

Sociologue

[Online reviews help me decide whether or not to buy a product] Do you agree or disagree with each statement

Proportions/Means: - Column Proportions:

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

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

- Column Means:

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

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

[Index]	Gender				
	Age				
	Total	Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	18500	9680	8820	7163	6312
Base: All Respondents (wtd)	12000	5991	6009	5274	3896
Agree very much	2906	1457	1450	1601	879
	24%	24%	24%	30%	23%
				DE	E
Agree somewhat	5333	2700	2633	2280	1821
	44%	45%	44%	43%	47%
					CE
Disagree somewhat	2092	1085	1006	822	679
	17%	18%	17%	16%	17%
					C
Disagree very much	1669	748	920	572	517
	14%	12%	15%	11%	13%
			A		C
Sigma	12000	5991	6009	5274	3896
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	8239	4157	4082	3881	2700
	69%	69%	68%	74%	69%
				DE	E
Low2Box (Disagree somewhat/Disagree very much)	3761	1834	1927	1394	1196
	31%	31%	32%	26%	31%
					C

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	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
5025	5840	7188	5258	8923	9577	5477	6461
2830	4058	4469	3303	5449	6551	4369	4143
426	846	1066	967	1285	1621	1036	862
15%	21%	24%	29%	24%	25%	24%	21%
		F	FG			L	
1233	1692	1982	1582	2547	2786	1827	1837
44%	42%	44%	48%	47%	43%	42%	44%
		F	FG	J			K
591	789	839	425	920	1172	777	802
21%	19%	19%	13%	17%	18%	18%	19%
CD	H	H				M	M
580	731	583	329	697	971	728	641
20%	18%	13%	10%	13%	15%	17%	15%
CD	GH	H			I	M	M
2830	4058	4469	3303	5449	6551	4369	4143
100%	100%	100%	100%	100%	100%	100%	100%
1659	2539	3048	2549	3832	4407	2863	2699
59%	63%	68%	77%	70%	67%	66%	65%
		F	FG	J			
1171	1520	1421	754	1617	2144	1506	1443
41%	37%	32%	23%	30%	33%	34%	35%
CD	GH	H			I	M	M

	Chief Income Earner		Business Owner		Senior Executive/Decision		Employment
High	Yes	No	Yes	No	Yes	No	Total Employed
M	N	O	P	Q	R	S	T
6562	10307	8193	2062	16438	3395	15105	12331
3489	6252	5748	1328	10672	2065	9935	7645
1008	1513	1394	443	2464	708	2199	1952
29%	24%	24%	33%	23%	34%	22%	26%
KL			Q		S		U
1669	2743	2590	555	4778	904	4429	3512
48%	44%	45%	42%	45%	44%	45%	46%
KL							U
513	1126	966	192	1900	274	1818	1270
15%	18%	17%	14%	18%	13%	18%	17%
				P		R	
299	870	799	139	1530	179	1490	912
9%	14%	14%	10%	14%	9%	15%	12%
				P		R	
3489	6252	5748	1328	10672	2065	9935	7645
100%	100%	100%	100%	100%	100%	100%	100%
2677	4256	3984	998	7241	1612	6627	5464
77%	68%	69%	75%	68%	78%	67%	71%
KL			Q		S		U
812	1996	1764	330	3430	453	3308	2182
23%	32%	31%	25%	32%	22%	33%	29%
				P		R	

ent Status
Non Employed U
6169
4355
954
22%
1822
42%
822
19%
T
757
17%
T
4355
100%
2776
64%
1579
36%
T