

Global @dvisor: Sociologue

GD2.4. [Following/engaging with a brand on a social networking site makes me more likely to want to buy the br

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	1507	722	785	906	440
	13%	12%	13%	17%	11%
				DE	E
Agree somewhat	3506	1705	1800	1881	1082
	29%	28%	30%	36%	27%
				DE	E
Disagree somewhat	3332	1647	1684	1415	1140
	28%	27%	28%	27%	28%
Disagree very much	3656	1916	1740	1072	1341
	30%	32%	29%	20%	34%
		B			C
Sigma	12000	5991	6009	5274	4004
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	5013	2427	2585	2787	1522
	42%	41%	43%	53%	38%
			A	DE	E
Low2Box (Disagree)	6987	3564	3424	2487	2482
	58%	59%	57%	47%	62%
		B			C

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and] Do you agree or disagree with each 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
161	525	524	436	675	832	642	398
6%	13%	12%	13%	12%	13%	15%	10%
			G			L	
543	1187	1283	984	1521	1985	1305	1104
20%	29%	28%	30%	28%	30%	30%	27%
					I	L	
776	1145	1262	886	1523	1809	1166	1181
29%	28%	28%	27%	28%	28%	27%	29%
1242	1205	1475	939	1706	1950	1220	1460
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%
704	1712	1807	1420	2196	2817	1947	1502
26%	42%	40%	44%	40%	43%	45%	36%
	G		G		I	L	
2018	2350	2738	1824	3229	3759	2387	2641
74%	58%	60%	56%	60%	57%	55%	64%
CD		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
467	771	736	258	1249	421	1086	1018
13%	12%	13%	20%	12%	20%	11%	13%
L			Q		S		
1097	1680	1826	405	3101	710	2796	2276
31%	27%	32%	31%	29%	34%	28%	29%
L		N			S		
984	1733	1598	325	3006	484	2848	2173
28%	28%	28%	25%	28%	23%	29%	28%
				P		R	
975	2057	1598	324	3332	453	3202	2421
28%	33%	28%	25%	31%	22%	32%	31%
	O			P		R	
3523	6241	5759	1312	10688	2069	9931	7888
100%	100%	100%	100%	100%	100%	100%	100%
1564	2451	2562	663	4349	1131	3881	3294
44%	39%	44%	51%	41%	55%	39%	42%
L		N	Q		S		
1960	3791	3197	649	6338	937	6050	4594
56%	61%	56%	49%	59%	45%	61%	58%
	O			P		R	

ent Status
Non
Employed
U
5657
4112
489
12%
1229
30%
1159
28%
1235
30%
4112
100%
1719
42%
2394
58%