

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

[Index]					
	Total	Argentina	Australia	Belgium	Brazil
		A	B	C	D
Base: All Respondents (unwtd)	18500	500	1000	500	1001
Base: All Respondents (wtd)	12000	500	500	500	500
Agree very much	2906	113	77	42	197
	24%	23%	15%	8%	39%
		BCEGHJNU	CGH		ABCEFGHIJM NOPQRSTU V X
Agree somewhat	5333	174	270	153	196
	44%	35%	54%	31%	39%
		V	ACDEGHJKLO QRUVWX		CGV
Disagree somewhat	2092	97	97	96	50
	17%	19%	19%	19%	10%
		DIKLMQTX	DFIKLMQTX X	DIKLMQTX	
Disagree very much	1669	116	55	209	56
	14%	23%	11%	42%	11%
		BDEFIKLMNO PQRSTVWX	FIKLNTW	ABDEFGHIJKL MNOPQRSTU VWX	FIKLNTW
Sigma	12000	500	500	500	500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	8239	287	348	195	394
	69%	57%	70%	39%	79%
		CGHV	ACEGHJUV		ABCEGHJNO QRUV
Low2Box (Disagree somewhat/Disagree very much)	3761	213	152	305	106
	31%	43%	30%	61%	21%
		BDEFIKLMNO PQRSTWX	DFIKLMPTWX	ABDEFHIJKL MNOPQRSTU WX	KLTW

t?

Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia
E	F	G	H	I	J	K	L
1000	1000	1000	1000	1000	1000	1000	500
500	500	500	500	500	500	500	500
88	117	42	45	123	63	219	200
18%	23%	8%	9%	25%	13%	44%	40%
CGHJ	BCGHJNU			BCEGHJNUV	CGH	ABCEFGHIJM NOPQRSTUV X	ABCEFGHIJM NOPQRSTUV X
232	294	147	192	280	203	218	233
46%	59%	29%	38%	56%	41%	44%	47%
ACDGHJOUV W	ACDEGHJKLM OQRUVWX		CGV	ACDEGHJKLM OQRUVWX	ACGVW	ACGHVW	ACGHJOUVW
95	67	139	137	62	116	47	51
19%	13%	28%	27%	12%	23%	9%	10%
DIKLMQTX	TW	ABCDEFGHIJKLM NOPQRSTWX	ABCDEFGHIJKLM NOPQRSTWX	TW	DEFIKLMOPQ RSTWX	W	W
85	22	172	126	35	118	16	17
17%	4%	34%	25%	7%	24%	3%	3%
BDFIKLMNPR STWX		ABDEFHIJKL MNOPQRSTU VWX	BDEFIKLMNO PQRSTVWX	KLTW	BDEFIKLMNO PQRSTVWX		
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
320	411	189	237	403	266	437	432
64%	82%	38%	47%	81%	53%	87%	86%
ACGHJUV	ABCEGHJNO QRUV		CG	ABCEGHJMN OQRUV	CGHV	ABCDEGHIJM NOPQRSUVX	ABCDEGHIJM NOPQRSUVX
180	89	311	263	97	234	63	68
36%	18%	62%	53%	19%	47%	13%	14%
BDFIKLMNPQ RSTWX	TW	ABDEFHIJKL MNOPQRSTU WX	ABDEFHIJKL NOPQRSTUW X	KLTW	BDEFIKLMNO PQRSTWX		W

Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea
M	N	O	P	Q	R	S	T
1000	1000	499	500	500	500	500	500
500	500	500	500	500	500	500	500
137	75	145	108	137	116	120	128
27%	15%	29%	22%	27%	23%	24%	26%
BCEGHJNPUV	CGH	BCEGHJNPUV	BCGHJNU	BCEGHJNPUV	BCEGHJNU	BCEGHJNU	BCEGHJNUV
247	284	191	275	222	233	256	320
49%	57%	38%	55%	44%	47%	51%	64%
ACDGHJKOU VW	ACDEGHJKLM OQRUVWX	CGV	ACDEGHJKLO QRUVWX	ACGHUVW	ACGHOUVW	ACDGHJKOU VW	ABCDEGHIJKL MNOPQRSUV WX
70	106	86	78	60	89	77	40
14%	21%	17%	16%	12%	18%	15%	8%
KLTW	DFIKLMPQST WX	DIKLTW	DKLTW	TW	DIKLQTW	KLTW	
46	35	79	40	81	62	47	13
9%	7%	16%	8%	16%	12%	9%	3%
FKLTW	KLTW	FIKLMNPSTW X	KLTW	BFIKLMNPST WX	FIKLNPTW	FKLTW	
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
384	359	336	382	359	349	376	447
77%	72%	67%	76%	72%	70%	75%	89%
ABCEGHJNOR UV	ACEGHJUV	ACGHJUV	ABCEGHJORU V	ACEGHJUV	ACEGHJUV	ACEGHJOUV	ABCDEFGHJIJ MNOPQRSUV X
116	141	164	118	141	151	124	53
23%	28%	33%	24%	28%	30%	25%	11%
IKLTW	DFIKLMTWX	DFIKLMPSTW X	KLTW	DFIKLTWX	DFIKLMPTWX	KLTW	

Spain	Sweden	Turkey	United States
U	V	W	X
1000	500	500	1000
500	500	500	500
72	92	290	161
14%	18%	58%	32%
CGH	CGHJ	ABCDEFGHIIJK LMNOPQRST UVX	ABCEFGHIJNP RSTUV
192	125	167	230
38%	25%	33%	46%
CGV		V	ACGHOUVW
127	213	28	65
25%	43%	6%	13%
ABCDEFGHIKLM NOPQRSTWX	ABCDEFGHIIJK LMNOPQRST UWX		TW
109	70	14	45
22%	14%	3%	9%
BDEFIKLMNO PQRSTVWX	FIKLNPTW		FKLTW
500	500	500	500
100%	100%	100%	100%
264	217	458	391
53%	43%	92%	78%
CGHV		ABCDEFGHIIJL MNOPQRSUV X	ABCEGHJNO QRUV
236	283	42	109
47%	57%	8%	22%
BDEFIKLMNO PQRSTWX	ABDEFIJKLM NOPQRSTUW X		KLTW

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Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G

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

[Index]					
	Total	North America	LATAM	Europe	APAC
		A	B	C	D
Base: All Respondents (unwtd)	18500	2000	2000	7500	5500
Base: All Respondents (wtd)	12000	1000	1500	4500	3500
Agree very much	2906	249	455	723	953
	24%	25%	30%	16%	27%
		CE	ACE		CE
Agree somewhat	5333	461	561	1814	1841
	44%	46%	37%	40%	53%
		BC			ABCEFG
Disagree somewhat	2092	159	233	1038	469
	17%	16%	16%	23%	13%
		DFG	F	ABDEFG	
Disagree very much	1669	130	251	926	238
	14%	13%	17%	21%	7%
		DFG	ADFG	ABDEFG	
Sigma	12000	1000	1500	4500	3500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	8239	711	1017	2537	2793
	69%	71%	68%	56%	80%
		CE	C		ABCE
Low2Box (Disagree somewhat/Disagree very much)	3761	289	483	1963	707
	31%	29%	32%	44%	20%
		DFG	DFG	ABDEFG	

t?

G-8 Countries	BRIC	Middle East/Africa
E	F	G
7500	3501	1500
4000	2000	1500
808	670	526
20%	34%	35%
C	ACDE	ABCDE
1834	930	656
46%	46%	44%
BC	BC	B
733	225	194
18%	11%	13%
ABDFG		
625	175	124
16%	9%	8%
ADFG	D	
4000	2000	1500
100%	100%	100%
2641	1600	1182
66%	80%	79%
C	ABCE	ABCE
1359	400	318
34%	20%	21%
ADFG		

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

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

- Column Means:

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

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

[Index]	Argentina Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	210	290	239	177
Base: All Respondents (wtd)	500	245	255	248	153
Agree very much	113	65	48	53	28
	23%	26%	19%	21%	18%
Agree somewhat	174	89	85	88	60
	35%	36%	33%	36%	40%
Disagree somewhat	97	50	47	58	26
	19%	20%	18%	23%	17%
Disagree very much	116	42	74	49	39
	23%	17%	29%	20%	25%
			A		
Sigma	500	245	255	248	153
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	287	154	134	141	88
	57%	63%	52%	57%	58%
		B			
Low2Box (Disagree somewhat/Disagree very much)	213	91	121	107	64
	43%	37%	48%	43%	42%
			A		

t?

Argentina							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
84	191	127	182	153	347	206	165
99	213	127	159	147	353	327	118
32	39	34	41	28	85	79	23
33%	18%	27%	25%	19%	24%	24%	19%
D*		*					
25	70	44	61	52	122	105	48
25%	33%	34%	38%	36%	34%	32%	40%
*		*					
13	45	28	24	26	70	63	23
13%	21%	22%	15%	18%	20%	19%	19%
*		*					
29	60	22	34	41	75	79	25
29%	28%	17%	21%	28%	21%	24%	21%
*		*					
99	213	127	159	147	353	327	118
100%	100%	100%	100%	100%	100%	100%	100%
58	108	78	101	80	207	184	70
58%	51%	61%	64%	55%	59%	56%	59%
*		*	F				
41	105	50	58	67	146	142	48
42%	49%	39%	36%	45%	41%	44%	41%
*	H	*					

	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
129	228	272	67	433	69	431	284
55	224	276	63	437	62	438	266
12	59	54	18	95	18	96	62
21%	26%	20%	28%	22%	28%	22%	23%
			*		*		
21	79	95	26	148	30	144	98
38%	35%	34%	41%	34%	48%	33%	37%
			*		S*		
10	39	57	8	89	5	91	46
19%	18%	21%	13%	20%	9%	21%	17%
			*		*	R	
12	46	70	12	104	9	107	60
21%	21%	25%	18%	24%	15%	24%	23%
			*		*		
55	224	276	63	437	62	438	266
100%	100%	100%	100%	100%	100%	100%	100%
33	138	149	44	244	48	240	160
60%	62%	54%	69%	56%	77%	55%	60%
			*		S*		
22	86	127	19	193	14	198	106
40%	38%	46%	31%	44%	23%	45%	40%
			*		*	R	

ent Status
Non Employed U
216
234
51
22%
76
32%
51
22%
56
24%
234
100%
127
54%
107
46%

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

- Column Means:

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

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

[Index]	Australia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	501	499	249	302
Base: All Respondents (wtd)	500	248	252	197	146
Agree very much	77	35	42	39	17
	15%	14%	17%	20%	12%
				D	
Agree somewhat	270	134	137	112	83
	54%	54%	54%	57%	57%
Disagree somewhat	97	53	44	30	30
	19%	21%	17%	16%	21%
Disagree very much	55	26	29	15	16
	11%	11%	12%	8%	11%
Sigma	500	248	252	197	146
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	348	169	179	151	100
	70%	68%	71%	77%	69%
				E	
Low2Box (Disagree somewhat/Disagree very much)	152	79	73	46	45
	30%	32%	29%	23%	31%

t?

Australia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
449	233	494	273	501	499	325	307
158	125	253	122	218	282	131	295
21	19	38	20	35	43	16	46
13%	15%	15%	17%	16%	15%	12%	16%
76	62	138	70	121	149	68	162
48%	50%	55%	57%	56%	53%	52%	55%
37	27	51	18	40	57	29	55
23%	22%	20%	15%	18%	20%	22%	19%
C							
25	16	25	14	22	33	18	32
16%	13%	10%	11%	10%	12%	14%	11%
C						M	
158	125	253	122	218	282	131	295
100%	100%	100%	100%	100%	100%	100%	100%
97	81	177	90	156	192	84	208
61%	65%	70%	74%	71%	68%	64%	71%
61	43	77	32	62	90	47	87
39%	35%	30%	26%	29%	32%	36%	29%
C						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
368	576	424	112	888	142	858	630
74	277	223	47	453	57	443	317
15	41	36	7	70	9	68	45
20%	15%	16%	15%	16%	16%	15%	14%
K			*		*		
41	151	120	24	246	30	241	182
55%	54%	54%	51%	54%	52%	54%	57%
			*		*		U
13	56	41	11	86	12	85	55
18%	20%	18%	23%	19%	21%	19%	17%
			*		*		
5	28	27	5	50	6	49	36
7%	10%	12%	11%	11%	11%	11%	11%
			*		*		
74	277	223	47	453	57	443	317
100%	100%	100%	100%	100%	100%	100%	100%
55	192	156	31	316	39	309	226
75%	69%	70%	66%	70%	68%	70%	71%
K			*		*		
19	85	68	16	136	18	134	91
25%	31%	30%	34%	30%	32%	30%	29%
			*		*		

ent Status
Non
Employed
U
370
183
33
18%
88
48%
42
23%
19
10%
183
100%
121
66%
62
34%

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

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

- Column Means:

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

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

[Index]	Belgium Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	275	225	134	175
Base: All Respondents (wtd)	500	251	249	184	159
Agree very much	42	29	13	19	15
	8%	12%	5%	10%	10%
		B			
Agree somewhat	153	93	60	57	61
	31%	37%	24%	31%	38%
		B			E
Disagree somewhat	96	39	57	34	33
	19%	16%	23%	18%	21%
			A		
Disagree very much	209	90	119	75	50
	42%	36%	48%	41%	31%
			A		
Sigma	500	251	249	184	159
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	195	122	73	76	76
	39%	49%	29%	41%	48%
		B		E	E
Low2Box (Disagree somewhat/Disagree very much)	305	129	176	109	83
	61%	51%	71%	59%	52%
			A		

t?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
191	199	210	91	165	335	190	199
157	198	204	97	148	352	172	186
8	13	21	8	13	29	11	18
5%	7%	10%	9%	9%	8%	6%	9%
			*				
35	50	61	41	36	117	31	51
22%	25%	30%	42%	24%	33%	18%	28%
			FG*		I		K
29	45	34	17	31	65	39	43
18%	23%	17%	17%	21%	18%	22%	23%
			*			M	M
85	91	88	31	69	141	92	73
54%	46%	43%	32%	46%	40%	53%	40%
CD	H		*			LM	
157	198	204	97	148	352	172	186
100%	100%	100%	100%	100%	100%	100%	100%
43	63	82	50	49	146	42	69
28%	32%	40%	51%	33%	42%	24%	37%
			F*				K
113	135	122	48	99	206	131	117
72%	68%	60%	49%	67%	58%	76%	63%
CD	H		*			LM	M

Belgium							
	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
111	328	172	16	484	35	465	275
142	311	189	18	482	37	463	273
13	24	18	3	39	4	38	27
9%	8%	9%	16%	8%	12%	8%	10%
			**		*		
71	104	48	4	149	15	138	101
50%	34%	26%	24%	31%	40%	30%	37%
KL			**		*		U
14	60	36	4	92	6	90	52
10%	19%	19%	21%	19%	17%	19%	19%
			**		*		
44	122	87	7	202	12	198	94
31%	39%	46%	39%	42%	31%	43%	34%
			**		*		
142	311	189	18	482	37	463	273
100%	100%	100%	100%	100%	100%	100%	100%
84	129	66	7	188	19	176	128
59%	41%	35%	40%	39%	52%	38%	47%
KL			**		*		U
58	182	123	11	294	18	287	146
41%	59%	65%	60%	61%	48%	62%	53%
			**		*		

ent Status	Region			Language	
Non Employed	North	Center	South	French	Flemish
U	V	W	X	Y	Z
225	210	149	141	280	220
227	204	151	145	285	215
15	17	16	9	25	17
7%	8%	11%	6%	9%	8%
52	56	55	42	93	60
23%	27%	36%	29%	32%	28%
44	49	27	20	45	51
19%	24%	18%	14%	16%	24%
	X				Y
115	82	53	74	122	87
51%	40%	35%	51%	43%	41%
T			W		
227	204	151	145	285	215
100%	100%	100%	100%	100%	100%
67	73	71	51	118	77
30%	36%	47%	35%	41%	36%
		V			
159	131	80	94	168	138
70%	64%	53%	65%	59%	64%
T	W				

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

- Column Means:

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

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

[Index]	Brazil Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1001	374	627	479	331
Base: All Respondents (wtd)	500	244	256	271	155
Agree very much	197	105	92	128	50
	39%	43%	36%	47%	33%
		*		DE	*
Agree somewhat	196	106	90	90	69
	39%	44%	35%	33%	45%
		*			*
Disagree somewhat	50	13	37	28	14
	10%	5%	14%	10%	9%
		*	A		*
Disagree very much	56	19	37	25	21
	11%	8%	14%	9%	14%
		*			*
Sigma	500	244	256	271	155
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	394	212	182	219	120
	79%	87%	71%	81%	77%
		B*			*
Low2Box (Disagree somewhat/Disagree very much)	106	33	74	52	35
	21%	13%	29%	19%	23%
		*	A		*

t?

Brazil							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
191	245	719	37	410	591	142	599
74	190	305	5	203	297	363	108
19	68	128	2	63	134	147	41
25%	36%	42%	42%	31%	45%	40%	38%
*	*		*		I		
37	75	119	2	86	111	140	43
49%	39%	39%	40%	42%	37%	39%	40%
*	*		*				
9	25	25	1	25	25	33	13
12%	13%	8%	12%	12%	8%	9%	12%
*	*		*				
10	23	33	*	29	27	43	11
14%	12%	11%	5%	14%	9%	12%	10%
*	*		*				
74	190	305	5	203	297	363	108
100%	100%	100%	100%	100%	100%	100%	100%
55	142	247	4	149	245	287	84
75%	75%	81%	83%	73%	82%	79%	78%
*	*		*				
19	47	58	1	54	52	76	23
25%	25%	19%	17%	27%	18%	21%	22%
*	*		*				

	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
260	431	570	130	871	181	820	653
30	236	264	68	432	95	405	292
10	90	107	29	168	42	155	130
33%	38%	41%	43%	39%	44%	38%	45%
			**		*		
13	101	95	20	176	30	166	110
44%	43%	36%	29%	41%	32%	41%	38%
			**		*		
4	16	34	4	46	8	43	22
14%	7%	13%	6%	11%	8%	11%	8%
			**		*		
3	29	28	15	41	15	41	30
9%	12%	10%	22%	10%	16%	10%	10%
			**		*		
30	236	264	68	432	95	405	292
100%	100%	100%	100%	100%	100%	100%	100%
23	191	203	49	345	72	321	240
77%	81%	77%	72%	80%	76%	79%	82%
			**		*		
7	45	62	19	87	23	83	52
23%	19%	23%	28%	20%	24%	21%	18%
			**		*		

ent Status
Non
Employed
U
348
208
68
32%
*
86
41%
*
28
14%
*
26
13%
*
208
100%
154
74%
*
55
26%
*

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

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

[Index]	Canada Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	432	568	285	335
Base: All Respondents (wtd)	500	247	253	177	172
Agree very much	88	46	43	43	33
	18%	18%	17%	24%	19%
				E	E
Agree somewhat	232	108	124	86	79
	46%	44%	49%	48%	46%
Disagree somewhat	95	52	42	27	34
	19%	21%	17%	15%	20%
Disagree very much	85	41	44	22	26
	17%	17%	17%	12%	15%
Sigma	500	247	253	177	172
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	320	153	167	128	112
	64%	62%	66%	72%	65%
				E	E
Low2Box (Disagree somewhat/Disagree very much)	180	94	86	49	60
	36%	38%	34%	28%	35%

t?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
380	219	413	368	447	553	349	495
150	114	203	183	210	290	186	223
13	17	43	29	32	56	22	42
9%	15%	21%	16%	15%	19%	12%	19%
							K
67	45	90	97	103	129	84	103
44%	39%	44%	53%	49%	44%	45%	46%
			FG				
33	22	39	33	39	56	44	38
22%	19%	19%	18%	18%	19%	24%	17%
C						LM	
38	31	31	23	36	49	36	41
25%	27%	15%	13%	17%	17%	19%	18%
CD	GH					M	M
150	114	203	183	210	290	186	223
100%	100%	100%	100%	100%	100%	100%	100%
80	61	133	126	135	185	106	145
53%	54%	65%	69%	64%	64%	57%	65%
		F	F				K
71	53	70	57	75	105	80	78
47%	46%	35%	31%	36%	36%	43%	35%
CD	GH					LM	M

Canada							
Canada							
	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
156	548	452	107	893	135	865	645
91	277	223	53	447	68	432	327
24	50	39	13	75	17	72	62
26%	18%	17%	24%	17%	24%	17%	19%
K			*		S		
46	126	106	24	208	29	202	156
50%	46%	47%	45%	47%	43%	47%	48%
			*				
13	51	43	8	87	11	84	59
14%	19%	19%	14%	19%	16%	19%	18%
			*				
9	50	36	9	76	11	74	49
9%	18%	16%	17%	17%	16%	17%	15%
			*				
91	277	223	53	447	68	432	327
100%	100%	100%	100%	100%	100%	100%	100%
69	176	144	37	283	46	274	218
76%	63%	65%	69%	63%	68%	63%	67%
KL			*				U
21	101	79	16	163	22	158	108
24%	37%	35%	31%	37%	32%	37%	33%
			*				

ent Status	Region						
Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
U	V	W	X	Y	Z	a	b
355	197	78	112	151	-	362	212
173	98	37	56	74	-	183	109
26	16	9	11	14	-	37	12
15%	17%	25%	20%	19%	-	20%	11%
		b*	b	b		b	
76	52	14	29	33	-	93	40
44%	52%	38%	52%	45%	-	51%	37%
	Wb	*	b			b	
36	18	8	9	18	-	29	22
21%	18%	21%	17%	24%	-	16%	20%
		*		a			
36	13	6	6	8	-	24	35
21%	13%	16%	12%	11%	-	13%	32%
T		*					VWXYa
173	98	37	56	74	-	183	109
100%	100%	100%	100%	100%	-	100%	100%
102	68	23	40	47	-	129	52
59%	69%	64%	72%	64%	-	71%	48%
	b	b*	b	b		b	
72	30	13	16	26	-	53	57
41%	31%	36%	28%	36%	-	29%	52%
T		*					VWXYa

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]	China Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	613	387	442	436
Base: All Respondents (wtd)	500	249	251	200	203
Agree very much	117	55	62	60	40
	23%	22%	25%	30%	20%
			*	*	*
Agree somewhat	294	148	146	109	121
	59%	59%	58%	54%	60%
			*	*	*
Disagree somewhat	67	37	30	20	32
	13%	15%	12%	10%	16%
			*	*	*
Disagree very much	22	9	13	12	10
	4%	4%	5%	6%	5%
			*	*	*
Sigma	500	249	251	200	203
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	411	203	208	169	161
	82%	82%	83%	84%	79%
			*	*	*
Low2Box (Disagree somewhat/Disagree very much)	89	46	43	32	42
	18%	18%	17%	16%	21%
			*	*	*

t?

China							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
122	62	240	698	766	234	82	249
96	79	177	244	353	147	295	155
18	12	41	64	74	43	70	32
18%	15%	23%	26%	21%	29%	24%	21%
*	**	*			*	*	
63	41	103	150	213	81	166	98
66%	52%	58%	61%	60%	55%	56%	63%
*	**	*			*	*	
15	16	28	23	58	9	41	21
16%	21%	16%	9%	16%	6%	14%	14%
*	**	*			*	*	
*	10	5	7	8	14	18	4
1%	13%	3%	3%	2%	9%	6%	2%
*	**	*			I*	M*	
96	79	177	244	353	147	295	155
100%	100%	100%	100%	100%	100%	100%	100%
81	52	144	214	287	124	236	130
84%	67%	81%	88%	81%	84%	80%	84%
*	**	*			*	*	
16	26	33	30	66	23	59	25
16%	33%	19%	12%	19%	16%	20%	16%
*	**	*			*	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
669	735	265	117	883	378	622	920
50	297	203	45	455	108	392	396
15	71	46	17	100	35	82	86
29%	24%	23%	37%	22%	32%	21%	22%
L		*	**		*		
30	172	122	26	267	67	226	238
61%	58%	60%	59%	59%	62%	58%	60%
		*	**		*		
5	44	23	2	66	6	61	50
10%	15%	11%	4%	14%	6%	16%	13%
		*	**		*	R	
*	10	12	-	22	*	22	21
*	3%	6%	-	5%	*	6%	5%
		*	**		*		
50	297	203	45	455	108	392	396
100%	100%	100%	100%	100%	100%	100%	100%
45	243	168	43	368	102	308	324
90%	82%	83%	96%	81%	94%	79%	82%
KL		*	**		S*		
5	54	35	2	88	6	83	71
10%	18%	17%	4%	19%	6%	21%	18%
		*	**		*	R	

ent Status
Non Employed U
80
104
31
29%
*
56
53%
*
17
16%
*
1
1%
*
104
100%
86
83%
*
18
17%
*

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	France Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	460	540	350	358
Base: All Respondents (wtd)	500	247	253	191	169
Agree very much	42	18	23	19	11
	8%	7%	9%	10%	7%
Agree somewhat	147	76	72	55	48
	29%	31%	28%	29%	29%
Disagree somewhat	139	71	68	56	49
	28%	29%	27%	30%	29%
Disagree very much	172	82	90	60	60
	34%	33%	36%	32%	36%
Sigma	500	247	253	191	169
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	189	94	95	74	59
	38%	38%	37%	39%	35%
Low2Box (Disagree somewhat/Disagree very much)	311	153	158	117	109
	62%	62%	63%	61%	65%

t?

France							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
292	251	496	253	452	548	414	293
141	126	250	124	221	279	168	209
12	12	19	10	17	25	16	15
8%	10%	8%	8%	8%	9%	9%	7%
44	39	74	34	66	81	41	62
31%	31%	30%	28%	30%	29%	24%	30%
33	27	73	38	61	78	44	63
24%	22%	29%	31%	28%	28%	26%	30%
		F	F				
52	48	83	41	77	95	67	69
37%	38%	33%	33%	35%	34%	40%	33%
						LM	
141	126	250	124	221	279	168	209
100%	100%	100%	100%	100%	100%	100%	100%
56	51	93	45	83	106	56	77
39%	40%	37%	36%	38%	38%	34%	37%
85	75	157	79	138	173	111	132
61%	60%	63%	64%	62%	62%	66%	63%
						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
293	521	479	25	975	44	956	585
124	259	241	12	488	21	479	290
11	23	18	1	40	3	39	20
9%	9%	8%	11%	8%	13%	8%	7%
			**		*		
44	75	72	3	144	7	140	86
36%	29%	30%	29%	29%	33%	29%	30%
K			**		*		
32	74	65	4	135	6	133	85
26%	29%	27%	30%	28%	28%	28%	29%
			**		*		
36	86	86	4	169	6	167	99
29%	33%	36%	30%	35%	27%	35%	34%
			**		*		
124	259	241	12	488	21	479	290
100%	100%	100%	100%	100%	100%	100%	100%
56	99	90	5	184	10	179	107
45%	38%	37%	40%	38%	45%	37%	37%
K			**		*		
68	160	151	7	304	11	300	184
55%	62%	63%	60%	62%	55%	63%	63%
			**		*		

ent Status
Non Employed U
415
210
21
10%
61
29%
54
26%
74
35%
210
100%
82
39%
127
61%

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]	Germany Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	487	513	303	363
Base: All Respondents (wtd)	500	253	247	172	174
Agree very much	45	21	24	19	16
	9%	8%	10%	11%	9%
				E	
Agree somewhat	192	99	92	74	70
	38%	39%	37%	43%	40%
				E	E
Disagree somewhat	137	68	69	37	52
	27%	27%	28%	21%	30%
					C
Disagree very much	126	64	62	42	35
	25%	25%	25%	24%	20%
Sigma	500	253	247	172	174
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	237	120	117	93	86
	47%	48%	47%	54%	50%
				E	E
Low2Box (Disagree somewhat/Disagree very much)	263	132	131	79	88
	53%	52%	53%	46%	50%

t?

Germany							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
334	418	394	188	278	722	208	624
154	208	194	98	134	366	113	285
10	16	14	15	12	33	7	23
6%	8%	7%	15%	9%	9%	7%	8%
			FG				
48	71	84	37	51	141	32	110
31%	34%	43%	38%	38%	38%	28%	39%
		F					K
47	59	52	26	37	99	38	74
31%	28%	27%	27%	28%	27%	34%	26%
C						LM	
49	63	45	19	33	94	36	78
32%	30%	23%	19%	25%	26%	31%	27%
CD	GH					M	M
154	208	194	98	134	366	113	285
100%	100%	100%	100%	100%	100%	100%	100%
58	87	98	52	64	173	40	133
37%	42%	50%	54%	48%	47%	35%	47%
		F	F				K
97	121	96	45	70	193	74	152
63%	58%	50%	46%	52%	53%	65%	53%
CD	GH					LM	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
168	713	287	87	913	179	821	695
101	347	153	43	457	88	412	339
15	32	13	5	40	11	34	31
15%	9%	9%	12%	9%	13%	8%	9%
KL			*				
50	136	56	18	173	40	152	133
49%	39%	36%	43%	38%	45%	37%	39%
KL			*		S		
24	93	43	12	124	23	114	95
24%	27%	28%	29%	27%	26%	28%	28%
			*				
13	86	41	7	119	14	112	79
12%	25%	27%	16%	26%	16%	27%	23%
			*	P		R	
101	347	153	43	457	88	412	339
100%	100%	100%	100%	100%	100%	100%	100%
64	168	69	23	214	52	186	165
63%	48%	45%	55%	47%	58%	45%	49%
KL			*		S		
37	179	84	19	244	37	226	174
37%	52%	55%	45%	53%	42%	55%	51%
			*			R	

ent Status
Non Employed U
305
161
14
9%
58
36%
41
25%
48
30%
T
161
100%
73
45%
89
55%

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	Hungary Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	486	514	374	292
Base: All Respondents (wtd)	500	244	256	202	145
Agree very much	63	37	26	31	17
	13%	15%	10%	16%	12%
		B		E	
Agree somewhat	203	101	102	81	61
	41%	42%	40%	40%	42%
Disagree somewhat	116	51	65	50	30
	23%	21%	25%	25%	21%
Disagree very much	118	55	63	40	37
	24%	22%	25%	20%	25%
Sigma	500	244	256	202	145
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	266	138	128	113	78
	53%	57%	50%	56%	54%
		B			
Low2Box (Disagree somewhat/Disagree very much)	234	106	128	89	67
	47%	43%	50%	44%	46%
			A		

t?

Hungary							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
334	426	441	23	408	592	355	490
154	207	224	12	197	303	129	294
14	26	28	2	23	39	20	35
9%	13%	13%	19%	12%	13%	16%	12%
			**				
61	82	92	7	82	121	41	126
40%	39%	41%	58%	42%	40%	31%	43%
			**				K
36	47	55	-	46	70	31	68
23%	23%	24%	-	23%	23%	24%	23%
			**				
42	52	49	3	46	72	38	65
27%	25%	22%	22%	24%	24%	29%	22%
C			**			LM	
154	207	224	12	197	303	129	294
100%	100%	100%	100%	100%	100%	100%	100%
76	108	120	9	105	161	61	161
49%	52%	54%	78%	53%	53%	47%	55%
			**				K
78	99	104	3	92	142	69	133
51%	48%	46%	22%	47%	47%	53%	45%
			**			LM	

	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
155	514	486	68	932	64	936	561
77	252	248	35	465	33	467	282
7	28	35	5	58	5	58	35
9%	11%	14%	13%	12%	14%	12%	12%
			*		*		
37	103	101	15	188	16	187	121
49%	41%	41%	44%	40%	50%	40%	43%
K			*		*		
17	56	60	10	106	8	108	65
22%	22%	24%	27%	23%	24%	23%	23%
			*		*		
15	65	53	5	113	4	114	61
20%	26%	21%	15%	24%	12%	24%	22%
			*		*	R	
77	252	248	35	465	33	467	282
100%	100%	100%	100%	100%	100%	100%	100%
44	131	135	20	246	21	245	156
58%	52%	55%	57%	53%	64%	52%	55%
K			*		*		
32	122	112	15	219	12	222	126
42%	48%	45%	43%	47%	36%	48%	45%
			*		*		

ent Status
Non Employed U
439
218
28
13%
82
38%
51
23%
57
26%
218
100%
110
50%
108
50%

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	India Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	809	191	609	237
Base: All Respondents (wtd)	500	258	242	276	158
Agree very much	219	116	103	133	64
	44%	45%	43%	48%	41%
				E	
Agree somewhat	218	113	105	107	73
	44%	44%	43%	39%	46%
Disagree somewhat	47	24	24	29	14
	9%	9%	10%	10%	9%
Disagree very much	16	5	10	7	7
	3%	2%	4%	2%	4%
Sigma	500	258	242	276	158
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	437	229	208	241	137
	87%	89%	86%	87%	87%
Low2Box (Disagree somewhat/Disagree very much)	63	29	34	35	21
	13%	11%	14%	13%	13%

t?

India							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
154	136	215	649	602	398	5	91
66	73	104	323	297	203	3	42
21	30	41	148	127	92	*	19
32%	41%	39%	46%	43%	45%	13%	44%
*	*					**	*
38	35	47	136	137	81	*	22
57%	48%	46%	42%	46%	40%	6%	51%
C*	*					**	*
5	5	12	30	23	25	*	1
7%	7%	11%	9%	8%	12%	15%	3%
*	*					**	*
2	3	4	9	11	5	2	1
3%	4%	3%	3%	4%	2%	66%	1%
*	*					**	*
66	73	104	323	297	203	3	42
100%	100%	100%	100%	100%	100%	100%	100%
59	65	88	284	264	173	1	40
89%	88%	85%	88%	89%	85%	19%	96%
*	*					**	*
7	8	15	39	33	30	2	2
11%	12%	15%	12%	11%	15%	81%	4%
*	*					**	*

	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
904	692	308	287	713	581	419	856
455	293	207	142	358	273	227	404
200	135	84	65	154	134	85	189
44%	46%	41%	46%	43%	49%	38%	47%
					S		U
196	127	91	59	159	108	110	173
43%	43%	44%	42%	44%	40%	48%	43%
						R	
46	23	25	13	34	23	24	32
10%	8%	12%	9%	9%	9%	10%	8%
13	8	7	4	12	7	8	11
3%	3%	4%	3%	3%	3%	4%	3%
455	293	207	142	358	273	227	404
100%	100%	100%	100%	100%	100%	100%	100%
396	262	175	124	313	242	195	361
87%	89%	85%	88%	87%	89%	86%	89%
							U
59	31	32	17	46	31	32	43
13%	11%	15%	12%	13%	11%	14%	11%

ent Status
Non Employed U
144
96
30
32%
*
46
48%
*
15
16%
T*
5
5%
*
96
100%
76
79%
*
20
21%
T*

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]	Indonesia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	280	220	238	199
Base: All Respondents (wtd)	500	250	250	282	153
Agree very much	200	111	89	130	54
	40%	44%	36%	46%	36%
				DE	
Agree somewhat	233	101	132	118	80
	47%	40%	53%	42%	53%
			A		C
Disagree somewhat	51	28	23	25	14
	10%	11%	9%	9%	9%
Disagree very much	17	11	6	8	4
	3%	4%	2%	3%	3%
Sigma	500	250	250	282	153
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	432	212	221	249	134
	86%	85%	88%	88%	88%
				E	E
Low2Box (Disagree somewhat/Disagree very much)	68	38	29	33	18
	14%	15%	12%	12%	12%

t?

Indonesia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
63	168	261	71	303	197	192	41
66	158	258	84	273	227	198	42
15	60	107	33	105	94	76	14
23%	38%	42%	39%	39%	42%	39%	32%
*			*				*
34	74	118	40	124	109	91	21
52%	47%	46%	48%	45%	48%	46%	49%
*			*				*
13	17	27	7	33	18	21	8
19%	11%	10%	9%	12%	8%	10%	19%
CD*			*				*
4	7	6	4	11	5	10	-
6%	4%	2%	4%	4%	2%	5%	-
*			*				*
66	158	258	84	273	227	198	42
100%	100%	100%	100%	100%	100%	100%	100%
49	134	225	73	229	203	167	34
75%	85%	87%	87%	84%	90%	85%	81%
*			*				*
17	24	33	11	44	24	30	8
25%	15%	13%	13%	16%	10%	15%	19%
CD*			*				*

	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
267	243	257	69	431	121	379	427
260	219	281	67	433	115	385	414
110	94	106	34	165	59	140	171
42%	43%	38%	51%	38%	52%	36%	41%
			*		S		
121	97	136	26	207	42	190	186
46%	44%	48%	38%	48%	37%	49%	45%
			*			R	
23	22	29	6	45	10	41	44
9%	10%	10%	9%	10%	9%	11%	11%
			*				
7	7	10	1	15	4	13	13
3%	3%	3%	2%	4%	3%	3%	3%
			*				
260	219	281	67	433	115	385	414
100%	100%	100%	100%	100%	100%	100%	100%
231	190	242	60	372	102	331	357
89%	87%	86%	89%	86%	88%	86%	86%
			*				
30	29	39	7	60	14	54	57
11%	13%	14%	11%	14%	12%	14%	14%
			*				

ent Status
Non
Employed
U
73
86
29
33%
*
47
54%
*
7
9%
*
3
4%
*
86
100%
75
88%
*
10
12%
*

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	Italy Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	476	524	364	352
Base: All Respondents (wtd)	500	250	250	181	176
Agree very much	137	78	58	60	46
	27%	31%	23%	33%	26%
		B		E	
Agree somewhat	247	116	131	93	81
	49%	47%	52%	52%	46%
Disagree somewhat	70	35	34	21	26
	14%	14%	14%	12%	15%
Disagree very much	46	20	27	7	23
	9%	8%	11%	4%	13%
					C
Sigma	500	250	250	181	176
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	384	195	189	153	127
	77%	78%	76%	84%	72%
				DE	
Low2Box (Disagree somewhat/Disagree very much)	116	55	61	28	49
	23%	22%	24%	16%	28%
					C

t?

Italy							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
284	247	469	284	476	524	352	518
143	127	237	136	246	254	243	198
31	31	64	42	64	73	58	58
22%	25%	27%	31%	26%	29%	24%	29%
73	63	118	66	122	125	126	95
51%	50%	50%	49%	50%	49%	52%	48%
23	17	35	18	29	41	33	30
16%	13%	15%	13%	12%	16%	14%	15%
17	16	20	10	31	16	26	16
12%	13%	9%	7%	13%	6%	11%	8%
C				J			
143	127	237	136	246	254	243	198
100%	100%	100%	100%	100%	100%	100%	100%
104	94	181	108	186	198	184	153
72%	74%	77%	79%	76%	78%	76%	77%
39	33	55	28	60	56	59	46
28%	26%	23%	21%	24%	22%	24%	23%
C							

	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
130	523	477	84	916	142	858	641
58	261	239	40	460	66	434	308
20	79	57	13	124	23	114	87
35%	30%	24%	33%	27%	35%	26%	28%
K	O		*		S		
26	123	124	15	232	29	218	153
46%	47%	52%	38%	50%	43%	50%	50%
			*	P			
7	36	34	5	65	7	63	39
11%	14%	14%	12%	14%	10%	15%	13%
			*				
4	23	23	7	39	8	39	28
8%	9%	10%	17%	9%	12%	9%	9%
			Q*				
58	261	239	40	460	66	434	308
100%	100%	100%	100%	100%	100%	100%	100%
47	203	181	29	355	51	332	240
81%	78%	76%	71%	77%	78%	77%	78%
			*				
11	59	57	12	104	14	102	67
19%	22%	24%	29%	23%	22%	23%	22%
			*				

ent Status
Non Employed U
359
192
50
26%
94
49%
31
16%
18
9%
192
100%
144
75%
49
25%

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]	Japan Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	550	450	300	415
Base: All Respondents (wtd)	500	251	249	186	180
Agree very much	75	34	42	39	27
	15%	13%	17%	21%	15%
				DE	E
Agree somewhat	284	140	144	105	105
	57%	56%	58%	57%	58%
Disagree somewhat	106	58	48	33	35
	21%	23%	19%	18%	19%
Disagree very much	35	19	16	8	13
	7%	7%	6%	5%	7%
Sigma	500	251	249	186	180
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	359	174	185	144	132
	72%	69%	74%	78%	73%
				E	E
Low2Box (Disagree somewhat/Disagree very much)	141	77	64	41	48
	28%	31%	26%	22%	27%

t?

Japan							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
285	586	345	69	566	434	361	211
134	295	170	34	270	230	184	104
9	40	29	6	32	43	26	17
6%	14%	17%	18%	12%	19%	14%	17%
			*		I		
74	168	98	18	159	125	105	56
55%	57%	58%	53%	59%	54%	57%	54%
			*				
38	64	34	8	61	45	37	23
29%	22%	20%	22%	23%	20%	20%	22%
CD			*				
13	23	9	3	17	17	15	8
9%	8%	6%	7%	6%	7%	8%	7%
C			*				
134	295	170	34	270	230	184	104
100%	100%	100%	100%	100%	100%	100%	100%
83	208	127	24	191	168	131	74
62%	71%	74%	71%	71%	73%	71%	71%
			*				
51	87	44	10	78	62	53	30
38%	29%	26%	29%	29%	27%	29%	29%
CD			*				

	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
428	496	504	51	949	88	912	663
212	226	274	22	478	39	461	316
32	28	47	4	72	6	69	49
15%	12%	17%	16%	15%	16%	15%	16%
		N	*		*		
122	133	151	12	272	21	263	179
58%	59%	55%	53%	57%	54%	57%	57%
			*		*		
46	49	56	5	101	8	98	67
22%	22%	21%	23%	21%	21%	21%	21%
			*		*		
12	16	18	2	33	3	31	20
5%	7%	7%	8%	7%	9%	7%	6%
			*		*		
212	226	274	22	478	39	461	316
100%	100%	100%	100%	100%	100%	100%	100%
154	161	199	15	344	28	332	228
73%	71%	73%	69%	72%	70%	72%	72%
			*		*		
58	66	75	7	134	12	129	88
27%	29%	27%	31%	28%	30%	28%	28%
			*		*		

ent Status
Non Employed U
337
184
26
14%
105
57%
39
21%
14
8%
184
100%
131
71%
53
29%

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]	Mexico Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	499	285	214	257	169
Base: All Respondents (wtd)	500	238	262	270	156
Agree very much	145	66	78	86	44
	29%	28%	30%	32%	28%
					*
Agree somewhat	191	110	81	113	53
	38%	46%	31%	42%	34%
		B			*
Disagree somewhat	86	36	50	45	31
	17%	15%	19%	17%	20%
					*
Disagree very much	79	26	53	26	28
	16%	11%	20%	10%	18%
			A		*
Sigma	500	238	262	270	156
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	336	177	159	199	97
	67%	74%	61%	74%	62%
		B		E	*
Low2Box (Disagree somewhat/Disagree very much)	164	62	103	71	59
	33%	26%	39%	26%	38%
			A		*

t?

Mexico							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
73	378	113	8	234	265	147	163
74	420	73	7	207	293	321	103
15	118	23	3	50	95	101	22
20%	28%	32%	49%	24%	32%	32%	22%
*		*	**				
25	157	31	2	92	99	116	42
33%	37%	43%	36%	44%	34%	36%	41%
*		*	**				
10	73	13	-	38	47	55	18
13%	17%	17%	-	19%	16%	17%	18%
*		*	**				
24	72	6	1	27	52	49	20
33%	17%	8%	15%	13%	18%	15%	19%
C*		*	**				
74	420	73	7	207	293	321	103
100%	100%	100%	100%	100%	100%	100%	100%
40	275	55	6	142	194	218	65
54%	66%	75%	85%	69%	66%	68%	63%
*		*	**				
34	145	19	1	65	99	103	38
46%	34%	25%	15%	31%	34%	32%	37%
C*		*	**				

	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
189	275	224	114	385	131	368	323
76	243	257	117	383	118	382	294
21	72	73	49	96	50	94	91
28%	29%	28%	42%	25%	43%	25%	31%
			Q*		S*		
32	100	91	42	149	46	145	123
43%	41%	35%	36%	39%	39%	38%	42%
			*		*		
12	38	48	18	68	15	70	44
16%	15%	19%	15%	18%	13%	18%	15%
			*		*		
10	34	45	8	71	7	72	36
13%	14%	17%	7%	18%	6%	19%	12%
			*	P	*	R	
76	243	257	117	383	118	382	294
100%	100%	100%	100%	100%	100%	100%	100%
54	172	164	91	245	96	240	214
70%	71%	64%	78%	64%	81%	63%	73%
			Q*		S*		U
22	72	93	26	139	22	142	80
30%	29%	36%	22%	36%	19%	37%	27%
			*	P	*	R	

ent Status
Non
Employed
U
176
206
54
26%
68
33%
41
20%
43
21%
206
100%
122
59%
84
41%
T

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	Poland Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	257	243	179	156
Base: All Respondents (wtd)	500	248	252	215	141
Agree very much	108	43	65	58	28
	22%	17%	26%	27%	20%
			A	E	
Agree somewhat	275	148	126	119	80
	55%	60%	50%	56%	57%
		B			
Disagree somewhat	78	40	38	24	21
	16%	16%	15%	11%	15%
Disagree very much	40	17	23	13	11
	8%	7%	9%	6%	8%
Sigma	500	248	252	215	141
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	382	191	191	177	108
	76%	77%	76%	83%	77%
				E	E
Low2Box (Disagree somewhat/Disagree very much)	118	57	61	37	32
	24%	23%	24%	17%	23%

t?

Poland							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
165	390	106	4	262	238	52	355
145	407	90	4	237	263	104	327
21	86	21	-	45	62	21	72
15%	21%	24%	-	19%	24%	20%	22%
		*	**			*	
75	221	52	2	123	152	61	174
52%	54%	58%	49%	52%	58%	58%	53%
		*	**			*	
33	60	16	2	47	31	13	54
23%	15%	18%	51%	20%	12%	13%	16%
C		*	**	J		*	
16	39	1	-	21	19	9	26
11%	10%	1%	-	9%	7%	9%	8%
	G	*	**			*	
145	407	90	4	237	263	104	327
100%	100%	100%	100%	100%	100%	100%	100%
97	308	73	2	168	214	82	247
67%	76%	81%	49%	71%	81%	79%	76%
		*	**		I	*	
48	99	17	2	68	49	22	80
33%	24%	19%	51%	29%	19%	21%	24%
CD		*	**	J		*	

	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
93	234	266	38	462	66	434	300
69	214	286	34	466	57	443	270
14	44	63	7	101	13	95	53
20%	21%	22%	20%	22%	22%	21%	20%
*			*		*		
40	114	161	18	257	30	245	154
57%	53%	56%	53%	55%	53%	55%	57%
*			*		*		
11	36	42	7	70	12	66	43
16%	17%	15%	22%	15%	21%	15%	16%
*			*		*		
5	20	20	2	38	2	38	20
7%	9%	7%	5%	8%	3%	9%	7%
*			*		*		
69	214	286	34	466	57	443	270
100%	100%	100%	100%	100%	100%	100%	100%
54	158	224	25	357	43	339	207
77%	74%	78%	73%	77%	75%	77%	77%
*			*		*		
16	56	62	9	108	14	104	63
23%	26%	22%	27%	23%	25%	23%	23%
*			*		*		

ent Status
Non Employed U
200
230
54
24%
121
53%
35
15%
20
9%
230
100%
175
76%
55
24%

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	Russia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	240	260	124	226
Base: All Respondents (wtd)	500	241	259	211	177
Agree very much	137	69	68	74	45
	27%	29%	26%	35%	25%
				E	E
Agree somewhat	222	102	120	90	81
	44%	43%	46%	43%	46%
Disagree somewhat	60	38	23	20	23
	12%	16%	9%	10%	13%
		B			
Disagree very much	81	32	49	26	28
	16%	13%	19%	13%	16%
Sigma	500	241	259	211	177
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	359	171	188	164	125
	72%	71%	72%	78%	71%
				E	
Low2Box (Disagree somewhat/Disagree very much)	141	70	71	47	52
	28%	29%	28%	22%	29%

t?

Russia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
150	74	268	158	230	270	108	274
112	80	279	141	206	294	146	266
18	17	81	40	55	82	43	69
16%	21%	29%	28%	27%	28%	30%	26%
	*					*	
51	27	124	72	96	126	64	112
46%	33%	44%	51%	47%	43%	44%	42%
	*		F			*	
17	12	33	15	25	36	14	37
15%	16%	12%	11%	12%	12%	10%	14%
	*					*	
26	24	41	15	31	50	25	48
23%	30%	15%	11%	15%	17%	17%	18%
C	GH*					*	
112	80	279	141	206	294	146	266
100%	100%	100%	100%	100%	100%	100%	100%
69	43	205	111	151	208	107	181
62%	54%	73%	79%	73%	71%	73%	68%
	*	F	F			*	
43	36	75	30	55	86	39	85
38%	46%	27%	21%	27%	29%	27%	32%
C	GH*					*	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
118	258	242	46	454	73	427	327
88	236	264	45	455	74	426	306
25	71	66	12	124	22	114	92
28%	30%	25%	27%	27%	30%	27%	30%
			*		*		
46	97	125	27	196	37	185	133
52%	41%	47%	59%	43%	50%	43%	44%
			*		*		
9	32	28	3	58	9	51	36
10%	14%	11%	6%	13%	13%	12%	12%
			*		*		
8	36	45	4	77	5	76	44
9%	15%	17%	8%	17%	7%	18%	14%
			*		*	R	
88	236	264	45	455	74	426	306
100%	100%	100%	100%	100%	100%	100%	100%
71	168	191	39	320	59	299	226
81%	71%	72%	86%	70%	80%	70%	74%
L			Q*		*		
17	68	73	6	135	14	127	80
19%	29%	28%	14%	30%	20%	30%	26%
			*	P	*		

ent Status
Non Employed U
173
194
44
23%
89
46%
24
12%
37
19%
194
100%
133
69%
61
31%

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]	Saudi Arabia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	342	158	342	139
Base: All Respondents (wtd)	500	283	217	295	163
Agree very much	116	63	54	75	34
	23%	22%	25%	25%	21%
Agree somewhat	233	128	105	127	84
	47%	45%	48%	43%	52%
Disagree somewhat	89	53	35	60	24
	18%	19%	16%	20%	15%
Disagree very much	62	39	24	33	20
	12%	14%	11%	11%	12%
Sigma	500	283	217	295	163
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	349	191	158	202	118
	70%	67%	73%	68%	73%
Low2Box (Disagree somewhat/Disagree very much)	151	92	59	94	44
	30%	33%	27%	32%	27%

t?

Saudi Arabia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
19	187	92	117	305	195	112	163
42	173	89	125	284	216	122	154
7	51	18	26	68	48	33	30
18%	30%	20%	21%	24%	22%	27%	19%
**		*	*			*	
22	70	43	66	139	93	53	66
52%	41%	48%	52%	49%	43%	43%	43%
**		*	*			*	
4	32	16	16	44	45	19	36
9%	18%	18%	13%	15%	21%	15%	23%
**		*	*			*	
9	19	13	17	32	30	17	23
21%	11%	14%	14%	11%	14%	14%	15%
**		*	*			*	
42	173	89	125	284	216	122	154
100%	100%	100%	100%	100%	100%	100%	100%
29	122	61	92	207	142	86	96
70%	70%	68%	73%	73%	65%	70%	62%
**		*	*			*	
13	51	29	33	76	75	36	58
30%	30%	32%	27%	27%	35%	30%	38%
**		*	*			*	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
225	261	239	63	437	85	415	337
224	227	273	64	436	77	423	292
54	44	72	24	93	24	93	69
24%	20%	26%	37%	21%	31%	22%	24%
			Q*		*		
113	110	122	26	206	35	197	133
51%	49%	45%	41%	47%	46%	47%	46%
			*		*		
34	42	47	6	83	7	82	54
15%	18%	17%	9%	19%	9%	19%	19%
			*		*		
22	31	32	8	54	11	52	35
10%	13%	12%	13%	12%	14%	12%	12%
			*		*		
224	227	273	64	436	77	423	292
100%	100%	100%	100%	100%	100%	100%	100%
167	155	194	50	299	59	290	202
75%	68%	71%	78%	69%	77%	68%	69%
L			*		*		
56	72	79	14	137	18	133	89
25%	32%	29%	22%	31%	23%	32%	31%
			*		*		

ent Status
Non Employed U
163
208
47
23%
100
48%
34
16%
27
13%
208
100%
147
70%
62
30%

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	South Africa Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	199	301	152	216
Base: All Respondents (wtd)	500	240	260	287	131
Agree very much	120	60	60	75	30
	24%	25%	23%	26%	23%
		*		*	
Agree somewhat	256	125	131	153	67
	51%	52%	50%	53%	51%
		*		*	
Disagree somewhat	77	36	41	37	21
	15%	15%	16%	13%	16%
		*		*	
Disagree very much	47	19	28	21	12
	9%	8%	11%	7%	10%
		*		*	
Sigma	500	240	260	287	131
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	376	185	191	228	97
	75%	77%	73%	80%	74%
		*		E*	E
Low2Box (Disagree somewhat/Disagree very much)	124	55	69	58	34
	25%	23%	27%	20%	26%
		*		*	

t?

South Africa							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
132	20	39	441	293	207	233	145
83	29	44	426	209	291	248	132
15	10	6	104	52	68	60	27
18%	34%	14%	24%	25%	23%	24%	20%
	**	**					*
36	16	23	216	102	154	127	71
43%	55%	52%	51%	49%	53%	51%	54%
	**	**					*
19	3	12	62	33	44	39	19
23%	10%	27%	15%	16%	15%	16%	15%
C	**	**					*
13	1	3	44	22	25	23	15
16%	2%	7%	10%	11%	9%	9%	12%
C	**	**					*
83	29	44	426	209	291	248	132
100%	100%	100%	100%	100%	100%	100%	100%
50	26	29	320	154	221	187	98
61%	88%	66%	75%	74%	76%	75%	74%
	**	**					*
32	3	15	106	55	69	62	35
39%	12%	34%	25%	26%	24%	25%	26%
CD	**	**					*

	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
122	279	221	120	380	185	315	426
119	243	257	105	395	171	329	403
33	61	59	23	97	44	76	89
28%	25%	23%	22%	25%	26%	23%	22%
*			*				
58	120	136	56	200	85	171	213
49%	49%	53%	53%	51%	50%	52%	53%
*			*				
19	38	39	15	62	29	48	62
16%	16%	15%	15%	16%	17%	15%	15%
*			*				
9	24	23	11	36	13	34	39
7%	10%	9%	10%	9%	8%	10%	10%
*			*				
119	243	257	105	395	171	329	403
100%	100%	100%	100%	100%	100%	100%	100%
91	180	195	78	297	129	247	303
77%	74%	76%	75%	75%	75%	75%	75%
*			*				
28	63	62	26	98	42	82	100
23%	26%	24%	25%	25%	25%	25%	25%
*			*				

ent Status
Non
Employed
U
74
97
30
31%
*
42
44%
*
15
16%
*
9
9%
*
97
100%
73
75%
*
24
25%
*

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]	South Korea Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	259	241	208	160
Base: All Respondents (wtd)	500	252	248	211	181
Agree very much	128	63	65	70	43
	26%	25%	26%	33%	24%
				E	E
Agree somewhat	320	162	157	120	123
	64%	64%	64%	57%	68%
					C
Disagree somewhat	40	23	17	15	14
	8%	9%	7%	7%	8%
Disagree very much	13	4	8	5	1
	3%	2%	3%	3%	*
Sigma	500	252	248	211	181
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	447	225	222	190	166
	89%	89%	90%	90%	92%
					E
Low2Box (Disagree somewhat/Disagree very much)	53	27	25	20	15
	11%	11%	10%	10%	8%

t?

South Korea							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
132	83	193	224	272	228	28	152
108	83	199	218	264	236	24	145
15	20	48	60	54	73	2	42
14%	24%	24%	27%	20%	31%	10%	29%
	*				I	**	
76	54	127	139	178	142	17	86
70%	65%	64%	64%	67%	60%	72%	59%
C	*					**	
11	7	18	15	25	15	3	10
10%	8%	9%	7%	10%	6%	14%	7%
	*					**	
7	2	7	4	7	5	1	6
6%	3%	3%	2%	3%	2%	3%	4%
D	*					**	
108	83	199	218	264	236	24	145
100%	100%	100%	100%	100%	100%	100%	100%
91	74	175	198	232	215	20	128
84%	89%	88%	91%	88%	91%	83%	89%
	*					**	
17	9	25	19	33	20	4	17
16%	11%	12%	9%	12%	9%	17%	11%
D	*					**	

	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
320	237	263	53	447	94	406	358
332	242	258	49	451	88	412	368
83	69	59	13	115	22	106	100
25%	28%	23%	27%	25%	25%	26%	27%
			*		*		
217	153	167	30	289	55	264	231
65%	63%	65%	62%	64%	63%	64%	63%
			*		*		
26	19	21	4	36	7	33	30
8%	8%	8%	8%	8%	8%	8%	8%
			*		*		
6	2	10	2	11	3	10	6
2%	1%	4%	3%	2%	4%	2%	2%
		N	*		*		
332	242	258	49	451	88	412	368
100%	100%	100%	100%	100%	100%	100%	100%
300	221	226	43	404	77	370	332
90%	91%	88%	88%	90%	88%	90%	90%
			*		*		
32	21	32	6	47	11	42	36
10%	9%	12%	12%	10%	12%	10%	10%
			*		*		

ent Status
Non Employed U
142
132
27
21%
88
67%
10
8%
7
5%
T
132
100%
115
87%
17
13%

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	Spain Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	484	516	363	383
Base: All Respondents (wtd)	500	252	248	205	172
Agree very much	72	26	46	37	24
	14%	10%	19%	18%	14%
			A	E	
Agree somewhat	192	100	91	79	62
	38%	40%	37%	39%	36%
Disagree somewhat	127	74	53	53	47
	25%	30%	21%	26%	27%
		B			
Disagree very much	109	52	58	37	39
	22%	20%	23%	18%	23%
Sigma	500	252	248	205	172
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	264	126	138	116	86
	53%	50%	56%	56%	50%
Low2Box (Disagree somewhat/Disagree very much)	236	126	110	89	86
	47%	50%	44%	44%	50%

t?

Spain							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
254	699	258	43	419	581	654	74
123	342	137	21	196	304	249	115
11	51	18	3	27	45	27	20
9%	15%	13%	14%	14%	15%	11%	18%
			*				*
51	125	57	9	69	123	95	43
41%	37%	42%	45%	35%	40%	38%	37%
			*				*
27	84	38	5	48	79	69	25
22%	25%	28%	23%	25%	26%	28%	22%
			*				*
34	82	24	4	52	57	58	26
27%	24%	17%	17%	27%	19%	23%	23%
C			*	J			*
123	342	137	21	196	304	249	115
100%	100%	100%	100%	100%	100%	100%	100%
62	176	75	12	95	168	122	63
50%	52%	55%	59%	49%	55%	49%	55%
			*				*
61	166	62	8	100	136	127	51
50%	48%	45%	41%	51%	45%	51%	45%
			*			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
272	504	496	84	916	91	909	494
136	252	248	41	459	48	452	245
25	35	37	5	67	7	65	40
18%	14%	15%	13%	15%	15%	14%	16%
K			*		*		
54	96	96	14	178	17	174	101
39%	38%	39%	33%	39%	36%	39%	41%
			*		*		
33	65	62	14	113	13	114	61
24%	26%	25%	33%	25%	28%	25%	25%
			*		*		
25	56	53	9	101	10	99	44
19%	22%	21%	21%	22%	22%	22%	18%
			*		*		
136	252	248	41	459	48	452	245
100%	100%	100%	100%	100%	100%	100%	100%
78	131	133	19	245	24	239	140
57%	52%	54%	46%	53%	51%	53%	57%
K			*		*		U
58	121	115	22	214	24	213	105
43%	48%	46%	54%	47%	49%	47%	43%
			*		*		

ent Status
Non Employed U
506
255
32
13%
91
36%
66
26%
66
26%
T
255
100%
123
48%
131
52%
T

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]	Sweden Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	245	255	155	149
Base: All Respondents (wtd)	500	253	247	185	150
Agree very much	92	51	41	52	26
	18%	20%	17%	28%	18%
				E*	*
Agree somewhat	125	66	59	50	43
	25%	26%	24%	27%	28%
				*	*
Disagree somewhat	213	110	103	65	66
	43%	44%	42%	35%	44%
				*	*
Disagree very much	70	27	43	18	15
	14%	10%	17%	10%	10%
				*	*
Sigma	500	253	247	185	150
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	217	117	101	102	69
	43%	46%	41%	55%	46%
				E*	E*
Low2Box (Disagree somewhat/Disagree very much)	283	137	146	83	81
	57%	54%	59%	45%	54%
				*	*

t?

Sweden							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
196	217	243	40	149	351	332	82
164	185	258	57	176	324	105	262
13	41	39	11	21	71	11	61
8%	22%	15%	20%	12%	22%	11%	23%
*	*		**	*			K*
33	47	50	28	52	74	27	70
20%	25%	19%	50%	29%	23%	26%	27%
*	*		**	*			*
82	69	136	9	80	133	46	102
50%	37%	53%	15%	46%	41%	44%	39%
*	*	F	**	*			*
36	28	32	9	24	46	20	29
22%	15%	13%	15%	13%	14%	19%	11%
CD*	*		**	*			*
164	185	258	57	176	324	105	262
100%	100%	100%	100%	100%	100%	100%	100%
46	88	89	40	72	145	39	131
28%	48%	35%	70%	41%	45%	37%	50%
*	*		**	*			K*
118	97	168	17	104	179	66	131
72%	52%	65%	30%	59%	55%	63%	50%
CD*	*		**	*		L	*

	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
86	330	170	47	453	59	441	298
132	340	160	60	440	80	420	323
20	71	21	14	78	20	72	68
15%	21%	13%	23%	18%	25%	17%	21%
*		*	**		**		
27	85	40	13	113	18	107	77
21%	25%	25%	21%	26%	23%	25%	24%
*		*	**		**		
65	144	69	22	191	29	185	137
49%	43%	43%	36%	44%	36%	44%	43%
*		*	**		**		
20	39	31	12	58	13	56	40
15%	11%	19%	20%	13%	17%	13%	12%
*		*	**		**		
132	340	160	60	440	80	420	323
100%	100%	100%	100%	100%	100%	100%	100%
47	156	61	27	191	38	179	145
36%	46%	38%	44%	43%	48%	43%	45%
*		*	**		**		
85	183	99	34	249	42	241	178
64%	54%	62%	56%	57%	52%	57%	55%
*		*	**		**		

ent Status
Non Employed U
202
177
24
13%
*
48
27%
*
76
43%
*
29
17%
*
177
100%
72
41%
*
105
59%
*

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	Turkey Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	305	195	382	104
Base: All Respondents (wtd)	500	252	248	262	173
Agree very much	290	148	142	167	95
	58%	59%	57%	63%	55%
					*
Agree somewhat	167	76	91	73	72
	33%	30%	37%	28%	41%
					C*
Disagree somewhat	28	15	13	16	3
	6%	6%	5%	6%	2%
					*
Disagree very much	14	12	2	7	4
	3%	5%	1%	2%	2%
					*
Sigma	500	252	248	262	173
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	458	225	233	240	166
	92%	89%	94%	91%	96%
					*
Low2Box (Disagree somewhat/Disagree very much)	42	27	15	23	7
	8%	11%	6%	9%	4%
					*

t?

Turkey							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
14	40	210	250	232	268	146	87
65	39	179	282	265	235	152	92
29	24	103	164	150	140	87	54
45%	61%	57%	58%	57%	60%	57%	59%
**	**					*	*
23	12	63	92	94	73	48	28
35%	32%	35%	33%	36%	31%	32%	31%
**	**					*	*
9	2	8	18	11	17	10	5
14%	5%	5%	6%	4%	7%	6%	6%
**	**					*	*
4	1	5	9	9	5	7	5
6%	2%	3%	3%	3%	2%	5%	5%
**	**					*	*
65	39	179	282	265	235	152	92
100%	100%	100%	100%	100%	100%	100%	100%
52	36	166	256	244	213	135	82
80%	93%	93%	91%	92%	91%	89%	89%
**	**					*	*
13	3	13	26	21	22	17	10
20%	7%	7%	9%	8%	9%	11%	11%
**	**					*	*

	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
267	247	253	55	445	141	359	325
256	258	242	56	444	150	350	301
149	151	140	44	246	90	200	176
58%	58%	58%	79%	55%	60%	57%	59%
			Q*		*		
91	83	84	10	158	50	118	104
35%	32%	35%	17%	36%	33%	34%	34%
			*	P	*		
13	17	11	2	26	5	23	15
5%	6%	5%	3%	6%	3%	7%	5%
			*		*		
3	8	7	-	14	5	10	6
1%	3%	3%	-	3%	3%	3%	2%
			*		*		
256	258	242	56	444	150	350	301
100%	100%	100%	100%	100%	100%	100%	100%
240	234	224	54	404	140	318	280
94%	90%	93%	97%	91%	94%	91%	93%
			*		*		
16	25	18	2	41	10	33	21
6%	10%	7%	3%	9%	6%	9%	7%
			*		*		

ent Status
Non Employed U
175
199
114
57%
*
64
32%
*
13
7%
*
8
4%
*
199
100%
178
89%
*
22
11%
*

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[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]	Great Britain Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	497	503	340	330
Base: All Respondents (wtd)	500	246	254	185	160
Agree very much	123	54	68	54	41
	25%	22%	27%	29%	26%
				E	E
Agree somewhat	280	142	139	106	90
	56%	58%	55%	57%	56%
Disagree somewhat	62	35	28	17	19
	12%	14%	11%	9%	12%
Disagree very much	35	16	19	8	10
	7%	6%	8%	4%	6%
Sigma	500	246	254	185	160
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	403	196	207	160	131
	81%	80%	81%	87%	82%
				E	E
Low2Box (Disagree somewhat/Disagree very much)	97	50	47	25	30
	19%	20%	19%	13%	18%

t?

Great Britain							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
330	219	608	173	383	617	308	318
155	110	303	87	188	312	154	160
27	23	69	31	44	79	28	42
18%	20%	23%	36%	23%	25%	18%	26%
			FG				K
85	61	174	45	111	169	88	89
55%	55%	57%	52%	59%	54%	57%	56%
26	18	39	5	22	40	24	19
17%	16%	13%	6%	12%	13%	15%	12%
C	H	H					
16	9	21	5	11	24	14	10
11%	8%	7%	6%	6%	8%	9%	6%
C							
155	110	303	87	188	312	154	160
100%	100%	100%	100%	100%	100%	100%	100%
112	84	243	76	155	248	116	131
72%	76%	80%	88%	82%	79%	75%	82%
			FG				K
43	27	60	10	33	64	38	29
28%	24%	20%	12%	18%	21%	25%	18%
CD	H	H				LM	

	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
374	613	387	67	933	127	873	632
187	301	199	33	467	63	437	315
53	75	47	10	112	21	102	84
28%	25%	24%	31%	24%	34%	23%	27%
K			*		S		U
103	160	120	17	263	30	250	177
55%	53%	60%	51%	56%	48%	57%	56%
		N	*				
20	43	20	3	59	7	56	33
11%	14%	10%	10%	13%	11%	13%	10%
			*				
11	23	12	2	32	5	30	20
6%	8%	6%	7%	7%	8%	7%	7%
			*				
187	301	199	33	467	63	437	315
100%	100%	100%	100%	100%	100%	100%	100%
156	235	168	27	375	51	352	261
84%	78%	84%	82%	80%	82%	80%	83%
K		N	*				U
31	65	32	6	91	12	86	53
16%	22%	16%	18%	20%	18%	20%	17%
	O		*				

ent Status
Non Employed U
368
185
39
21%
103
55%
30
16%
T
14
8%
185
100%
141
76%
44
24%
T

Sociologue

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

Proportions/Mean: - Column Proportions:

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

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]	United States Total	Gender			
		Age			
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	614	386	295	308
Base: All Respondents (wtd)	500	248	252	182	151
Agree very much	161	65	96	80	48
	32%	26%	38%	44%	32%
			A	DE	E
Agree somewhat	230	116	114	73	75
	46%	47%	45%	40%	50%
Disagree somewhat	65	45	20	21	20
	13%	18%	8%	12%	13%
		B			
Disagree very much	45	23	22	8	8
	9%	9%	9%	4%	5%
Sigma	500	248	252	182	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree very much/Agree somewhat)	391	180	210	153	123
	78%	73%	83%	84%	82%
			A	E	E
Low2Box (Disagree somewhat/Disagree very much)	109	67	42	29	28
	22%	27%	17%	16%	18%
		B			

t?

the US							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
397	152	234	614	617	383	176	366
167	76	109	315	300	200	232	127
32	22	34	104	94	67	72	41
19%	30%	31%	33%	31%	34%	31%	32%
	*						
82	28	51	151	140	90	102	58
49%	37%	46%	48%	47%	45%	44%	46%
	*						
24	14	16	35	37	28	34	16
14%	18%	15%	11%	12%	14%	15%	12%
	*						
29	12	9	25	30	15	24	12
17%	15%	8%	8%	10%	8%	10%	10%
CD	H*						
167	76	109	315	300	200	232	127
100%	100%	100%	100%	100%	100%	100%	100%
114	50	85	255	233	157	175	99
68%	66%	77%	81%	78%	78%	75%	78%
	*		F				
53	26	25	59	66	43	58	28
32%	34%	23%	19%	22%	22%	25%	22%
CD	H*					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
458	521	479	155	845	184	816	676
141	218	282	68	432	77	423	306
48	66	95	28	133	29	132	94
34%	30%	34%	40%	31%	37%	31%	31%
			*				
69	99	131	30	200	35	195	149
49%	45%	46%	43%	46%	45%	46%	49%
			*				
15	33	32	7	58	7	58	42
11%	15%	11%	10%	13%	9%	14%	14%
			*				
8	20	25	4	40	6	39	21
6%	9%	9%	7%	9%	8%	9%	7%
			*				
141	218	282	68	432	77	423	306
100%	100%	100%	100%	100%	100%	100%	100%
117	165	226	57	333	64	327	243
83%	76%	80%	84%	77%	83%	77%	79%
K			*				
23	53	56	11	98	13	96	63
17%	24%	20%	16%	23%	17%	23%	21%
			*				

ent Status
Non Employed U
324
194
67
34%
81
42%
22
11%
24
12%
T
194
100%
148
76%
46
24%