

SOCIALOGUE

In 2013, I most want to:

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]	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
Improve my financial situation	6561	3324	3237	3074	2249
	55%	55%	54%	58%	58%
				E	E
Spend more time with friends and family	1887	945	943	806	602
	16%	16%	16%	15%	15%
Improve my health	1633	827	806	494	532
	14%	14%	13%	9%	14%
					C
Travel to other countries	1441	654	787	679	394
	12%	11%	13%	13%	10%
			A	D	
None of the above	478	241	237	222	120
	4%	4%	4%	4%	3%
				D	
Sigma	12000	5991	6009	5274	3896
	100%	100%	100%	100%	100%

	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
1239	2457	2368	1629	2862	3699	2565	2238
44%	61%	53%	49%	53%	56%	59%	54%
	GH	H			I	LM	M
480	500	768	600	1023	865	628	661
17%	12%	17%	18%	19%	13%	14%	16%
		F	F	J			
608	541	629	448	787	846	595	590
21%	13%	14%	14%	14%	13%	14%	14%
CD				J			
368	358	529	535	603	838	378	479
13%	9%	12%	16%	11%	13%	9%	12%
D		F	FG		I		K
136	202	174	91	174	304	204	175
5%	5%	4%	3%	3%	5%	5%	4%
D	GH	H			I	M	M
2830	4058	4469	3303	5449	6551	4369	4143
100%	100%	100%	100%	100%	100%	100%	100%

	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
1758	3397	3164	710	5850	1084	5477	4250
50%	54%	55%	53%	55%	53%	55%	56%
						R	U
599	1007	880	216	1672	335	1552	1259
17%	16%	15%	16%	16%	16%	16%	16%
K							U
449	875	759	168	1465	260	1373	985
13%	14%	13%	13%	14%	13%	14%	13%
584	743	698	203	1237	340	1101	928
17%	12%	12%	15%	12%	16%	11%	12%
KL			Q		S		
99	231	247	31	447	45	433	224
3%	4%	4%	2%	4%	2%	4%	3%
				P		R	
3489	6252	5748	1328	10672	2065	9935	7645
100%	100%	100%	100%	100%	100%	100%	100%

ent Status
Non
Employed
U
6169
4355
2310
53%
629
14%
649
15%
T
513
12%
254
6%
T
4355
100%