3	445.0	349.8	357.8	432.4
Dubai, UAE	7626	2988	96.1	3.9	0.6	60.1	531.5	450.4	385.4	528.8

Question: Troy - Now, click on the website tab "Dig at Hisarlik."  
 Location: (EN11TWBH)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI STERED %	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3534	99.9	0.1	0.4	60.2	541.2	479.3	472.9	544.1
Chinese Taipei	4331	1728	99.1	0.9	0.0	60.1	552.3	484.5	522.9	541.7
Denmark	2626	1058	99.7	0.3	0.2	59.3	555.5	561.2	454.4	560.5
Georgia	5657	2088	99.1	0.9	3.3	60.1	483.8	391.2	415.5	476.6
Ireland	2555	1010	99.8	0.2	0.2	60.5	567.0	476.7	501.5	567.0
Israel	3933	1524	98.8	1.2	1.0	60.1	542.6	380.9	425.6	535.1
Italy	3862	1513	99.6	0.4	0.4	60.5	536.2	449.8	440.6	530.8
Norway (5)	3714	1478	99.9	0.1	0.2	60.1	566.1	457.1	507.6	568.7
Portugal	4636	1819	99.6	0.4	0.6	60.3	523.0	431.6	447.4	523.0
Singapore	6420	2551	99.5	0.5	0.1	60.1	589.0	591.8	475.7	587.6
Slovenia	4370	1744	99.1	0.9	0.2	59.6	525.1	477.4	438.3	525.5
Sweden	3988	1570	100.0	0.0	0.4	60.1	557.9	477.9	477.5	560.6
United Arab Emirates	16007	6116	97.4	2.6	1.9	60.0	474.9	349.1	386.7	468.8
United States	4106	1603	99.3	0.7	0.3	60.5	556.2	497.0	478.9	557.4
International Avg. (14)	75337	29336	99.3	0.7	0.6	60.1	540.8	464.7	460.4	539.1
Abu Dhabi, UAE	4066	1510	96.4	3.6	2.4	60.3	439.1	324.3	357.1	432.4
Dubai, UAE	7626	2982	98.9	1.1	0.6	60.1	529.4	435.4	391.8	528.8

Question: Troy - Now, click on the website tab "Damaged Remains."  
 Location: (EN11TWBI)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3520	99.5	0.5	0.6	60.2	541.2	488.8	505.7	544.1
Chinese Taipei	4331	1729	98.9	1.1	0.0	60.1	552.0	520.5	562.7	541.7
Denmark	2626	1054	99.4	0.6	0.3	59.3	555.8	555.5	466.5	560.5
Georgia	5657	2060	99.1	0.9	3.9	60.1	483.7	389.2	426.8	476.6
Ireland	2555	1005	99.1	0.9	0.5	60.5	567.9	522.1	490.5	567.0
Israel	3933	1517	98.6	1.4	1.2	60.1	542.5	404.0	446.6	535.1
Italy	3862	1507	99.7	0.3	0.4	60.5	536.1	507.7	447.7	530.8
Norway (5)	3714	1473	99.4	0.6	0.4	60.1	566.3	574.9	507.2	568.7
Portugal	4636	1809	99.4	0.6	0.8	60.3	522.8	488.6	464.1	523.0
Singapore	6420	2550	99.6	0.4	0.1	60.1	589.2	557.2	471.7	587.6
Slovenia	4370	1733	99.4	0.6	0.4	59.6	525.4	456.3	461.9	525.5
Sweden	3988	1565	99.9	0.1	0.4	60.1	558.1	551.9	474.5	560.6
United Arab Emirates	16007	6091	97.1	2.9	2.0	60.0	475.2	342.1	400.0	468.8
United States	4106	1600	99.3	0.7	0.3	60.5	555.8	560.6	488.5	557.4
International Avg. (14)	75337	29213	99.2	0.8	0.8	60.1	540.9	494.2	472.5	539.1
Abu Dhabi, UAE	4066	1512	95.8	4.2	2.4	60.3	438.8	325.9	370.1	432.4
Dubai, UAE	7626	2967	98.8	1.2	0.8	60.1	530.1	407.7	403.3	528.8

Question: Troy - Now, click on the website tab "9 Levels."  
 Location: (EN11TWBJ)

Country	Sample	Valid N	1.Yes %	2.No %	MISSIN G %	NOT ADMINI	1.Yes Mean	2.No Mean	MISSIN G Mean	NOT ADMINI
						STERED %				STERED Mean
Canada	9132	3431	99.9	0.1	1.0	60.2	541.6	518.9	492.5	544.1
Chinese Taipei	4331	1720	99.0	1.0	0.3	60.1	553.2	448.9	466.0	541.7
Denmark	2626	1034	99.2	0.8	1.1	59.3	557.3	498.7	492.8	560.5
Georgia	5657	1951	98.6	1.4	6.5	60.1	484.7	396.6	445.9	476.6
Ireland	2555	996	99.5	0.5	0.7	60.5	568.1	532.8	492.9	567.0
Israel	3933	1483	99.1	0.9	2.1	60.1	544.0	382.6	451.1	535.1
Italy	3862	1477	99.9	0.1	1.1	60.5	537.1	506.5	466.4	530.8
Norway (5)	3714	1466	99.7	0.3	0.5	60.1	566.8	531.5	497.3	568.7
Portugal	4636	1765	99.6	0.4	1.7	60.3	523.5	457.1	482.5	523.0
Singapore	6420	2543	99.6	0.4	0.2	60.1	589.7	505.8	466.2	587.6
Slovenia	4370	1719	98.9	1.1	0.7	59.6	526.3	449.7	462.8	525.5
Sweden	3988	1553	99.6	0.4	0.8	60.1	558.6	540.5	488.4	560.6
United Arab Emirates	16007	5911	97.6	2.4	3.4	60.0	475.9	342.4	413.2	468.8
United States	4106	1589	99.8	0.2	0.5	60.5	556.2	538.9	487.8	557.4
International Avg. (14)	75337	28638	99.3	0.7	1.5	60.1	541.6	475.1	471.8	539.1
Abu Dhabi, UAE	4066	1465	96.4	3.6	3.6	60.3	439.1	318.9	383.4	432.4
Dubai, UAE	7626	2913	99.2	0.8	1.4	60.1	530.6	416.9	432.0	528.8

Question: Troy - Total number of webpages visited for The Legend of Troy  
 Location: (EN11TWBZ)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 clicks %	4.4 clicks %	5.5 clicks %	6.6 clicks %	7.7 clicks %	8.8 clicks %	9.9 clicks %	10.10 clicks %	MISSIN G %	NOT ADMINI STERED %
Canada	9132	3608	0.0	0.0	0.0	0.0	0.1	0.2	0.2	0.3	0.3	2.7	96.2	0.1	60.2
Chinese Taipei	4331	1730	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.4	4.6	94.9	0.0	60.1
Denmark	2626	1066	0.0	0.0	0.0	0.1	0.0	0.1	0.2	0.1	0.6	2.9	96.0	0.0	59.3
Georgia	5657	2255	0.1	0.0	0.3	0.3	1.5	1.3	1.9	3.3	3.4	9.6	78.2	0.0	60.1
Ireland	2555	1013	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.8	1.5	97.2	0.0	60.5
Israel	3933	1570	0.0	0.1	0.1	0.1	0.3	0.5	0.8	1.0	1.0	5.6	90.6	0.0	60.1
Italy	3862	1526	0.0	0.0	0.1	0.0	0.0	0.2	0.4	0.4	0.5	4.6	93.9	0.0	60.5
Norway (5)	3714	1484	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.2	0.4	1.4	97.9	0.0	60.1
Portugal	4636	1846	0.1	0.0	0.1	0.0	0.1	0.2	0.2	0.7	0.8	3.5	94.4	0.0	60.3
Singapore	6420	2554	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.8	99.1	0.0	60.1
Slovenia	4370	1754	0.0	0.0	0.0	0.1	0.0	0.1	0.2	0.4	0.3	3.2	95.7	0.0	59.6
Sweden	3988	1588	0.2	0.0	0.2	0.1	0.1	0.1	0.2	0.1	0.3	2.0	96.8	0.0	60.1
United Arab Emirates	16007	6369	0.2	0.2	0.1	0.3	0.7	0.9	1.4	1.3	2.0	7.1	85.7	0.0	60.0
United States	4106	1617	0.1	0.0	0.0	0.0	0.1	0.3	0.2	0.0	0.2	1.4	97.6	0.0	60.5
International Avg. (14)	75337	29980	0.1	0.0	0.1	0.1	0.2	0.3	0.4	0.6	0.8	3.6	93.9	0.0	60.1
Abu Dhabi, UAE	4066	1606	0.5	0.5	0.3	0.5	1.3	0.7	1.4	1.6	2.5	7.6	83.2	0.0	60.3
Dubai, UAE	7626	3041	0.0	0.0	0.1	0.3	0.2	0.5	0.6	0.3	1.1	3.9	93.1	0.0	60.1



Question: Troy - Total number of webpages visited for The Legend of Troy  
Location: (EN11TWBZ)

Country	Sample	Valid N	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 clicks Mean	4.4 clicks Mean	5.5 clicks Mean	6.6 clicks Mean	7.7 clicks Mean	8.8 clicks Mean	9.9 clicks Mean	10.10 clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	490.4	.	497.1	420.8	485.2	446.0	466.8	464.8	469.0	504.0	542.4	534.9	544.1
Chinese Taipei	4331	1730	.	.	.	.	.	562.7	464.3	.	424.2	519.2	553.8	.	541.7
Denmark	2626	1066	.	.	.	397.2	.	443.4	457.1	510.9	459.7	510.0	557.5	.	560.5
Georgia	5657	2255	371.6	329.2	370.6	360.6	395.8	415.9	431.6	438.4	443.4	460.0	487.4	.	476.6
Ireland	2555	1013	.	.	.	.	.	448.1	547.2	508.0	478.3	496.1	568.7	.	567.0
Israel	3933	1570	.	414.6	369.2	377.5	420.8	440.4	438.3	415.5	475.0	468.2	546.2	.	535.1
Italy	3862	1526	.	.	405.0	.	400.8	445.0	450.3	460.1	439.9	500.1	538.3	.	530.8
Norway (5)	3714	1484	.	.	425.3	.	.	.	597.4	492.1	485.0	509.4	567.2	536.7	568.7
Portugal	4636	1846	496.3	.	348.2	.	444.2	454.9	444.1	458.8	483.7	497.3	523.7	.	523.0
Singapore	6420	2554	.	.	.	.	440.9	.	495.4	.	458.3	523.5	589.6	.	587.6
Slovenia	4370	1754	.	.	.	351.7	.	426.7	409.2	444.6	454.4	467.7	527.1	.	525.5
Sweden	3988	1588	448.1	.	480.3	464.7	529.3	437.7	518.9	467.8	464.9	515.5	559.0	.	560.6
United Arab Emirates	16007	6369	356.0	315.9	337.1	373.7	377.4	374.9	400.9	407.9	392.1	414.3	478.8	434.0	468.8
United States	4106	1617	480.8	.	490.4	385.4	420.4	534.7	442.1	.	390.7	511.2	556.8	.	557.4
International Avg. (14)	75337	29980	440.5	353.2	413.7	391.5	435.0	452.5	468.8	460.8	451.3	492.6	542.6	501.9	539.1
Abu Dhabi, UAE	4066	1606	341.9	315.1	322.5	347.9	355.7	336.9	385.1	370.9	372.6	385.5	441.8	.	432.4
Dubai, UAE	7626	3041	.	.	327.9	355.3	342.0	390.6	398.2	362.2	407.2	451.0	533.8	434.0	528.8

Question: Troy - Total number of clicks on tlot.org  
 Location: (EN11TADA)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.5	0.2	0.0	0.3	60.3	0.0	540.8	450.4	408.7	496.3	544.1	.
Chinese Taipei	4331	1730	97.8	0.7	0.4	1.2	60.1	0.0	552.1	535.7	514.7	530.0	541.7	.
Denmark	2626	1066	99.4	0.3	0.1	0.2	59.3	0.0	555.3	517.1	564.3	517.6	560.5	.
Georgia	5657	2255	98.0	0.6	0.5	0.8	60.1	0.0	478.8	415.9	407.1	393.8	476.6	.
Ireland	2555	1013	99.9	0.0	0.0	0.1	60.5	0.0	566.5	.	.	545.3	567.0	.
Israel	3933	1570	97.5	1.2	0.3	1.0	60.1	0.0	539.4	490.0	414.9	457.2	535.1	.
Italy	3862	1526	99.5	0.1	0.0	0.3	60.5	0.0	535.2	573.8	441.5	473.8	530.8	.
Norway (5)	3714	1484	99.6	0.2	0.2	0.0	60.2	0.0	566.0	563.3	468.4	597.7	568.7	.
Portugal	4636	1846	99.2	0.4	0.0	0.3	60.3	0.0	522.0	449.1	.	450.3	523.0	.
Singapore	6420	2554	99.1	0.4	0.2	0.4	60.1	0.0	589.3	538.3	521.3	564.9	587.6	.
Slovenia	4370	1754	99.6	0.1	0.0	0.3	59.6	0.0	524.5	512.7	.	437.8	525.5	.
Sweden	3988	1588	99.6	0.0	0.3	0.0	60.1	0.0	557.5	407.0	471.0	.	560.6	.
United Arab Emirates	16007	6369	96.7	1.4	0.5	1.4	60.0	0.0	471.2	375.9	379.3	344.9	468.8	.
United States	4106	1617	98.0	1.0	0.3	0.7	60.5	0.0	555.8	522.3	544.8	528.9	557.4	.
International Avg. (14)	75337	29980	98.8	0.5	0.2	0.5	60.1	0.0	539.6	488.6	466.9	487.6	539.1	.
Abu Dhabi, UAE	4066	1606	95.2	2.0	0.6	2.2	60.3	0.0	434.8	350.8	373.3	316.5	432.4	.
Dubai, UAE	7626	3041	98.3	1.0	0.3	0.4	60.1	0.0	528.4	424.0	377.9	355.7	528.8	.

Question: Troy - Total number of clicks on tlot.org\the-war.html  
 Location: (EN11TADB)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	100.0	0.0	0.0	0.0	60.3	0.0	540.5	516.6	374.6	437.4	544.1	.
Chinese Taipei	4331	1730	99.1	0.4	0.2	0.4	60.1	0.0	551.9	497.6	550.6	545.1	541.7	.
Denmark	2626	1066	99.8	0.1	0.0	0.1	59.3	0.0	555.1	489.0	.	594.7	560.5	.
Georgia	5657	2255	99.7	0.1	0.1	0.1	60.1	0.0	477.7	358.0	493.9	358.8	476.6	.
Ireland	2555	1013	99.8	0.1	0.0	0.1	60.5	0.0	566.5	644.7	.	534.0	567.0	.
Israel	3933	1570	99.5	0.0	0.1	0.3	60.1	0.0	538.1	395.5	353.1	490.4	535.1	.
Italy	3862	1526	99.7	0.2	0.0	0.1	60.5	0.0	535.2	504.0	.	329.7	530.8	.
Norway (5)	3714	1484	100.0	0.0	0.0	0.0	60.2	0.0	565.8	.	.	509.8	568.7	.
Portugal	4636	1846	99.9	0.1	0.0	0.1	60.3	0.0	521.5	490.1	.	471.3	523.0	.
Singapore	6420	2554	99.6	0.2	0.0	0.2	60.1	0.0	588.8	636.9	650.2	584.6	587.6	.
Slovenia	4370	1754	100.0	0.0	0.0	0.0	59.6	0.0	524.2	552.7	.	.	525.5	.
Sweden	3988	1588	100.0	0.0	0.0	0.0	60.1	0.0	557.1	644.9	.	.	560.6	.
United Arab Emirates	16007	6369	99.2	0.3	0.0	0.5	60.0	0.0	468.5	387.3	461.5	327.3	468.8	.
United States	4106	1617	99.7	0.1	0.0	0.1	60.5	0.0	555.4	482.9	.	488.4	557.4	.
International Avg. (14)	75337	29980	99.7	0.1	0.0	0.1	60.1	0.0	539.0	507.7	480.7	472.6	539.1	.
Abu Dhabi, UAE	4066	1606	99.0	0.5	0.0	0.5	60.3	0.0	431.0	387.4	.	308.5	432.4	.
Dubai, UAE	7626	3041	99.6	0.1	0.1	0.2	60.1	0.0	526.4	429.7	485.4	468.1	528.8	.

Question: Troy - Total number of clicks on tlot.org\searching-for-troy.html  
 Location: (EN11TADC)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.4	0.1	0.3	0.3	60.3	0.0	540.4	515.1	585.9	535.0	544.1	.
Chinese Taipei	4331	1730	97.5	0.8	0.6	1.1	60.1	0.0	551.8	516.7	504.9	580.3	541.7	.
Denmark	2626	1066	99.5	0.2	0.0	0.3	59.3	0.0	555.1	544.4	.	546.7	560.5	.
Georgia	5657	2255	99.8	0.0	0.0	0.1	60.1	0.0	477.5	362.3	472.9	411.0	476.6	.
Ireland	2555	1013	99.4	0.1	0.2	0.3	60.5	0.0	566.2	622.3	640.8	610.4	567.0	.
Israel	3933	1570	99.2	0.5	0.1	0.2	60.1	0.0	538.0	522.9	445.1	461.8	535.1	.
Italy	3862	1526	99.5	0.1	0.1	0.3	60.5	0.0	535.3	455.2	506.5	485.5	530.8	.
Norway (5)	3714	1484	99.0	0.5	0.1	0.5	60.2	0.0	565.6	583.4	572.9	582.6	568.7	.
Portugal	4636	1846	99.5	0.3	0.1	0.1	60.3	0.0	521.7	436.3	488.4	540.3	523.0	.
Singapore	6420	2554	99.1	0.3	0.1	0.4	60.1	0.0	588.8	582.4	588.7	609.5	587.6	.
Slovenia	4370	1754	99.6	0.2	0.1	0.1	59.6	0.0	524.3	521.2	521.4	537.6	525.5	.
Sweden	3988	1588	99.8	0.0	0.2	0.0	60.1	0.0	557.1	.	591.9	.	560.6	.
United Arab Emirates	16007	6369	99.1	0.5	0.2	0.2	60.0	0.0	468.1	373.0	442.6	505.4	468.8	.
United States	4106	1617	99.0	0.5	0.0	0.5	60.5	0.0	555.4	507.3	.	566.7	557.4	.
International Avg. (14)	75337	29980	99.3	0.3	0.1	0.3	60.1	0.0	539.0	503.3	530.2	536.4	539.1	.
Abu Dhabi, UAE	4066	1606	98.5	1.1	0.3	0.2	60.3	0.0	431.0	345.4	388.6	539.6	432.4	.
Dubai, UAE	7626	3041	99.2	0.3	0.2	0.3	60.1	0.0	526.2	459.9	618.1	527.2	528.8	.

Question: Troy - Total number of clicks on archaeologyforkids.com  
 Location: (EN11TADD)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.5	0.2	0.0	0.2	60.3	0.0	540.4	524.8	371.9	577.7	544.1	.
Chinese Taipei	4331	1730	95.1	1.5	1.4	2.0	60.1	0.0	552.0	533.9	551.2	546.9	541.7	.
Denmark	2626	1066	99.6	0.3	0.0	0.1	59.3	0.0	555.2	551.2	.	473.4	560.5	.
Georgia	5657	2255	98.7	0.7	0.3	0.3	60.1	0.0	478.4	405.9	375.3	402.6	476.6	.
Ireland	2555	1013	98.9	0.5	0.1	0.5	60.5	0.0	566.6	528.9	438.5	618.7	567.0	.
Israel	3933	1570	98.5	0.7	0.2	0.6	60.1	0.0	538.3	469.5	562.2	507.0	535.1	.
Italy	3862	1526	99.5	0.1	0.1	0.3	60.5	0.0	535.4	451.5	445.6	495.7	530.8	.
Norway (5)	3714	1484	99.0	0.5	0.1	0.4	60.2	0.0	566.1	533.8	598.8	527.4	568.7	.
Portugal	4636	1846	98.8	0.5	0.2	0.5	60.3	0.0	522.1	529.8	488.4	419.0	523.0	.
Singapore	6420	2554	98.1	0.5	0.4	1.0	60.1	0.0	589.0	513.4	615.2	607.5	587.6	.
Slovenia	4370	1754	99.6	0.1	0.1	0.2	59.6	0.0	524.5	478.9	528.9	444.0	525.5	.
Sweden	3988	1588	99.3	0.3	0.3	0.1	60.1	0.0	557.2	487.1	626.1	551.9	560.6	.
United Arab Emirates	16007	6369	96.4	1.6	0.9	1.2	60.0	0.0	472.0	352.4	343.4	358.2	468.8	.
United States	4106	1617	98.5	0.6	0.3	0.5	60.5	0.0	555.1	544.0	611.0	567.8	557.4	.
International Avg. (14)	75337	29980	98.5	0.6	0.3	0.6	60.1	0.0	539.4	493.2	504.4	507.0	539.1	.
Abu Dhabi, UAE	4066	1606	94.3	2.5	1.6	1.6	60.3	0.0	436.2	340.1	321.1	323.3	432.4	.
Dubai, UAE	7626	3041	98.6	0.6	0.2	0.6	60.1	0.0	527.9	406.0	410.3	402.2	528.8	.

Question: Troy - Total number of clicks on archaeologyforkids.com\knowing-where-to-dig.html  
 Location: (EN11TADE)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.4	0.1	0.2	0.3	60.3	0.0	540.4	541.5	571.0	536.3	544.1	.
Chinese Taipei	4331	1730	98.1	1.1	0.2	0.6	60.1	0.0	551.6	535.8	558.7	584.6	541.7	.
Denmark	2626	1066	99.5	0.2	0.0	0.3	59.3	0.0	555.5	491.1	.	472.6	560.5	.
Georgia	5657	2255	99.4	0.2	0.1	0.3	60.1	0.0	477.8	422.6	449.4	383.5	476.6	.
Ireland	2555	1013	99.4	0.0	0.2	0.4	60.5	0.0	566.6	.	543.6	546.8	567.0	.
Israel	3933	1570	99.1	0.3	0.2	0.4	60.1	0.0	538.4	468.4	539.6	425.3	535.1	.
Italy	3862	1526	99.8	0.1	0.0	0.1	60.5	0.0	535.0	618.3	.	548.9	530.8	.
Norway (5)	3714	1484	99.3	0.3	0.1	0.4	60.2	0.0	565.8	529.4	565.1	593.4	568.7	.
Portugal	4636	1846	99.3	0.1	0.3	0.3	60.3	0.0	521.7	414.4	460.9	547.8	523.0	.
Singapore	6420	2554	99.1	0.4	0.2	0.3	60.1	0.0	589.0	523.7	646.6	600.6	587.6	.
Slovenia	4370	1754	99.6	0.2	0.1	0.1	59.6	0.0	524.6	394.4	451.7	576.2	525.5	.
Sweden	3988	1588	99.8	0.0	0.0	0.2	60.1	0.0	557.1	497.3	.	572.8	560.6	.
United Arab Emirates	16007	6369	98.2	0.7	0.5	0.6	60.0	0.0	469.4	387.8	345.0	368.2	468.8	.
United States	4106	1617	99.1	0.6	0.1	0.2	60.5	0.0	555.7	504.9	497.6	526.8	557.4	.
International Avg. (14)	75337	29980	99.2	0.3	0.2	0.3	60.1	0.0	539.2	486.9	511.7	520.3	539.1	.
Abu Dhabi, UAE	4066	1606	97.5	0.9	0.8	0.8	60.3	0.0	432.7	334.7	309.4	348.9	432.4	.
Dubai, UAE	7626	3041	99.2	0.3	0.1	0.4	60.1	0.0	527.1	423.9	502.7	383.3	528.8	.

Question: Troy - Total number of clicks on archaeologyforkids.com\square-holes.html  
 Location: (EN11TADF)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.7	0.2	0.0	0.1	60.3	0.0	540.4	540.1	372.8	572.3	544.1	.
Chinese Taipei	4331	1730	94.2	1.6	1.3	3.0	60.1	0.0	550.9	580.3	530.7	568.0	541.7	.
Denmark	2626	1066	99.9	0.1	0.0	0.0	59.3	0.0	555.1	606.7	.	492.4	560.5	.
Georgia	5657	2255	99.7	0.1	0.0	0.2	60.1	0.0	477.5	386.2	452.1	487.4	476.6	.
Ireland	2555	1013	99.2	0.4	0.1	0.3	60.5	0.0	566.1	627.2	636.6	608.9	567.0	.
Israel	3933	1570	98.9	0.4	0.4	0.3	60.1	0.0	538.6	431.0	439.8	508.6	535.1	.
Italy	3862	1526	99.6	0.2	0.1	0.2	60.5	0.0	535.1	525.0	510.6	528.2	530.8	.
Norway (5)	3714	1484	98.9	0.2	0.4	0.5	60.2	0.0	565.4	603.4	602.6	596.9	568.7	.
Portugal	4636	1846	99.3	0.1	0.2	0.4	60.3	0.0	521.8	544.5	461.3	468.7	523.0	.
Singapore	6420	2554	97.9	0.3	0.5	1.2	60.1	0.0	588.5	569.5	643.4	602.1	587.6	.
Slovenia	4370	1754	99.3	0.1	0.0	0.6	59.6	0.0	524.1	399.2	552.7	558.4	525.5	.
Sweden	3988	1588	99.8	0.1	0.1	0.0	60.1	0.0	557.2	474.2	605.4	.	560.6	.
United Arab Emirates	16007	6369	98.4	0.7	0.3	0.6	60.0	0.0	469.0	380.8	383.6	381.1	468.8	.
United States	4106	1617	99.1	0.3	0.2	0.4	60.5	0.0	555.4	522.6	572.6	540.4	557.4	.
International Avg. (14)	75337	29980	98.8	0.3	0.3	0.6	60.1	0.0	538.9	513.6	520.3	531.8	539.1	.
Abu Dhabi, UAE	4066	1606	97.6	1.2	0.2	1.0	60.3	0.0	432.3	349.1	303.3	344.5	432.4	.
Dubai, UAE	7626	3041	99.3	0.4	0.1	0.2	60.1	0.0	526.4	486.3	439.0	554.0	528.8	.

Question: Troy - Total number of clicks on uncoveringtroy.com  
 Location: (EN11TADG)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.1	0.5	0.0	0.4	60.3	0.0	540.7	500.1	.	523.7	544.1	.
Chinese Taipei	4331	1730	94.6	2.5	0.8	2.0	60.1	0.0	552.5	553.4	480.4	535.6	541.7	.
Denmark	2626	1066	98.6	0.7	0.4	0.3	59.3	0.0	555.4	520.4	536.5	560.6	560.5	.
Georgia	5657	2255	97.0	1.7	0.5	0.8	60.1	0.0	478.4	446.3	420.5	458.1	476.6	.
Ireland	2555	1013	99.5	0.0	0.3	0.2	60.5	0.0	566.3	.	583.3	650.6	567.0	.
Israel	3933	1570	95.6	1.5	0.9	2.0	60.1	0.0	540.2	499.0	472.3	472.7	535.1	.
Italy	3862	1526	99.2	0.3	0.2	0.3	60.5	0.0	535.5	518.4	504.6	448.5	530.8	.
Norway (5)	3714	1484	98.1	0.9	0.1	0.9	60.2	0.0	565.4	572.8	587.9	596.3	568.7	.
Portugal	4636	1846	99.0	0.5	0.3	0.1	60.3	0.0	521.6	494.6	541.2	508.4	523.0	.
Singapore	6420	2554	98.5	0.6	0.2	0.7	60.1	0.0	588.7	579.8	611.4	609.9	587.6	.
Slovenia	4370	1754	99.0	0.4	0.3	0.3	59.6	0.0	524.7	491.7	459.1	498.2	525.5	.
Sweden	3988	1588	99.5	0.2	0.2	0.1	60.1	0.0	557.1	463.7	592.0	649.4	560.6	.
United Arab Emirates	16007	6369	96.7	1.4	0.6	1.2	60.0	0.0	471.2	389.8	364.5	330.5	468.8	.
United States	4106	1617	98.3	0.9	0.3	0.5	60.5	0.0	554.9	570.0	564.5	596.6	557.4	.
International Avg. (14)	75337	29980	98.1	0.9	0.4	0.7	60.1	0.0	539.5	507.7	516.8	531.4	539.1	.
Abu Dhabi, UAE	4066	1606	94.9	2.1	0.8	2.2	60.3	0.0	435.1	371.0	311.4	315.8	432.4	.
Dubai, UAE	7626	3041	98.7	0.6	0.3	0.4	60.1	0.0	526.9	503.2	469.1	413.3	528.8	.



Question: Troy - Total number of clicks on uncoveringtroy.com\dig-at-hisarlik.html  
 Location: (EN11TADH)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.5	0.4	0.0	0.1	60.3	0.0	540.2	578.0	643.8	590.8	544.1	.
Chinese Taipei	4331	1730	97.7	1.3	0.3	0.7	60.1	0.0	551.6	561.7	503.0	559.1	541.7	.
Denmark	2626	1066	99.4	0.3	0.0	0.3	59.3	0.0	555.3	541.8	.	500.0	560.5	.
Georgia	5657	2255	99.5	0.3	0.1	0.2	60.1	0.0	477.6	466.1	372.9	426.7	476.6	.
Ireland	2555	1013	99.2	0.2	0.1	0.4	60.5	0.0	566.5	610.4	636.9	534.1	567.0	.
Israel	3933	1570	98.7	0.4	0.2	0.7	60.1	0.0	538.7	492.7	506.7	427.5	535.1	.
Italy	3862	1526	99.6	0.2	0.0	0.2	60.5	0.0	535.1	543.8	493.5	525.3	530.8	.
Norway (5)	3714	1484	99.1	0.4	0.3	0.2	60.2	0.0	565.5	593.9	618.5	569.3	568.7	.
Portugal	4636	1846	99.3	0.5	0.0	0.2	60.3	0.0	521.4	543.9	.	509.4	523.0	.
Singapore	6420	2554	99.4	0.3	0.1	0.2	60.1	0.0	588.7	641.0	556.3	596.1	587.6	.
Slovenia	4370	1754	99.6	0.1	0.0	0.2	59.6	0.0	524.5	480.6	.	453.7	525.5	.
Sweden	3988	1588	99.2	0.2	0.2	0.4	60.1	0.0	557.4	529.1	542.0	504.3	560.6	.
United Arab Emirates	16007	6369	99.1	0.4	0.1	0.4	60.0	0.0	468.2	424.2	409.1	378.2	468.8	.
United States	4106	1617	99.2	0.5	0.0	0.2	60.5	0.0	555.1	586.3	.	548.4	557.4	.
International Avg. (14)	75337	29980	99.2	0.4	0.1	0.3	60.1	0.0	539.0	542.4	528.3	508.8	539.1	.
Abu Dhabi, UAE	4066	1606	98.4	0.5	0.2	0.9	60.3	0.0	431.1	415.7	410.8	335.8	432.4	.
Dubai, UAE	7626	3041	99.5	0.3	0.0	0.2	60.1	0.0	526.3	470.6	492.8	567.3	528.8	.

Question: Troy - Total number of clicks on uncoveringtroy.com\damaged-remains.html  
 Location: (EN11TADI)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.6	0.1	0.2	0.1	60.3	0.0	540.4	569.0	545.5	478.4	544.1	.
Chinese Taipei	4331	1730	97.6	1.1	0.4	1.0	60.1	0.0	551.5	580.5	505.7	554.6	541.7	.
Denmark	2626	1066	99.6	0.2	0.1	0.1	59.3	0.0	555.1	485.7	529.7	670.1	560.5	.
Georgia	5657	2255	99.5	0.2	0.1	0.2	60.1	0.0	477.5	457.1	513.5	408.4	476.6	.
Ireland	2555	1013	99.1	0.5	0.1	0.3	60.5	0.0	566.6	564.9	505.0	586.4	567.0	.
Israel	3933	1570	99.1	0.6	0.1	0.3	60.1	0.0	538.2	484.1	492.2	461.7	535.1	.
Italy	3862	1526	99.4	0.5	0.1	0.1	60.5	0.0	535.0	544.3	519.3	564.9	530.8	.
Norway (5)	3714	1484	98.7	0.4	0.3	0.5	60.2	0.0	565.5	613.0	558.2	583.0	568.7	.
Portugal	4636	1846	99.2	0.5	0.0	0.3	60.3	0.0	521.6	535.6	.	473.6	523.0	.
Singapore	6420	2554	99.1	0.4	0.0	0.4	60.1	0.0	588.9	618.9	627.1	548.3	587.6	.
Slovenia	4370	1754	99.6	0.2	0.1	0.1	59.6	0.0	524.2	524.3	488.5	576.6	525.5	.
Sweden	3988	1588	99.7	0.1	0.0	0.3	60.1	0.0	557.0	526.6	621.0	607.7	560.6	.
United Arab Emirates	16007	6369	98.8	0.5	0.3	0.4	60.0	0.0	468.7	423.6	332.2	359.7	468.8	.
United States	4106	1617	99.3	0.6	0.0	0.1	60.5	0.0	555.1	564.7	.	628.9	557.4	.
International Avg. (14)	75337	29980	99.2	0.4	0.1	0.3	60.1	0.0	539.0	535.2	519.8	535.9	539.1	.
Abu Dhabi, UAE	4066	1606	98.1	0.9	0.6	0.5	60.3	0.0	431.9	385.2	324.0	280.8	432.4	.
Dubai, UAE	7626	3041	99.1	0.4	0.1	0.4	60.1	0.0	526.5	512.1	374.5	483.3	528.8	.

Question: Troy - Total number of clicks on uncoveringtroy.com\9-levels.html  
 Location: (EN11TADJ)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	99.2	0.2	0.0	0.6	60.3	0.0	540.5	606.1	595.6	510.9	544.1	.
Chinese Taipei	4331	1730	93.1	2.5	1.2	3.2	60.1	0.0	551.8	547.4	548.2	550.5	541.7	.
Denmark	2626	1066	98.9	0.6	0.2	0.3	59.3	0.0	554.9	584.9	601.2	514.0	560.5	.
Georgia	5657	2255	98.3	1.2	0.2	0.3	60.1	0.0	477.0	495.6	503.5	496.5	476.6	.
Ireland	2555	1013	98.9	0.3	0.2	0.6	60.5	0.0	566.3	537.6	647.5	601.2	567.0	.
Israel	3933	1570	99.1	0.2	0.2	0.4	60.1	0.0	538.4	387.6	462.6	503.0	535.1	.
Italy	3862	1526	98.7	0.6	0.2	0.5	60.5	0.0	535.5	505.7	565.1	484.7	530.8	.
Norway (5)	3714	1484	98.3	0.5	0.3	0.9	60.2	0.0	565.6	594.3	588.1	560.5	568.7	.
Portugal	4636	1846	98.8	0.4	0.3	0.6	60.3	0.0	521.6	522.2	534.7	494.4	523.0	.
Singapore	6420	2554	98.2	0.6	0.4	0.8	60.1	0.0	588.4	615.2	651.2	600.6	587.6	.
Slovenia	4370	1754	99.2	0.6	0.0	0.2	59.6	0.0	524.2	520.0	633.5	521.3	525.5	.
Sweden	3988	1588	99.7	0.0	0.2	0.1	60.1	0.0	557.2	464.1	542.8	555.9	560.6	.
United Arab Emirates	16007	6369	98.8	0.6	0.3	0.4	60.0	0.0	468.2	425.7	457.6	394.8	468.8	.
United States	4106	1617	99.0	0.6	0.0	0.3	60.5	0.0	555.1	591.7	457.9	532.9	557.4	.
International Avg. (14)	75337	29980	98.4	0.6	0.3	0.7	60.1	0.0	538.9	528.4	556.4	522.9	539.1	.
Abu Dhabi, UAE	4066	1606	98.6	0.3	0.4	0.7	60.3	0.0	431.0	323.2	419.0	363.1	432.4	.
Dubai, UAE	7626	3041	98.9	0.5	0.2	0.3	60.1	0.0	526.5	465.2	545.0	501.6	528.8	.

Question: Troy - Total number of ad clicks for The Legend of Troy  
Location: (EN11TADZ)

Question: Troy - Index of clicks on ads during Troy Task (DERIVED)  
 Location: (EN11TADY)

Country	Sample	Valid N	0.No clicks %	1.1 click %	2.2 clicks %	3.3 or more clicks %	MISSIN G %	NOT ADMINI STERED %	0.No clicks Mean	1.1 click Mean	2.2 clicks Mean	3.3 or more clicks Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	95.9	1.5	0.7	1.9	60.3	0.0	540.5	546.7	562.6	524.0	544.1	.
Chinese Taipei	4331	1730	81.3	5.2	2.6	11.0	60.1	0.0	553.7	537.1	529.7	548.0	541.7	.
Denmark	2626	1066	95.4	2.0	0.8	1.7	59.3	0.0	555.9	541.0	552.3	529.2	560.5	.
Georgia	5657	2255	91.3	3.9	1.8	3.0	60.1	0.0	480.7	460.2	432.7	425.3	476.6	.
Ireland	2555	1013	95.9	0.8	0.6	2.6	60.5	0.0	566.4	553.6	548.9	578.8	567.0	.
Israel	3933	1570	90.1	2.8	2.0	5.1	60.1	0.0	544.0	503.5	489.6	462.6	535.1	.
Italy	3862	1526	95.5	2.2	0.6	1.7	60.5	0.0	536.3	531.0	503.9	480.8	530.8	.
Norway (5)	3714	1484	92.6	2.0	1.4	4.0	60.2	0.0	565.1	571.5	581.1	574.7	568.7	.
Portugal	4636	1846	94.2	2.3	0.9	2.6	60.3	0.0	523.2	504.3	507.1	478.6	523.0	.
Singapore	6420	2554	92.8	1.9	1.1	4.2	60.1	0.0	589.0	565.4	600.9	594.6	587.6	.
Slovenia	4370	1754	95.9	1.8	0.3	2.0	59.6	0.0	525.2	498.6	496.8	505.1	525.5	.
Sweden	3988	1588	96.7	0.8	1.1	1.4	60.1	0.0	557.6	498.4	567.8	552.1	560.6	.
United Arab Emirates	16007	6369	87.6	4.5	2.2	5.8	60.0	0.0	479.4	408.5	369.3	371.0	468.8	.
United States	4106	1617	92.6	3.4	1.2	2.7	60.5	0.0	556.2	531.8	542.4	556.0	557.4	.
International Avg. (14)	75337	29980	92.7	2.5	1.2	3.6	60.1	0.0	541.0	518.0	520.4	512.9	539.1	.
Abu Dhabi, UAE	4066	1606	82.7	6.1	2.6	8.6	60.3	0.0	446.3	379.4	333.2	339.3	432.4	.
Dubai, UAE	7626	3041	93.4	2.9	0.8	2.9	60.1	0.0	530.8	477.8	443.9	448.8	528.8	.

Question: Troy - Last item reached during task session  
Location: (EN11TITEM)

Country	Sample	Valid N	1.Item 1 %	2.Item 2 %	3.Item 3 %	4.Item 4 %	5.Item 5 %	6.Item 6 %	7.Item 7 %	8.Item 8 %	9.Item 9 %	10.Item m 10 %	11.Item m 11 %	12.Item m 12 %	13.Item m 13 %	14.Item m 14 %	15.Item m 15 %
Canada	9132	3605	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.3	0.9	0.3	0.4
Chinese Taipei	4331	1730	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.2	0.0
Denmark	2626	1066	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.2	0.2	1.2	0.8	0.8
Georgia	5657	2255	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.3	2.4	1.6	0.7	2.7	4.6	2.4	1.2
Ireland	2555	1013	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.7	0.3	0.2	0.2
Israel	3933	1570	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.9	0.3	0.2	0.7	2.1	0.6	0.9
Italy	3862	1526	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.1	0.2	1.3	0.5	0.6
Norway (5)	3714	1484	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4	0.5	0.0	0.3
Portugal	4636	1846	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.2	0.4	0.6	1.5	0.9	0.7
Singapore	6420	2554	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Slovenia	4370	1754	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.2	0.8	0.3	0.2
Sweden	3988	1588	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2	0.6	0.1	0.8
United Arab Emirates	16007	6366	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.7	1.5	0.6	0.5	1.1	3.2	0.4	1.1
United States	4106	1615	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.1	0.0	0.1	0.3	0.2	0.6
International Avg. (14)	75337	29972	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.2	0.2	0.5	1.3	0.5	0.6
Abu Dhabi, UAE	4066	1604	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.9	1.6	0.7	0.4	0.9	3.7	0.3	1.2
Dubai, UAE	7626	3041	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.3	0.1	0.6	1.4	0.2	0.6

Question: Troy - Last item reached during task session  
Location: (EN11TITEM)

16.Ite	17.Ite	18.Ite	MISSIN	NOT
m 16	m 17	m 18	G	ADMINI
%	%	%	%	STERED
1.0	1.4	95.1	0.1	60.2
0.7	0.9	97.8	0.0	60.1
0.8	1.8	93.9	0.0	59.3
3.3	5.1	74.4	0.0	60.1
0.8	0.6	96.7	0.0	60.5
2.0	1.8	90.1	0.0	60.1
2.1	2.2	92.4	0.0	60.5
0.5	1.9	96.2	0.0	60.1
2.2	2.6	90.3	0.0	60.3
0.2	0.3	99.0	0.0	60.1
1.2	2.0	94.8	0.0	59.6
0.5	0.7	96.3	0.0	60.1
2.4	2.0	86.4	0.0	60.0
0.9	0.9	96.5	0.0	60.5
1.3	1.7	92.8	0.0	60.1
2.6	2.4	85.0	0.0	60.3
1.2	1.4	93.3	0.0	60.1

Question: Troy - Last item reached during task session  
Location: (EN11TITEM)

Country	Sample	Valid N	1.Item 1 Mean	2.Item 2 Mean	3.Item 3 Mean	4.Item 4 Mean	5.Item 5 Mean	6.Item 6 Mean	7.Item 7 Mean	8.Item 8 Mean	9.Item 9 Mean	10.Item 10 Mean	11.Item 11 Mean	12.Item 12 Mean	13.Item 13 Mean	14.Item 14 Mean	15.Item 15 Mean
Canada	9132	3605	.	.	507.7	504.4	427.0	.	463.7	449.7	468.4	471.9	465.2	485.0	494.2	514.7	509.0
Chinese Taipei	4331	1730	.	.	.	.	.	.	.	562.7	.	.	.	.	458.8	441.1	.
Denmark	2626	1066	.	.	.	.	.	.	.	397.2	457.1	.	477.4	476.0	500.2	498.4	519.6
Georgia	5657	2255	.	.	.	424.1	.	.	400.2	385.8	409.9	436.2	439.6	464.0	464.1	475.5	447.2
Ireland	2555	1013	.	.	.	.	.	.	.	.	547.2	448.1	508.0	483.4	500.7	464.5	521.0
Israel	3933	1570	.	.	.	.	.	.	331.2	446.8	465.5	415.7	443.4	458.6	444.9	487.8	491.5
Italy	3862	1526	.	.	.	.	.	.	.	404.0	461.3	450.2	421.6	465.6	477.2	492.9	491.6
Norway (5)	3714	1484	.	.	.	.	.	.	.	.	504.1	.	.	489.2	484.1	.	528.5
Portugal	4636	1846	496.3	.	.	.	.	.	.	445.7	417.1	466.2	462.5	483.4	489.8	511.4	500.9
Singapore	6420	2554	.	.	.	.	.	.	.	440.9	503.8	.	487.1	458.3	454.6	496.0	508.3
Slovenia	4370	1754	.	.	.	.	.	.	.	426.7	398.7	404.4	471.0	464.8	483.4	455.2	469.2
Sweden	3988	1588	446.9	.	467.3	483.1	.	.	503.8	462.2	495.5	443.7	.	460.4	505.2	516.6	533.0
United Arab Emirates	16007	6366	.	.	.	.	293.4	312.1	342.6	392.7	392.9	394.0	443.6	431.0	427.2	427.8	442.8
United States	4106	1615	488.4	.	.	.	.	.	.	517.1	486.3	400.9	.	509.4	449.9	527.6	450.2
International Avg. (14)	75337	29972	477.2	.	487.5	470.6	360.2	312.1	408.3	444.3	462.1	433.1	461.9	471.5	473.9	485.3	493.3
Abu Dhabi, UAE	4066	1604	.	.	.	.	.	312.1	311.5	356.2	384.9	361.4	423.5	407.4	393.2	448.6	420.0
Dubai, UAE	7626	3041	.	.	.	.	293.4	.	415.3	401.0	396.9	407.5	402.5	422.2	461.2	473.8	471.4



Question: Troy - Last item reached during task session  
 Location: (EN11TITEM)

16.Ite	17.Ite	18.Ite	MISSIN	NOT
m 16	m 17	m 18	G	ADMINI
Mean	Mean	Mean	Mean	STERED
Mean	Mean	Mean	Mean	Mean
516.7	542.0	542.0	534.9	544.1
519.1	523.0	552.7	.	541.7
527.7	532.1	557.9	.	560.5
474.4	485.5	484.2	.	476.6
489.2	528.2	568.9	.	567.0
472.3	517.3	544.9	.	535.1
500.7	539.7	537.9	.	530.8
504.5	528.1	567.9	536.7	568.7
507.2	509.7	524.2	.	523.0
536.8	516.6	589.8	.	587.6
500.3	466.1	527.1	.	525.5
518.5	569.4	558.8	.	560.6
443.6	457.9	473.8	434.0	468.8
470.4	542.7	557.7	.	557.4
498.7	518.5	542.0	501.9	539.1
420.0	438.4	435.0	.	432.4
482.6	492.4	531.0	434.0	528.8

Question: Troy - Click on "The Story of Troy" from Q18  
Location: (EN11T180)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSING G %	NOT ADMINISTERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSING G Mean	NOT ADMINISTERED Mean
Canada	9132	3608	11.7	2.0	86.4	0.1	60.2	568.7	512.2	537.3	534.9	544.1
Chinese Taipei	4331	1730	54.1	0.9	44.9	0.0	60.1	563.9	502.2	537.8	.	541.7
Denmark	2626	1066	10.7	2.1	87.3	0.0	59.3	583.5	534.8	552.1	.	560.5
Georgia	5657	2255	6.1	1.4	92.5	0.0	60.1	525.8	457.8	474.5	.	476.6
Ireland	2555	1013	19.4	1.3	79.3	0.0	60.5	579.3	502.6	564.5	.	567.0
Israel	3933	1570	15.3	1.7	82.9	0.0	60.1	571.9	484.3	532.5	.	535.1
Italy	3862	1526	16.9	2.8	80.3	0.0	60.5	554.1	523.4	531.5	.	530.8
Norway (5)	3714	1484	16.1	1.0	82.9	0.0	60.1	595.9	552.3	560.1	536.7	568.7
Portugal	4636	1846	18.8	1.9	79.3	0.0	60.3	534.5	486.9	519.2	.	523.0
Singapore	6420	2554	19.2	1.2	79.6	0.0	60.1	622.6	555.8	581.3	.	587.6
Slovenia	4370	1754	16.5	2.2	81.3	0.0	59.6	548.9	513.1	519.6	.	525.5
Sweden	3988	1588	14.1	1.1	84.8	0.0	60.1	579.0	505.8	554.2	.	560.6
United Arab Emirates	16007	6369	9.4	4.1	86.5	0.0	60.0	532.5	402.4	463.6	434.0	468.8
United States	4106	1617	9.7	2.7	87.6	0.0	60.5	589.0	499.4	553.2	.	557.4
International Avg. (14)	75337	29980	17.0	1.9	81.1	0.0	60.1	567.8	502.4	534.4	501.9	539.1
Abu Dhabi, UAE	4066	1606	7.6	5.2	87.3	0.0	60.3	492.3	377.0	427.9	.	432.4
Dubai, UAE	7626	3041	14.4	1.7	83.9	0.0	60.1	575.8	478.4	518.6	434.0	528.8

Question: Troy - Click on "Searching for Troy" from Q18  
Location: (EN11T18C)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSING G %	NOT ADMINISTERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSING G Mean	NOT ADMINISTERED Mean
Canada	9132	3608	4.6	0.5	95.0	0.1	60.2	581.8	457.6	538.9	534.9	544.1
Chinese Taipei	4331	1730	33.3	0.3	66.4	0.0	60.1	567.2	538.8	543.8	.	541.7
Denmark	2626	1066	3.7	0.6	95.7	0.0	59.3	594.7	490.1	553.9	.	560.5
Georgia	5657	2255	2.4	0.5	97.1	0.0	60.1	531.0	442.2	476.3	.	476.6
Ireland	2555	1013	7.3	0.3	92.4	0.0	60.5	579.6	535.9	565.6	.	567.0
Israel	3933	1570	6.2	0.3	93.5	0.0	60.1	556.8	512.0	536.5	.	535.1
Italy	3862	1526	6.3	1.3	92.4	0.0	60.5	562.8	505.6	533.6	.	530.8
Norway (5)	3714	1484	8.2	0.1	91.7	0.0	60.1	599.2	472.3	562.9	536.7	568.7
Portugal	4636	1846	8.7	0.8	90.4	0.0	60.3	549.7	472.6	519.2	.	523.0
Singapore	6420	2554	8.8	0.1	91.0	0.0	60.1	627.6	479.3	585.3	.	587.6
Slovenia	4370	1754	7.8	0.5	91.6	0.0	59.6	549.9	523.6	522.1	.	525.5
Sweden	3988	1588	4.9	0.5	94.6	0.0	60.1	577.5	499.3	556.4	.	560.6
United Arab Emirates	16007	6369	3.8	1.5	94.6	0.0	60.0	540.1	403.8	465.7	434.0	468.8
United States	4106	1617	4.0	0.3	95.7	0.0	60.5	595.3	499.1	553.8	.	557.4
International Avg. (14)	75337	29980	7.9	0.5	91.6	0.0	60.1	572.4	488.0	536.7	501.9	539.1
Abu Dhabi, UAE	4066	1606	2.7	2.3	94.9	0.0	60.3	513.0	372.1	429.2	.	432.4
Dubai, UAE	7626	3041	6.2	0.6	93.2	0.0	60.1	578.4	476.6	523.0	434.0	528.8

Question: Troy - Click on "Uncovering Troy" from Q18  
Location: (EN11T18G)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	10.3	1.1	88.6	0.1	60.2	580.0	536.1	535.9	534.9	544.1
Chinese Taipei	4331	1730	49.0	0.8	50.1	0.0	60.1	565.3	524.9	538.6	.	541.7
Denmark	2626	1066	10.0	1.1	89.0	0.0	59.3	582.3	568.3	551.9	.	560.5
Georgia	5657	2255	4.2	0.9	94.9	0.0	60.1	525.8	441.6	475.5	.	476.6
Ireland	2555	1013	19.8	1.1	79.1	0.0	60.5	581.4	581.9	562.6	.	567.0
Israel	3933	1570	12.2	1.6	86.2	0.0	60.1	583.3	499.8	531.9	.	535.1
Italy	3862	1526	13.4	0.2	86.4	0.0	60.5	564.7	487.4	530.6	.	530.8
Norway (5)	3714	1484	13.9	0.5	85.6	0.0	60.1	597.9	594.1	560.4	536.7	568.7
Portugal	4636	1846	15.4	1.1	83.5	0.0	60.3	538.5	528.8	518.3	.	523.0
Singapore	6420	2554	16.4	2.0	81.6	0.0	60.1	624.8	602.7	581.3	.	587.6
Slovenia	4370	1754	13.7	1.2	85.1	0.0	59.6	555.6	485.4	519.8	.	525.5
Sweden	3988	1588	13.2	0.7	86.1	0.0	60.1	590.2	555.3	552.1	.	560.6
United Arab Emirates	16007	6369	8.0	1.4	90.7	0.0	60.0	536.3	437.4	462.1	434.0	468.8
United States	4106	1617	8.2	1.4	90.4	0.0	60.5	590.0	576.4	551.8	.	557.4
International Avg. (14)	75337	29980	14.8	1.1	84.1	0.0	60.1	572.6	530.0	533.8	501.9	539.1
Abu Dhabi, UAE	4066	1606	5.8	1.8	92.4	0.0	60.3	493.8	422.6	426.3	.	432.4
Dubai, UAE	7626	3041	12.1	1.1	86.8	0.0	60.1	579.0	490.0	519.2	434.0	528.8

Question: Troy - Click on "Dig at Hisarlik" from Q18  
Location: (EN11T18H)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	10.7	0.1	89.2	0.1	60.2	590.3	575.4	534.4	534.9	544.1
Chinese Taipei	4331	1730	39.5	0.0	60.5	0.0	60.1	571.1	.	538.9	.	541.7
Denmark	2626	1066	7.9	0.0	92.1	0.0	59.3	590.4	.	552.1	.	560.5
Georgia	5657	2255	3.2	0.0	96.8	0.0	60.1	551.8	426.4	474.9	.	476.6
Ireland	2555	1013	17.7	0.0	82.3	0.0	60.5	594.7	.	560.5	.	567.0
Israel	3933	1570	10.2	0.1	89.7	0.0	60.1	589.0	454.2	531.9	.	535.1
Italy	3862	1526	9.8	0.0	90.2	0.0	60.5	576.4	.	530.6	.	530.8
Norway (5)	3714	1484	13.5	0.1	86.5	0.0	60.1	604.8	512.7	559.8	536.7	568.7
Portugal	4636	1846	9.7	0.0	90.3	0.0	60.3	557.7	.	517.6	.	523.0
Singapore	6420	2554	15.2	0.0	84.7	0.0	60.1	633.1	668.4	580.9	.	587.6
Slovenia	4370	1754	9.3	0.1	90.6	0.0	59.6	567.3	479.8	519.9	.	525.5
Sweden	3988	1588	9.8	0.0	90.2	0.0	60.1	598.2	.	552.7	.	560.6
United Arab Emirates	16007	6369	6.2	0.1	93.7	0.0	60.0	556.8	433.4	461.8	434.0	468.8
United States	4106	1617	9.4	0.0	90.6	0.0	60.5	592.1	382.9	551.5	.	557.4
International Avg. (14)	75337	29980	12.3	0.0	87.7	0.0	60.1	583.8	491.7	533.4	501.9	539.1
Abu Dhabi, UAE	4066	1606	4.2	0.1	95.8	0.0	60.3	529.6	311.0	425.9	.	432.4
Dubai, UAE	7626	3041	9.8	0.2	90.0	0.0	60.1	593.9	550.1	518.7	434.0	528.8

Question: Troy - Click on "Damaged Remains" from Q18  
Location: (EN11T18I)

Country	Sample	Valid N	1.Yes, clicked %	2.No, already on the web page tab %	3.No, did not navigate to the web page tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicked Mean	2.No, already on the web page tab Mean	3.No, did not navigate to the web page tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	8.6	0.0	91.4	0.1	60.2	586.3	567.4	536.1	534.9	544.1
Chinese Taipei	4331	1730	37.6	0.0	62.4	0.0	60.1	568.8	.	541.2	.	541.7
Denmark	2626	1066	5.9	0.1	94.0	0.0	59.3	589.0	578.9	552.9	.	560.5
Georgia	5657	2255	2.8	0.1	97.1	0.0	60.1	534.8	309.6	475.9	.	476.6
Ireland	2555	1013	11.8	0.1	88.1	0.0	60.5	580.9	651.8	564.5	.	567.0
Israel	3933	1570	7.6	0.1	92.2	0.0	60.1	577.6	613.0	534.3	.	535.1
Italy	3862	1526	7.5	0.0	92.5	0.0	60.5	568.4	.	532.3	.	530.8
Norway (5)	3714	1484	12.2	0.2	87.7	0.0	60.1	595.6	686.0	561.4	536.7	568.7
Portugal	4636	1846	8.7	0.1	91.2	0.0	60.3	544.3	446.9	519.4	.	523.0
Singapore	6420	2554	12.0	0.1	87.9	0.0	60.1	627.9	676.7	583.5	.	587.6
Slovenia	4370	1754	7.5	0.1	92.4	0.0	59.6	554.1	609.2	521.8	.	525.5
Sweden	3988	1588	6.8	0.0	93.2	0.0	60.1	594.0	508.3	554.5	.	560.6
United Arab Emirates	16007	6369	4.9	0.0	95.0	0.0	60.0	550.3	560.6	463.3	434.0	468.8
United States	4106	1617	7.3	0.0	92.7	0.0	60.5	588.5	.	552.6	.	557.4
International Avg. (14)	75337	29980	10.1	0.1	89.8	0.0	60.1	575.8	564.4	535.3	501.9	539.1
Abu Dhabi, UAE	4066	1606	3.4	0.0	96.6	0.0	60.3	516.3	.	427.1	.	432.4
Dubai, UAE	7626	3041	7.7	0.0	92.3	0.0	60.1	582.7	560.6	521.4	434.0	528.8

Question: Troy - Click on "9 Levels" from Q18  
Location: (EN11T18J)

Country	Sample	Valid N	1.Yes, clicke d %	2.No, alread y on t he web page tab %	3.No, did no t navi gate t o the web pa ge tab %	MISSIN G %	NOT ADMINI STERED %	1.Yes, clicke d Mean	2.No, alread y on t he web page tab Mean	3.No, did no t navi gate t o the web pa ge tab Mean	MISSIN G Mean	NOT ADMINI STERED Mean
Canada	9132	3608	5.1	0.2	94.8	0.1	60.2	587.6	536.2	537.9	534.9	544.1
Chinese Taipei	4331	1730	32.6	0.0	67.4	0.0	60.1	573.3	507.2	541.1	.	541.7
Denmark	2626	1066	3.6	0.1	96.3	0.0	59.3	580.2	648.1	554.1	.	560.5
Georgia	5657	2255	1.8	0.1	98.1	0.0	60.1	539.3	475.8	476.3	.	476.6
Ireland	2555	1013	8.9	0.1	91.0	0.0	60.5	581.4	546.7	565.1	.	567.0
Israel	3933	1570	6.8	0.3	92.8	0.0	60.1	589.8	450.2	534.1	.	535.1
Italy	3862	1526	6.1	0.1	93.8	0.0	60.5	574.0	498.3	532.6	.	530.8
Norway (5)	3714	1484	9.0	0.1	90.9	0.0	60.1	600.7	614.5	562.3	536.7	568.7
Portugal	4636	1846	6.4	0.2	93.4	0.0	60.3	547.0	502.3	519.8	.	523.0
Singapore	6420	2554	9.9	0.3	89.9	0.0	60.1	634.1	615.7	583.8	.	587.6
Slovenia	4370	1754	5.0	0.1	94.9	0.0	59.6	556.7	408.8	522.7	.	525.5
Sweden	3988	1588	4.0	0.3	95.7	0.0	60.1	598.9	566.7	555.4	.	560.6
United Arab Emirates	16007	6369	4.5	0.4	95.1	0.0	60.0	540.7	397.4	464.5	434.0	468.8
United States	4106	1617	4.5	0.3	95.2	0.0	60.5	583.0	564.3	553.9	.	557.4
International Avg. (14)	75337	29980	7.7	0.2	92.1	0.0	60.1	577.6	523.7	536.0	501.9	539.1
Abu Dhabi, UAE	4066	1606	2.9	0.7	96.4	0.0	60.3	502.7	389.8	428.3	.	432.4
Dubai, UAE	7626	3041	7.0	0.2	92.8	0.0	60.1	580.4	426.9	522.3	434.0	528.8