

Global @dvisor: Sociologue

GD2.3. [I follow/engage with at least one brand on a social networking site] Do you agree or disagree with each of the following statements?

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)	18003	9085	8918	7430	6192
Base: All Respondents (wtd)	12000	5991	6009	5274	4004
Agree very much	1792	813	979	1117	485
	15%	14%	16%	21%	12%
			A	DE	E
Agree somewhat	3534	1697	1837	1806	1179
	29%	28%	31%	34%	29%
			A	DE	E
Disagree somewhat	3022	1544	1479	1285	1013
	25%	26%	25%	24%	25%
Disagree very much	3652	1937	1714	1067	1326
	30%	32%	29%	20%	33%
		B			C
Sigma	12000	5991	6009	5274	4004
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	5326	2510	2816	2923	1665
	44%	42%	47%	55%	42%
			A	DE	E
Low2Box (Disagree)	6674	3481	3193	2352	2339
	56%	58%	53%	45%	58%
		B			C

of the following statements?

	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
4381	5516	7037	5310	8464	9539	4922	6308
2722	4063	4544	3245	5425	6575	4333	4143
190	622	610	532	744	1049	717	528
7%	15%	13%	16%	14%	16%	17%	13%
	G		G		I	L	
549	1175	1276	1036	1543	1991	1286	1127
20%	29%	28%	32%	28%	30%	30%	27%
			FG		I	L	
724	1067	1183	735	1435	1588	1107	1035
27%	26%	26%	23%	26%	24%	26%	25%
C	H	H		J			
1259	1199	1475	941	1704	1948	1224	1452
46%	30%	32%	29%	31%	30%	28%	35%
CD		FH					KM
2722	4063	4544	3245	5425	6575	4333	4143
100%	100%	100%	100%	100%	100%	100%	100%
739	1796	1886	1568	2286	3040	2003	1655
27%	44%	42%	48%	42%	46%	46%	40%
	G		FG		I	L	
1983	2267	2658	1677	3138	3536	2331	2488
73%	56%	58%	52%	58%	54%	54%	60%
CD	H	FH		J			KM

	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
6773	9924	8079	2096	15907	3535	14468	12346
3523	6241	5759	1312	10688	2069	9931	7888
547	884	908	275	1517	452	1340	1167
16%	14%	16%	21%	14%	22%	13%	15%
L		N	Q		S		
1121	1746	1788	416	3118	711	2822	2341
32%	28%	31%	32%	29%	34%	28%	30%
L		N			S		
880	1569	1453	296	2726	436	2586	1977
25%	25%	25%	23%	26%	21%	26%	25%
				P		R	
975	2042	1610	325	3326	469	3183	2403
28%	33%	28%	25%	31%	23%	32%	30%
	O			P		R	
3523	6241	5759	1312	10688	2069	9931	7888
100%	100%	100%	100%	100%	100%	100%	100%
1668	2630	2696	691	4635	1163	4163	3508
47%	42%	47%	53%	43%	56%	42%	44%
L		N	Q		S		
1856	3611	3063	621	6053	905	5769	4380
53%	58%	53%	47%	57%	44%	58%	56%
	O			P		R	

ent Status
Non
Employed
U
5657
4112
625
15%
1193
29%
1046
25%
1249
30%
4112
100%
1818
44%
2294
56%