

Global @dvisor: Sociologue

GD2.1. [Social networking keeps me in the know about brands and products] Do you agree or disagree with each

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)	18003	9085	8918	7430	6192
Base: All Respondents (wtd)	12000	5991	6009	5274	4004
Agree very much	2146	979	1167	1298	602
	18%	16%	19%	25%	15%
			A	DE	E
Agree somewhat	4502	2160	2342	2164	1501
	38%	36%	39%	41%	37%
			A	DE	E
Disagree somewhat	2811	1452	1359	1131	960
	23%	24%	23%	21%	24%
					C
Disagree very much	2540	1400	1141	681	940
	21%	23%	19%	13%	23%
		B			C
Sigma	12000	5991	6009	5274	4004
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	6648	3139	3509	3462	2103
	55%	52%	58%	66%	53%
			A	DE	E
Low2Box (Disagree)	5352	2852	2500	1812	1900
	45%	48%	42%	34%	47%
		B			C

1 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
246	707	754	651	963	1183	852	593
9%	17%	17%	20%	18%	18%	20%	14%
			FG			L	
837	1601	1640	1207	2031	2471	1700	1452
31%	39%	36%	37%	37%	38%	39%	35%
	G					L	
721	994	1074	711	1237	1574	930	1071
26%	24%	24%	22%	23%	24%	21%	26%
CD	H						KM
919	761	1077	675	1193	1348	852	1027
34%	19%	24%	21%	22%	20%	20%	25%
CD		FH	F				KM
2722	4063	4544	3245	5425	6575	4333	4143
100%	100%	100%	100%	100%	100%	100%	100%
1083	2308	2394	1858	2995	3654	2552	2045
40%	57%	53%	57%	55%	56%	59%	49%
	G		G			L	
1639	1755	2151	1386	2430	2922	1782	2098
60%	43%	47%	43%	45%	44%	41%	51%
CD		FH					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
702	1022	1124	353	1793	590	1556	1418
20%	16%	20%	27%	17%	29%	16%	18%
L		N	Q		S		
1350	2204	2298	492	4010	821	3681	2927
38%	35%	40%	37%	38%	40%	37%	37%
L		N			S		
810	1523	1289	239	2573	338	2474	1827
23%	24%	22%	18%	24%	16%	25%	23%
	O			P		R	
661	1492	1048	229	2311	320	2220	1716
19%	24%	18%	17%	22%	15%	22%	22%
	O			P		R	U
3523	6241	5759	1312	10688	2069	9931	7888
100%	100%	100%	100%	100%	100%	100%	100%
2052	3226	3422	844	5804	1411	5237	4345
58%	52%	59%	64%	54%	68%	53%	55%
L		N	Q		S		
1472	3015	2337	468	4884	658	4694	3543
42%	48%	41%	36%	46%	32%	47%	45%
	O			P		R	

ent Status
Non
Employed
U
5657
4112
728
18%
1575
38%
984
24%
825
20%
4112
100%
2303
56%
1809
44%