

Global @dvisor: Sociologue

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

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)	18003	501	999	500	1002
Base: All Respondents (wtd)	12000	500	500	500	500
Agree very much	1507	103	22	11	162
	13%	21%	4%	2%	32%
		BCEGHIJMNP QSTUVX	CN		ABCEFGHIJL MNPQRSTU VWX
Agree somewhat	3506	167	133	78	179
	29%	33%	27%	16%	36%
		BCEGHIMNQ X	CGHINQ		BCEGHIJMNP QVX
Disagree somewhat	3332	111	151	168	73
	28%	22%	30%	34%	15%
		D	ADGKLORW	ADGKLOPQRS UW	
Disagree very much	3656	119	193	244	85
	30%	24%	39%	49%	17%
		DFKLORTW	ADFKLORSTU W	ABDFJKLMOP RSTUVWX	FKL
Sigma	12000	500	500	500	500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	5013	270	155	89	342
	42%	54%	31%	18%	68%
		BCEGHIJMNP QTUVX	CGHIN		ABCEGHIJMN PQSTUVX
Low2Box (Disagree)	6987	230	345	411	158
	58%	46%	69%	82%	32%
		DFKLORW	ADFKLMORST UW	ABDEFJKLMO PQRSTUVWX	

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rand] Do you agree or disagree with each of the following statements?

Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia
E	F	G	H	I	J	K	L
1000	1000	1000	1000	1000	500	1000	500
500	500	500	500	500	500	500	500
24	90	17	19	25	27	160	113
5%	18%	3%	4%	5%	5%	32%	23%
CN	BCEGHIJMNP QTVX	N	N	CN	CN	ABCEFGHIJL MNPQRSTU VWX	BCEGHIJMNP QSTUVX
118	248	65	60	81	136	206	239
24%	50%	13%	12%	16%	27%	41%	48%
CGHIN	ABCDEFGHIJM NOPQSTUVX			H	CGHINQ	ABCEGHIJMN PQTUVX	ABCDEFGHIJK MNOPQRSTU VWX
142	131	127	158	171	161	93	116
28%	26%	25%	32%	34%	32%	19%	23%
ADKLRW	D	DK	ADGKLOPRU W	ADEGKLOPQ RSUW	ADGKLOPRU W		D
216	31	291	264	224	176	41	32
43%	6%	58%	53%	45%	35%	8%	6%
ADFKLMORS TUVWX		ABCDEFGHIJKL MNOPQRSTU VWX	ABDEFIJKLM OPQRSTU VWX	ABDFJKLMOP RSTUVWX	ADFKLORSTU W		
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
142	338	82	79	105	163	366	352
28%	68%	16%	16%	21%	33%	73%	70%
CGHIN	ABCEGHIJMN PQSTUVX			GHN	CGHIN	ABCEGHIJMN OPQRSTU VWX	ABCEGHIJMN OPQRSTUVX
358	162	418	421	395	337	134	148
72%	32%	84%	84%	79%	67%	27%	30%
ADFKLMOPR STUWX		ABDEFIJKLM OPQRSTU VWX	ABDEFIJKLM OPQRSTU VWX	ABDEFJKLMO PQRSTU VWX	ADFKLORSTU 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	501	500	500
500	500	500	500	500	500	500	500
45	6	132	42	45	117	71	19
9%	1%	26%	8%	9%	23%	14%	4%
BCEGHIJNT		BCEGHIJMNP QSTUVX	BCEGHINT	BCEGHIJNT	BCEGHIJMNP QSTUVX	BCEGHIJMNP QTVX	N
134	68	174	140	102	202	178	174
27%	14%	35%	28%	20%	40%	36%	35%
CGHINQ		BCEGHIJMNQ VX	CGHINQ	GHN	ABCEGHIJMN PQUVX	BCEGHIJMNP QVX	BCEGHIJMNP QVX
150	171	113	129	133	115	135	217
30%	34%	23%	26%	27%	23%	27%	43%
ADGKLORW	ADEGKLOPQ RSUW	D	DK	DK	D	DK	ABCDEFGHIIJK LMNOPQRSU VWX
171	256	80	189	219	65	116	89
34%	51%	16%	38%	44%	13%	23%	18%
ADFKLORSTU W	ABDEFIJKLM OPQRSTUVWXYZ	FKL	ADFKLORSTU W	ADFKLMORS TUVWX	FKL	FKLORW	FKLRW
500	500	500	500	500	500	500	500
100%	100%	100%	100%	100%	100%	100%	100%
180	74	307	182	148	319	249	193
36%	15%	61%	36%	30%	64%	50%	39%
BCEGHINQ		BCEGHIJMNP QSTUVX	CEGHINQ	CGHIN	ABCEGHIJMN PQSTUVX	BCEGHIJMNP QTVX	BCEGHIJNQ
320	426	193	318	352	181	251	307
64%	85%	39%	64%	70%	36%	50%	61%
ADFKLORSU W	ABDEFIJKLM OPQRSTUVWXYZ	KL	ADFKLORSU W	ADFKLMOPR STUW	KL	DFKLORW	ADFKLORSU W

Spain	Sweden	Turkey	United States
U	V	W	X
1000	501	500	1000
500	500	500	500
63	31	120	43
13%	6%	24%	9%
BCEGHIJMNP TVX	CN	BCEGHIJMNP QSTUVX	BCEGHIJNT
160	132	204	127
32%	26%	41%	25%
BCEGHIMNQ X	CGHIN	ABCEGHIJMN PQUVX	CGHIN
132	161	114	161
26%	32%	23%	32%
DK	ADGKLORW	D	ADGKLOPRU W
145	177	62	168
29%	35%	12%	34%
DFKLORSTW	ADFKLORST W	FL	ADFKLORST W
500	500	500	500
100%	100%	100%	100%
222	162	324	171
44%	32%	65%	34%
BCEGHIJMNP QTVX	CGHIN	ABCEGHIJMN PQSTUVX	CEGHIN
278	338	176	329
56%	68%	35%	66%
ADFKLORW	ADFKLORSU W	K	ADFKLORSU W

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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)	18003	2000	2002	7001	5499
Base: All Respondents (wtd)	12000	1000	1500	4500	3500
Agree very much	1507	67	397	278	455
	13%	7%	26%	6%	13%
			ACDEG		ACE
Agree somewhat	3506	245	520	986	1171
	29%	25%	35%	22%	33%
		CE	ACE	E	ACE
Disagree somewhat	3332	303	297	1355	1013
	28%	30%	20%	30%	29%
		BFG		BFG	BFG
Disagree very much	3656	384	285	1881	862
	30%	38%	19%	42%	25%
		BDFG		ABDFG	BFG
Sigma	12000	1000	1500	4500	3500
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	5013	312	918	1264	1625
	42%	31%	61%	28%	46%
		CE	ACDE	E	ACE
Low2Box (Disagree)	6987	688	582	3236	1875
	58%	69%	39%	72%	54%
		BDFG		ABDFG	BFG

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rand] Do you agree or disagree with eac

G-8 Countries	BRIC	Middle East/Africa
E	F	G
7500	3502	1501
4000	2000	1500
224	457	309
6%	23%	21%
	ACDE	ACDE
756	736	584
19%	37%	39%
	ACE	ABCDE
1212	430	364
30%	21%	24%
BFG		B
1809	377	244
45%	19%	16%
ABCDFG		
4000	2000	1500
100%	100%	100%
980	1193	893
24%	60%	60%
	ACDE	ACDE
3020	807	607
76%	40%	40%
ABCDFG		

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- 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)	501	174	327	273	155
Base: All Respondents (wtd)	500	245	255	248	151
Agree very much	103	47	55	47	33
	21%	19%	22%	19%	22%
Agree somewhat	167	85	82	107	39
	33%	35%	32%	43%	26%
				DE	
Disagree somewhat	111	47	64	51	29
	22%	19%	25%	21%	19%
Disagree very much	119	66	53	42	50
	24%	27%	21%	17%	33%
					C
Sigma	500	245	255	248	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	270	132	138	155	72
	54%	54%	54%	62%	48%
				DE	
Low2Box (Disagree)	230	113	117	94	79
	46%	46%	46%	38%	52%
					C

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rand] Do you agree or disagree with each of the following statements?

Argentina							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
73	260	185	56	137	364	203	167
101	275	181	44	139	361	327	118
22	63	31	9	32	71	76	19
22%	23%	17%	21%	23%	20%	23%	16%
*			*	*			
21	82	68	16	30	136	108	37
21%	30%	38%	36%	22%	38%	33%	32%
*			*	*	I		
31	61	41	10	38	73	61	34
31%	22%	23%	21%	28%	20%	19%	29%
*			*	*			K
27	70	40	9	39	81	81	28
26%	25%	22%	21%	28%	22%	25%	24%
*			*	*			
101	275	181	44	139	361	327	118
100%	100%	100%	100%	100%	100%	100%	100%
43	145	99	25	62	208	184	56
43%	53%	55%	57%	45%	57%	56%	47%
*			*	*	I		
58	130	81	19	77	154	142	63
57%	47%	45%	43%	55%	43%	44%	53%
C*			*	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
131	218	283	57	444	62	439	297
55	229	271	52	448	53	447	285
8	52	51	12	91	10	93	59
15%	23%	19%	24%	20%	19%	21%	20%
			*		*		
21	65	101	14	152	17	150	92
39%	29%	37%	28%	34%	31%	34%	32%
			*		*		
15	52	59	13	98	13	98	64
28%	23%	22%	25%	22%	25%	22%	22%
			*		*		
10	60	59	12	107	13	106	72
18%	26%	22%	23%	24%	25%	24%	25%
			*		*		
55	229	271	52	448	53	447	285
100%	100%	100%	100%	100%	100%	100%	100%
29	117	153	27	243	26	243	150
54%	51%	56%	52%	54%	50%	54%	53%
			*		*		
26	112	118	25	205	27	204	135
46%	49%	44%	48%	46%	50%	46%	47%
			*		*		

ent Status
Non Employed U
204
215
44
21%
75
35%
48
22%
48
22%
215
100%
119
56%
95
44%

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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,V/W,X/Y/Z/a/b

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)	999	465	534	245	379
Base: All Respondents (wtd)	500	248	252	197	155
Agree very much	22	7	15	14	6
	4%	3%	6%	7%	4%
				E	E
Agree somewhat	133	56	77	83	34
	27%	23%	30%	42%	22%
			A	DE	E
Disagree somewhat	151	73	78	65	50
	30%	30%	31%	33%	32%
Disagree very much	193	111	82	34	66
	39%	45%	33%	17%	42%
		B			C
Sigma	500	248	252	197	155
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	155	64	91	98	40
	31%	26%	36%	50%	26%
			A	DE	E
Low2Box (Disagree)	345	184	161	99	115
	69%	74%	64%	50%	74%
		B			C

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rand] 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
375	223	509	267	530	469	293	340
148	116	267	117	234	266	131	295
2	5	14	4	11	11	6	12
1%	4%	5%	3%	5%	4%	4%	4%
16	30	69	34	50	82	33	76
11%	26%	26%	29%	22%	31%	25%	26%
					I		
37	34	84	34	67	85	46	85
25%	30%	31%	29%	29%	32%	35%	29%
94	47	100	46	105	88	47	122
63%	41%	38%	39%	45%	33%	36%	41%
CD				J			M
148	116	267	117	234	266	131	295
100%	100%	100%	100%	100%	100%	100%	100%
18	34	83	37	62	93	38	88
12%	30%	31%	32%	26%	35%	29%	30%
					I		
131	81	184	80	172	173	93	207
88%	70%	69%	68%	74%	65%	71%	70%
CD				J		M	M

Australia							
	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
366	543	456	111	888	162	837	648
74	260	240	54	446	73	427	303
4	12	10	2	20	5	17	10
6%	5%	4%	5%	4%	7%	4%	3%
			*		*		
24	59	74	10	123	12	121	77
33%	23%	31%	19%	28%	16%	28%	25%
K		N	*		*	R	
21	73	78	14	138	18	133	91
29%	28%	33%	25%	31%	25%	31%	30%
			*		*		
24	115	78	28	166	38	156	125
33%	44%	32%	51%	37%	52%	36%	41%
	O		Q*		S*		
74	260	240	54	446	73	427	303
100%	100%	100%	100%	100%	100%	100%	100%
29	71	84	13	142	17	138	87
39%	27%	35%	24%	32%	24%	32%	29%
KL		N	*		*		
45	188	157	41	303	56	289	215
61%	73%	65%	76%	68%	76%	68%	71%
	O		*		*		

ent Status	Region						
Non Employed	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SA/NT	WA
U	V	W	X	Y	Z	a	b
351	676	323	286	352	187	90	84
197	322	178	128	180	102	50	41
12	14	8	8	6	6	1	*
6%	4%	4%	7%	4%	6%	2%	1%
						*	*
56	89	44	29	67	17	12	9
28%	28%	25%	23%	37%	16%	24%	22%
				XZab		*	*
61	91	60	34	49	41	14	13
31%	28%	34%	27%	27%	40%	29%	32%
					XY	*	*
69	127	66	56	58	38	23	18
35%	39%	37%	44%	32%	37%	46%	45%
			Y			Y*	*
197	322	178	128	180	102	50	41
100%	100%	100%	100%	100%	100%	100%	100%
68	103	52	37	73	23	13	9
34%	32%	29%	29%	41%	22%	25%	23%
				XZab		*	*
129	218	127	90	107	79	37	32
66%	68%	71%	71%	59%	78%	75%	77%
			Y		Y	Y*	Y*

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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	259	241	162	178
Base: All Respondents (wtd)	500	251	249	184	172
Agree very much	11	5	6	3	5
	2%	2%	3%	2%	3%
Agree somewhat	78	48	30	41	23
	16%	19%	12%	22%	13%
		B		DE	
Disagree somewhat	168	76	91	66	59
	34%	30%	37%	36%	35%
Disagree very much	244	123	121	75	85
	49%	49%	49%	41%	49%
Sigma	500	251	249	184	172
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	89	52	36	44	27
	18%	21%	15%	24%	16%
				E	
Low2Box (Disagree)	411	199	212	141	144
	82%	79%	85%	76%	84%

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rand] 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
160	162	210	128	176	324	121	192
144	178	207	115	169	331	172	186
4	5	2	4	2	9	4	6
2%	3%	1%	3%	1%	3%	2%	3%
14	29	28	21	31	46	22	32
10%	16%	13%	18%	18%	14%	13%	17%
42	69	67	32	48	119	66	61
29%	39%	32%	28%	29%	36%	38%	33%
84	74	110	59	87	157	80	87
58%	42%	53%	51%	51%	47%	47%	47%
C		F					
144	178	207	115	169	331	172	186
100%	100%	100%	100%	100%	100%	100%	100%
18	35	30	24	33	55	26	37
12%	20%	14%	21%	20%	17%	15%	20%
126	143	177	91	135	276	146	148
88%	80%	86%	79%	80%	83%	85%	80%
C							

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
187	332	168	32	468	54	446	305
142	320	180	30	470	46	454	293
1	6	5	1	10	1	10	7
1%	2%	3%	3%	2%	2%	2%	2%
			**		*		
24	50	27	8	70	15	62	42
17%	16%	15%	25%	15%	33%	14%	14%
			**		S*		
40	107	61	8	160	9	158	97
28%	33%	34%	26%	34%	21%	35%	33%
			**		*	R	
76	156	87	14	230	21	223	148
54%	49%	48%	46%	49%	45%	49%	50%
			**		*		
142	320	180	30	470	46	454	293
100%	100%	100%	100%	100%	100%	100%	100%
25	57	32	8	80	16	73	49
18%	18%	18%	28%	17%	35%	16%	17%
			**		S*		
117	263	148	22	389	30	381	244
82%	82%	82%	72%	83%	65%	84%	83%
			**		*	R	

ent Status	Region			Language	
Non Employed	North	Center	South	French	Flemish
U	V	W	X	Y	Z
195	218	118	164	266	234
207	219	108	173	269	231
4	3	2	6	8	3
2%	2%	2%	3%	3%	1%
36	39	15	23	36	42
17%	18%	14%	13%	13%	18%
71	69	29	69	90	77
34%	32%	27%	40%	34%	33%
			W		
96	107	61	75	134	109
46%	49%	57%	43%	50%	47%
		X			
207	219	108	173	269	231
100%	100%	100%	100%	100%	100%
40	42	17	29	44	45
19%	19%	16%	17%	16%	19%
167	177	90	144	225	186
81%	81%	84%	83%	84%	81%

Global @dvisor: Sociologue

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

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]	Brazil Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1002	460	542	567	274
Base: All Respondents (wtd)	500	244	256	271	149
Agree very much	162	83	80	98	46
	32%	34%	31%	36%	31%
					*
Agree somewhat	179	92	88	105	53
	36%	37%	34%	39%	35%
					*
Disagree somewhat	73	36	37	35	22
	15%	15%	14%	13%	15%
					*
Disagree very much	85	34	51	33	29
	17%	14%	20%	12%	19%
					*
Sigma	500	244	256	271	149
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	342	174	168	203	98
	68%	71%	66%	75%	66%
				E	*
Low2Box (Disagree)	158	70	88	68	51
	32%	29%	34%	25%	34%
					*

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rand] Do you agree or disagree with each of the following statements?

Brazil							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
161	239	728	35	402	600	157	564
80	175	321	4	198	302	363	108
19	44	118	*	68	94	126	31
23%	25%	37%	7%	35%	31%	35%	29%
*	H*	H	*			M	M
22	75	104	1	67	112	132	38
28%	43%	32%	29%	34%	37%	36%	35%
*	*		*				
16	21	50	1	29	44	47	20
20%	12%	16%	30%	14%	15%	13%	19%
*	*		FG*				
23	35	49	1	33	52	59	19
29%	20%	15%	34%	17%	17%	16%	17%
C*	*		G*				
80	175	321	4	198	302	363	108
100%	100%	100%	100%	100%	100%	100%	100%
41	118	222	1	136	206	257	69
51%	68%	69%	36%	69%	68%	71%	64%
*	H*	H	*			M	M
39	56	99	3	62	96	106	39
49%	32%	31%	64%	31%	32%	29%	36%
C*	*		FG*				

	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
281	420	582	138	864	204	798	661
30	191	309	67	433	105	395	309
6	65	97	21	142	41	122	107
20%	34%	31%	31%	33%	39%	31%	35%
			*		*		
10	64	115	23	156	33	146	107
33%	34%	37%	35%	36%	32%	37%	35%
			*		*		
6	39	34	13	60	18	55	43
21%	20%	11%	20%	14%	17%	14%	14%
K	O		*		*		
8	23	62	10	76	13	73	52
26%	12%	20%	14%	17%	12%	18%	17%
KL			*		*		
30	191	309	67	433	105	395	309
100%	100%	100%	100%	100%	100%	100%	100%
16	130	212	44	298	74	268	213
53%	68%	69%	66%	69%	71%	68%	69%
			*		*		
14	62	96	23	135	31	128	95
47%	32%	31%	34%	31%	29%	32%	31%
KL			*		*		

ent Status
Non
Employed
U
341
191
56
29%
73
38%
30
16%
33
17%
191
100%
128
67%
63
33%

Global @dvisor: Sociologue

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

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	495	505	321	363
Base: All Respondents (wtd)	500	247	253	178	182
Agree very much	24	8	16	14	8
	5%	3%	6%	8%	4%
			A	E	E
Agree somewhat	118	51	67	57	40
	24%	21%	26%	32%	22%
			A	DE	E
Disagree somewhat	142	67	75	55	49
	28%	27%	30%	31%	27%
Disagree very much	216	121	95	51	85
	43%	49%	38%	29%	47%
		B			C
Sigma	500	247	253	178	182
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	142	59	83	72	48
	28%	24%	33%	40%	26%
			A	DE	E
Low2Box (Disagree)	358	188	170	106	134
	72%	76%	67%	60%	74%
		B			C

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rand] 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
316	222	426	352	404	596	340	518
141	116	208	176	195	305	186	223
2	6	14	4	8	16	10	10
1%	5%	7%	2%	4%	5%	5%	5%
		H					
20	34	44	40	43	75	47	48
14%	29%	21%	23%	22%	25%	25%	22%
	G						
38	33	64	45	51	91	53	63
27%	29%	31%	26%	26%	30%	28%	28%
80	43	86	87	94	123	76	101
57%	37%	41%	49%	48%	40%	41%	45%
CD			FG	J			
141	116	208	176	195	305	186	223
100%	100%	100%	100%	100%	100%	100%	100%
22	40	58	44	51	91	57	59
16%	34%	28%	25%	26%	30%	31%	26%
	H						
119	76	150	132	145	214	129	165
84%	66%	72%	75%	74%	70%	69%	74%
CD			F				

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
142	530	470	95	905	117	883	638
91	259	241	46	454	56	444	315
3	11	12	2	22	1	23	13
4%	4%	5%	4%	5%	2%	5%	4%
			*				
23	60	58	8	110	12	106	76
25%	23%	24%	16%	24%	21%	24%	24%
			*				
26	72	70	12	130	14	128	82
29%	28%	29%	27%	29%	25%	29%	26%
			*				
38	115	102	24	192	29	187	144
43%	44%	42%	52%	42%	51%	42%	46%
			*				U
91	259	241	46	454	56	444	315
100%	100%	100%	100%	100%	100%	100%	100%
26	72	70	10	132	13	128	89
29%	28%	29%	21%	29%	24%	29%	28%
			*				
64	187	171	36	322	43	315	226
71%	72%	71%	79%	71%	76%	71%	72%
			*				

ent Status	Region						
Non Employed	Prairies	Atlantic	Alberta	BC	Northwest Territories	Ontario	Quebec
U	V	W	X	Y	Z	a	b
362	80	67	91	142	-	361	259
185	40	34	45	71	-	179	131
11	2	2	3	1	-	12	3
6%	6%	6%	7%	2%	-	7%	3%
	*	*	*			Yb	
42	9	11	13	16	-	46	24
23%	22%	31%	28%	22%	-	25%	19%
	*	b*	*			b	
60	14	9	11	26	-	45	37
32%	35%	27%	25%	36%	-	25%	29%
T	*	*	*	a			
72	15	12	18	28	-	77	66
39%	37%	37%	40%	40%	-	43%	50%
	*	*	*				V
185	40	34	45	71	-	179	131
100%	100%	100%	100%	100%	-	100%	100%
53	11	13	16	17	-	57	28
29%	27%	37%	35%	24%	-	32%	21%
	*	b*	b*			b	
132	29	22	29	54	-	122	103
71%	73%	63%	65%	76%	-	68%	79%
	*	*	*				WXa

Global @dvisor: Sociologue

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

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]	China Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	536	464	587	374
Base: All Respondents (wtd)	500	249	251	200	247
Agree very much	90	33	57	43	42
	18%	13%	23%	22%	17%
		*	*		*
Agree somewhat	248	118	131	111	118
	50%	47%	52%	55%	48%
		*	*		*
Disagree somewhat	131	75	57	37	73
	26%	30%	23%	19%	30%
		*	*		*
Disagree very much	31	24	7	9	13
	6%	10%	3%	5%	5%
		*	*		*
Sigma	500	249	251	200	247
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	338	150	187	154	161
	68%	60%	75%	77%	65%
		*	*		*
Low2Box (Disagree)	162	99	64	46	86
	32%	40%	25%	23%	35%
		*	*		*

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rand] Do you agree or disagree with each of the following statements?

China							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
39	70	278	652	622	378	68	224
53	75	211	214	316	184	295	155
4	4	28	57	58	31	47	27
8%	6%	13%	27%	18%	17%	16%	18%
**	**	*	*	*	*	*	
19	41	111	97	140	109	138	84
36%	55%	52%	45%	44%	59%	47%	54%
**	**	*	*	*	*	*	
21	27	47	57	97	35	84	39
40%	36%	22%	27%	31%	19%	29%	25%
**	**	*	*	*	*	M*	M
9	2	25	3	21	10	25	4
17%	3%	12%	2%	7%	5%	9%	3%
**	**	H*	*	*	*	*	
53	75	211	214	316	184	295	155
100%	100%	100%	100%	100%	100%	100%	100%
23	45	139	154	198	140	185	111
43%	61%	66%	72%	63%	76%	63%	72%
**	**	*	*	*	*	*	
30	29	73	60	118	44	110	44
57%	39%	34%	28%	37%	24%	37%	28%
**	**	*	*	*	*	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
708	654	346	127	873	422	578	895
50	279	221	33	467	104	396	432
15	51	38	13	77	37	52	85
31%	18%	17%	40%	16%	36%	13%	20%
KL	*	*	**		S*	*	
26	140	108	8	241	61	187	206
52%	50%	49%	24%	51%	59%	47%	48%
	*	*	**		*	*	
8	65	67	12	119	6	126	110
15%	23%	30%	37%	26%	5%	32%	26%
	*	*	**		*	R*	
1	23	8	-	31	*	31	30
2%	8%	4%	-	7%	*	8%	7%
	*	*	**		*	*	
50	279	221	33	467	104	396	432
100%	100%	100%	100%	100%	100%	100%	100%
41	191	147	21	317	98	239	291
83%	69%	66%	63%	68%	95%	60%	67%
KL	*	*	**		S*	*	
9	88	75	12	150	6	156	141
17%	31%	34%	37%	32%	5%	40%	33%
	*	*	**		*	R*	

ent Status
Non
Employed
U
105
68
4
6%
**
43
63%
**
21
31%
**
*
1%
**
68
100%
47
69%
**
21
31%
**

Global @dvisor: Sociologue

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

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	490	510	357	334
Base: All Respondents (wtd)	500	247	253	191	162
Agree very much	17	9	8	11	5
	3%	4%	3%	6%	3%
				E	E
Agree somewhat	65	32	33	29	18
	13%	13%	13%	15%	11%
Disagree somewhat	127	67	60	60	36
	25%	27%	24%	32%	22%
				DE	
Disagree very much	291	140	152	90	103
	58%	57%	60%	47%	63%
					C
Sigma	500	247	253	191	162
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	82	41	41	40	23
	16%	16%	16%	21%	14%
				DE	
Low2Box (Disagree)	418	206	212	150	139
	84%	84%	84%	79%	86%
					C

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rand] Do you agree or disagree with each of the following statements?

France							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
309	222	511	267	383	617	420	275
147	115	254	132	183	317	168	209
1	6	8	2	3	14	5	9
1%	5%	3%	2%	2%	4%	3%	4%
					I		
18	18	33	14	24	41	24	24
12%	16%	13%	11%	13%	13%	14%	12%
30	35	65	27	36	91	39	56
21%	30%	26%	21%	20%	29%	24%	27%
	H				I		
98	56	147	88	120	171	100	119
67%	49%	58%	67%	66%	54%	59%	57%
C		F	FG	J			
147	115	254	132	183	317	168	209
100%	100%	100%	100%	100%	100%	100%	100%
19	24	41	16	27	55	29	33
13%	21%	16%	12%	15%	17%	17%	16%
	H						
129	90	213	115	156	262	139	175
87%	79%	84%	88%	85%	83%	83%	84%
C			F				

	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
305	560	440	42	958	81	919	655
124	283	217	21	479	39	461	332
3	10	7	-	17	1	16	11
2%	4%	3%	-	3%	2%	3%	3%
			*		*		
17	38	27	5	60	9	56	42
14%	14%	12%	22%	13%	23%	12%	13%
			*		S*		
31	66	61	4	123	9	118	78
25%	23%	28%	18%	26%	24%	26%	23%
			*		*		
73	168	123	13	278	20	271	201
59%	59%	57%	60%	58%	52%	59%	61%
			*		*		U
124	283	217	21	479	39	461	332
100%	100%	100%	100%	100%	100%	100%	100%
20	49	33	5	77	10	72	53
16%	17%	15%	22%	16%	25%	16%	16%
			*		S*		
104	234	184	17	401	29	389	279
84%	83%	85%	78%	84%	75%	84%	84%
			*		*	R	

ent Status
Non
Employed
U
345
168
6
3%
23
14%
49
29%
90
54%
168
100%
29
17%
139
83%

Global @dvisor: Sociologue

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

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]	Germany Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	507	493	334	376
Base: All Respondents (wtd)	500	253	247	172	196
Agree very much	19	9	10	11	7
	4%	3%	4%	6%	4%
				E	E
Agree somewhat	60	33	27	35	17
	12%	13%	11%	21%	9%
				DE	
Disagree somewhat	158	82	76	65	62
	32%	32%	31%	38%	32%
				E	E
Disagree very much	264	129	135	60	109
	53%	51%	54%	35%	56%
					C
Sigma	500	253	247	172	196
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	79	42	37	46	24
	16%	16%	15%	27%	12%
				DE	E
Low2Box (Disagree)	421	211	210	126	172
	84%	84%	85%	73%	88%
					C

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

Germany							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
290	276	305	419	426	574	165	660
132	142	150	208	210	290	113	285
1	5	5	9	7	12	2	13
1%	4%	3%	4%	3%	4%	1%	4%
8	16	18	26	17	43	12	33
6%	11%	12%	13%	8%	15%	11%	12%
					I		
30	54	52	52	61	96	46	84
22%	38%	34%	25%	29%	33%	41%	30%
	H	H				LM	
94	67	76	121	124	139	53	155
71%	47%	51%	58%	59%	48%	47%	54%
CD			FG	J			
132	142	150	208	210	290	113	285
100%	100%	100%	100%	100%	100%	100%	100%
8	21	22	35	24	54	14	46
6%	15%	15%	17%	12%	19%	12%	16%
					I		
124	121	127	173	186	236	100	239
94%	85%	85%	83%	88%	81%	88%	84%
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
175	649	351	87	913	204	796	729
101	320	180	42	458	101	399	363
4	14	4	3	16	8	10	17
4%	4%	2%	6%	3%	8%	3%	5%
			*		S		U
15	40	20	5	55	14	46	44
14%	12%	11%	11%	12%	14%	12%	12%
			*				
27	97	60	11	146	29	128	104
27%	30%	33%	27%	32%	29%	32%	29%
			*				
55	168	96	23	241	49	214	199
55%	53%	53%	55%	53%	49%	54%	55%
			*				U
101	320	180	42	458	101	399	363
100%	100%	100%	100%	100%	100%	100%	100%
19	54	25	7	71	22	56	60
19%	17%	14%	17%	16%	22%	14%	17%
			*		S		
82	265	156	35	387	79	343	302
81%	83%	86%	83%	84%	78%	86%	83%
			*			R	

ent Status
Non
Employed
U
271
137
2
1%
17
12%
54
39%
T
65
48%
137
100%
18
13%
119
87%

Global @dvisor: Sociologue

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

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]	Hungary Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	239	261	195	166
Base: All Respondents (wtd)	500	244	256	202	159
Agree very much	27	12	15	16	6
	5%	5%	6%	8%	4%
Agree somewhat	136	61	75	74	36
	27%	25%	29%	37%	23%
				DE	
Disagree somewhat	161	76	85	51	54
	32%	31%	33%	25%	34%
Disagree very much	176	95	81	61	63
	35%	39%	32%	30%	40%
Sigma	500	244	256	202	159
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	163	73	90	90	42
	33%	30%	35%	45%	26%
				DE	
Low2Box (Disagree)	337	171	166	112	117
	67%	70%	65%	55%	74%
					C

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rand] Do you agree or disagree with each of the following statements?

Hungary							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
139	193	242	3	188	312	143	267
140	194	241	3	183	317	129	294
5	13	12	-	4	22	7	18
4%	7%	5%	-	2%	7%	6%	6%
			**		I		
26	61	55	1	34	102	35	77
19%	31%	23%	32%	19%	32%	27%	26%
	G		**		I		
56	59	83	-	71	90	44	96
40%	31%	35%	-	39%	28%	34%	33%
C			**	J			
53	61	91	2	73	104	44	103
38%	31%	38%	68%	40%	33%	34%	35%
			**				
140	194	241	3	183	317	129	294
100%	100%	100%	100%	100%	100%	100%	100%
31	73	67	1	39	124	42	95
22%	38%	28%	32%	21%	39%	32%	32%
	G		**		I		
108	120	174	2	144	193	87	199
78%	62%	72%	68%	79%	61%	68%	68%
C		F	**	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
90	268	232	26	474	23	477	291
77	268	232	26	474	23	477	289
2	14	13	1	26	-	27	13
2%	5%	5%	4%	5%	-	6%	4%
*			**		**		
25	63	73	9	128	6	131	69
32%	24%	31%	33%	27%	25%	27%	24%
*			**		**		
20	90	71	4	157	5	156	98
27%	33%	31%	15%	33%	21%	33%	34%
*			**		**		
30	101	75	12	164	12	164	110
39%	38%	32%	48%	35%	54%	34%	38%
*			**		**		
77	268	232	26	474	23	477	289
100%	100%	100%	100%	100%	100%	100%	100%
26	78	85	10	153	6	157	82
34%	29%	37%	37%	32%	25%	33%	28%
*			**		**		
50	191	146	16	321	17	320	207
66%	71%	63%	63%	68%	75%	67%	72%
*			**		**		U

ent Status
Non
Employed
U
209
211
14
7%
67
32%
63
30%
67
32%
211
100%
81
39%
T
130
61%

Global @dvisor: Sociologue

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

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	696	304	797	174
Base: All Respondents (wtd)	500	258	242	276	145
Agree very much	160	92	68	97	48
	32%	36%	28%	35%	33%
Agree somewhat	206	100	106	117	55
	41%	39%	44%	42%	38%
Disagree somewhat	93	48	44	45	31
	19%	19%	18%	16%	21%
Disagree very much	41	17	24	18	11
	8%	7%	10%	6%	7%
Sigma	500	258	242	276	145
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	366	193	173	214	104
	73%	75%	72%	77%	71%
Low2Box (Disagree)	134	65	69	63	42
	27%	25%	28%	23%	29%

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

India							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
29	125	199	676	528	472	3	86
78	63	90	347	302	198	1	43
15	22	34	104	100	60	*	13
19%	35%	38%	30%	33%	30%	18%	29%
**	*	*				**	*
34	25	28	153	118	88	1	18
43%	41%	31%	44%	39%	45%	46%	41%
**	*	*	G			**	*
17	10	19	63	57	36	*	10
21%	16%	21%	18%	19%	18%	36%	22%
**	*	*				**	*
13	6	9	27	28	14	-	3
17%	9%	10%	8%	9%	7%	-	7%
**	*	*				**	*
78	63	90	347	302	198	1	43
100%	100%	100%	100%	100%	100%	100%	100%
49	47	62	257	218	148	1	31
62%	75%	69%	74%	72%	75%	64%	71%
**	*	*				**	*
30	15	28	90	85	49	*	13
38%	25%	31%	26%	28%	25%	36%	29%
**	*	*				**	*

	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
911	628	372	317	683	640	360	872
456	283	217	145	355	301	199	424
147	102	57	53	106	106	54	141
32%	36%	26%	37%	30%	35%	27%	33%
	O						
188	111	95	58	148	136	70	174
41%	39%	44%	40%	42%	45%	35%	41%
					S		
83	49	43	22	71	43	50	78
18%	17%	20%	15%	20%	14%	25%	18%
						R	
38	20	21	12	30	17	25	31
8%	7%	10%	8%	8%	6%	12%	7%
						R	
456	283	217	145	355	301	199	424
100%	100%	100%	100%	100%	100%	100%	100%
335	213	153	112	254	242	124	315
73%	75%	70%	77%	72%	80%	62%	74%
					S		
121	70	64	33	101	59	75	109
27%	25%	30%	23%	28%	20%	38%	26%
						R	

ent Status
Non
Employed
U
128
76
19
25%
*
32
42%
*
15
20%
*
11
14%
*
76
100%
51
67%
*
26
33%
*

Global @dvisor: Sociologue

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

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]	Indonesia Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	241	259	252	184
Base: All Respondents (wtd)	500	250	250	282	151
Agree very much	113	54	59	79	23
	23%	22%	24%	28%	15%
				DE	
Agree somewhat	239	120	119	139	75
	48%	48%	48%	49%	50%
Disagree somewhat	116	59	57	51	44
	23%	24%	23%	18%	29%
					C
Disagree very much	32	17	15	13	9
	6%	7%	6%	5%	6%
Sigma	500	250	250	282	151
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	352	174	178	218	98
	70%	70%	71%	77%	65%
				DE	
Low2Box (Disagree)	148	76	72	63	53
	30%	30%	29%	23%	35%
					C

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

Indonesia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
64	179	246	75	310	190	201	38
68	169	241	90	286	214	209	40
10	28	57	27	57	55	47	8
16%	17%	24%	31%	20%	26%	22%	21%
*			F*				*
25	86	114	39	138	101	103	19
38%	51%	47%	44%	48%	47%	50%	47%
*			*				*
21	44	55	17	71	46	48	10
31%	26%	23%	19%	25%	21%	23%	26%
C*			*				*
10	11	15	6	21	11	11	2
15%	6%	6%	7%	7%	5%	5%	6%
CD*			*				*
68	169	241	90	286	214	209	40
100%	100%	100%	100%	100%	100%	100%	100%
36	115	171	67	195	157	150	27
53%	68%	71%	74%	68%	73%	72%	68%
*			*				*
32	54	70	23	91	57	59	13
47%	32%	29%	26%	32%	27%	28%	32%
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
261	245	255	69	431	136	364	429
252	240	260	69	431	131	369	417
58	59	54	20	93	35	78	90
23%	25%	21%	29%	22%	27%	21%	22%
			*				
117	111	128	34	205	66	173	205
46%	46%	49%	49%	48%	50%	47%	49%
			*				
58	54	62	13	104	24	92	94
23%	23%	24%	18%	24%	19%	25%	23%
			*				
19	15	16	3	29	5	27	27
8%	6%	6%	4%	7%	4%	7%	7%
			*				
252	240	260	69	431	131	369	417
100%	100%	100%	100%	100%	100%	100%	100%
175	170	182	53	298	101	251	295
70%	71%	70%	78%	69%	77%	68%	71%
			*		S		
77	70	78	15	133	30	118	122
30%	29%	30%	22%	31%	23%	32%	29%
			*			R	

ent Status
Non
Employed
U
71
83
23
28%
*
34
41%
*
22
26%
*
5
6%
*
83
100%
57
68%
*
27
32%
*

Global @dvisor: Sociologue

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

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	512	488	335	377
Base: All Respondents (wtd)	500	250	250	181	182
Agree very much	45	18	27	22	15
	9%	7%	11%	12%	8%
			A	E	
Agree somewhat	134	58	77	62	42
	27%	23%	31%	34%	23%
			A	DE	
Disagree somewhat	150	75	75	50	57
	30%	30%	30%	27%	31%
Disagree very much	171	100	71	47	69
	34%	40%	28%	26%	38%
		B			C
Sigma	500	250	250	181	182
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	180	76	104	84	57
	36%	30%	42%	46%	31%
			A	DE	
Low2Box (Disagree)	320	174	146	97	126
	64%	70%	58%	54%	69%
		B			C

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rand] Do you agree or disagree with each of the following statements?

Italy							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
288	300	472	228	430	570	346	523
137	160	231	109	213	287	243	198
8	15	22	8	21	24	22	18
6%	10%	9%	7%	10%	8%	9%	9%
31	37	68	29	51	83	65	50
22%	23%	29%	27%	24%	29%	27%	25%
43	44	68	37	65	85	73	62
32%	28%	29%	34%	31%	30%	30%	31%
54	63	73	35	76	95	83	69
40%	39%	32%	32%	36%	33%	34%	35%
C	G						
137	160	231	109	213	287	243	198
100%	100%	100%	100%	100%	100%	100%	100%
39	53	90	37	72	107	88	68
28%	33%	39%	34%	34%	37%	36%	34%
98	107	141	72	141	180	156	130
72%	67%	61%	66%	66%	63%	64%	66%
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
131	509	491	91	909	131	869	572
58	239	261	44	456	61	439	268
5	19	26	4	42	6	39	21
8%	8%	10%	8%	9%	10%	9%	8%
			*				
19	61	74	10	124	15	120	75
33%	25%	28%	24%	27%	24%	27%	28%
			*				
15	69	81	12	138	19	130	80
26%	29%	31%	27%	30%	32%	30%	30%
			*				
19	91	80	18	152	21	150	92
33%	38%	31%	41%	33%	34%	34%	34%
	O		*				
58	239	261	44	456	61	439	268
100%	100%	100%	100%	100%	100%	100%	100%
24	79	100	14	166	21	159	96
41%	33%	38%	32%	36%	34%	36%	36%
			*				
34	159	161	30	290	40	280	172
59%	67%	62%	68%	64%	66%	64%	64%
			*				

ent Status
Non
Employed
U
428
232
24
10%
59
26%
70
30%
79
34%
232
100%
84
36%
149
64%

Global @dvisor: Sociologue

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

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]	Japan Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	546	454	239	447
Base: All Respondents (wtd)	500	251	249	186	176
Agree very much	6	2	4	1	2
	1%	1%	1%	1%	1%
Agree somewhat	68	31	36	36	23
	14%	12%	15%	19%	13%
				DE	E
Disagree somewhat	171	75	96	71	54
	34%	30%	38%	38%	31%
			A	D	
Disagree very much	256	142	113	77	97
	51%	57%	46%	41%	55%
		B			C
Sigma	500	251	249	186	176
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	74	33	40	37	25
	15%	13%	16%	20%	14%
				E	E
Low2Box (Disagree)	426	218	209	148	151
	85%	87%	84%	80%	86%

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

Japan							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
314	605	344	51	592	408	310	232
138	317	160	23	267	233	164	111
2	3	2	*	4	2	1	3
2%	1%	1%	2%	1%	1%	1%	3%
			*				K
8	42	23	3	31	37	24	13
6%	13%	14%	13%	11%	16%	14%	11%
			*				
46	111	53	7	87	84	54	40
33%	35%	33%	30%	33%	36%	33%	36%
			*				
82	161	82	13	145	110	86	55
59%	51%	51%	55%	55%	47%	52%	50%
C			*	J			
138	317	160	23	267	233	164	111
100%	100%	100%	100%	100%	100%	100%	100%
11	45	25	3	34	39	25	16
8%	14%	16%	15%	13%	17%	15%	14%
			*				
127	272	135	20	232	194	140	95
92%	86%	84%	85%	87%	83%	85%	86%
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
458	525	475	48	952	101	899	703
225	234	266	20	480	42	458	327
2	4	2	1	5	2	4	5
1%	2%	1%	5%	1%	5%	1%	1%
			Q*		S*		
31	26	42	2	66	7	61	40
14%	11%	16%	11%	14%	17%	13%	12%
		N	*		*		
77	79	92	7	164	13	157	118
34%	34%	35%	35%	34%	32%	34%	36%
			*		*		
115	126	130	10	246	20	236	164
51%	54%	49%	49%	51%	47%	52%	50%
			*		*		
225	234	266	20	480	42	458	327
100%	100%	100%	100%	100%	100%	100%	100%
33	29	44	3	70	9	64	45
15%	13%	17%	16%	15%	22%	14%	14%
			*		S*		
192	205	222	17	410	33	393	282
85%	87%	83%	84%	85%	78%	86%	86%
			*		*	R	

ent Status
Non
Employed
U
297
173
1
1%
27
16%
53
31%
91
53%
173
100%
29
17%
144
83%

Global @dvisor: Sociologue

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

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	277	222	262	135
Base: All Respondents (wtd)	500	238	262	270	147
Agree very much	132	69	64	80	37
	26%	29%	24%	30%	25%
					*
Agree somewhat	174	88	87	106	43
	35%	37%	33%	39%	29%
					*
Disagree somewhat	113	41	72	53	43
	23%	17%	27%	20%	29%
			A		*
Disagree very much	80	41	39	31	24
	16%	17%	15%	12%	16%
					*
Sigma	500	238	262	270	147
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	307	156	150	185	80
	61%	66%	57%	69%	55%
				DE	*
Low2Box (Disagree)	193	82	111	85	67
	39%	34%	43%	31%	45%
					C*

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rand] Do you agree or disagree with each of the following statements?

Mexico							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
102	342	144	13	197	302	135	154
83	400	96	4	200	300	321	103
15	111	20	1	56	76	89	31
18%	28%	21%	28%	28%	25%	28%	30%
*		*	**			M	M
26	138	35	2	65	109	104	38
31%	34%	37%	35%	33%	36%	33%	37%
*		*	**				
17	91	22	*	50	63	76	20
20%	23%	23%	6%	25%	21%	24%	20%
*		*	**				
25	60	19	1	29	51	51	14
30%	15%	20%	32%	15%	17%	16%	14%
C*		*	**				
83	400	96	4	200	300	321	103
100%	100%	100%	100%	100%	100%	100%	100%
41	249	55	3	121	185	193	69
49%	62%	57%	62%	61%	62%	60%	67%
*		*	**				
42	151	41	2	79	115	128	34
51%	38%	43%	38%	39%	38%	40%	33%
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
210	270	229	153	346	173	326	354
76	241	259	127	373	140	360	331
12	61	71	41	91	39	93	83
16%	25%	27%	32%	24%	28%	26%	25%
			*		*		
32	83	91	53	121	58	116	106
42%	34%	35%	42%	33%	41%	32%	32%
			*		*		
17	54	60	22	91	29	84	79
22%	22%	23%	18%	24%	21%	23%	24%
			*		*		
15	44	37	11	70	14	66	63
20%	18%	14%	8%	19%	10%	18%	19%
			*	P	*		
76	241	259	127	373	140	360	331
100%	100%	100%	100%	100%	100%	100%	100%
45	144	162	94	212	97	209	189
59%	60%	63%	74%	57%	69%	58%	57%
			Q*		*		
31	97	96	33	161	43	150	142
41%	40%	37%	26%	43%	31%	42%	43%
			*	P	*		U

ent Status
Non
Employed
U
145
169
49
29%
*
69
41%
*
34
20%
*
17
10%
*
169
100%
118
70%
T*
51
30%
*

Global @dvisor: Sociologue

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

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	259	241	173	178
Base: All Respondents (wtd)	500	248	252	215	157
Agree very much	42	22	20	21	15
	8%	9%	8%	10%	9%
Agree somewhat	140	70	70	67	38
	28%	28%	28%	31%	24%
Disagree somewhat	129	67	62	62	33
	26%	27%	25%	29%	21%
Disagree very much	189	89	100	64	72
	38%	36%	40%	30%	46%
					C
Sigma	500	248	252	215	157
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	182	92	90	88	52
	36%	37%	36%	41%	33%
Low2Box (Disagree)	318	156	162	127	104
	64%	63%	64%	59%	67%

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rand] Do you agree or disagree with each of the following statements?

Poland							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
149	389	107	4	262	238	49	347
128	408	88	3	236	264	104	327
7	37	5	-	22	20	16	23
5%	9%	6%	-	9%	8%	15%	7%
		*	**			M*	
35	112	27	1	55	85	30	90
27%	27%	31%	29%	23%	32%	29%	28%
		*	**		I	*	
34	110	19	-	60	68	29	84
26%	27%	22%	-	26%	26%	28%	26%
		*	**			*	
53	150	36	2	98	91	29	129
41%	37%	41%	71%	42%	34%	28%	40%
C		*	**			*	
128	408	88	3	236	264	104	327
100%	100%	100%	100%	100%	100%	100%	100%
41	148	33	1	77	105	46	113
32%	36%	37%	29%	33%	40%	45%	35%
		*	**			*	
87	260	56	2	159	159	58	213
68%	64%	63%	71%	67%	60%	55%	65%
		*	**			*	

	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
104	248	252	42	458	66	434	309
69	226	274	41	459	59	441	279
3	16	26	4	38	6	36	25
4%	7%	10%	11%	8%	10%	8%	9%
			*		*		
19	62	78	13	127	17	123	73
27%	27%	29%	31%	28%	30%	28%	26%
			*		*		
17	58	71	8	121	12	117	69
24%	26%	26%	19%	26%	20%	27%	25%
			*		*		
31	91	99	16	173	24	166	112
44%	40%	36%	40%	38%	40%	37%	40%
K			*		*		
69	226	274	41	459	59	441	279
100%	100%	100%	100%	100%	100%	100%	100%
22	77	105	17	165	23	159	98
32%	34%	38%	41%	36%	39%	36%	35%
			*		*		
47	149	169	24	294	35	283	181
68%	66%	62%	59%	64%	61%	64%	65%
			*		*		

ent Status
Non
Employed
U
191
221
17
8%
67
30%
59
27%
78
35%
221
100%
84
38%
137
62%

Global @dvisor: Sociologue

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

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	229	271	126	222
Base: All Respondents (wtd)	500	240	260	211	178
Agree very much	45	19	27	24	14
	9%	8%	10%	11%	8%
Agree somewhat	102	35	67	51	36
	20%	15%	26%	24%	20%
			A		
Disagree somewhat	133	73	60	56	39
	27%	30%	23%	27%	22%
Disagree very much	219	114	105	80	89
	44%	47%	41%	38%	50%
Sigma	500	240	260	211	178
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	148	54	94	75	50
	30%	22%	36%	35%	28%
			A	E	
Low2Box (Disagree)	352	187	165	136	128
	70%	78%	64%	65%	72%
		B			

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rand] Do you agree or disagree with each of the following statements?

Russia							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
152	58	249	193	256	244	71	281
111	62	271	167	237	263	146	266
7	3	29	13	16	29	14	25
7%	5%	11%	8%	7%	11%	10%	10%
	*					*	
15	11	58	33	53	49	31	57
14%	18%	21%	20%	22%	19%	21%	21%
	*					*	
38	17	73	43	68	65	37	74
34%	28%	27%	26%	29%	25%	25%	28%
D	*					*	
50	30	111	78	99	120	64	110
45%	49%	41%	47%	42%	46%	44%	41%
	*					*	
111	62	271	167	237	263	146	266
100%	100%	100%	100%	100%	100%	100%	100%
23	15	87	46	69	79	45	82
21%	23%	32%	28%	29%	30%	31%	31%
	*					*	
88	47	184	121	168	185	100	184
79%	77%	68%	72%	71%	70%	69%	69%
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
148	267	233	48	452	72	428	362
88	250	250	46	454	68	432	339
6	28	18	10	35	11	34	36
7%	11%	7%	23%	8%	16%	8%	10%
			Q*		*		
15	34	68	6	97	8	94	61
16%	14%	27%	13%	21%	12%	22%	18%
		N	*		*		
22	67	66	13	120	25	108	91
25%	27%	26%	29%	26%	37%	25%	27%
			*		*		
45	121	99	16	203	24	196	151
51%	48%	39%	36%	45%	35%	45%	44%
			*		*		
88	250	250	46	454	68	432	339
100%	100%	100%	100%	100%	100%	100%	100%
20	62	86	16	132	19	128	97
23%	25%	34%	35%	29%	29%	30%	29%
			*		*		
68	188	164	29	323	49	304	242
77%	75%	66%	65%	71%	71%	70%	71%
			*		*		

ent Status
Non
Employed
U
138
161
10
6%
*
41
25%
*
41
26%
*
68
43%
*
161
100%
51
32%
*
110
68%
*

Global @dvisor: Sociologue

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

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)	501	333	168	287	171
Base: All Respondents (wtd)	500	283	217	295	161
Agree very much	117	67	50	78	28
	23%	24%	23%	27%	18%
				D	
Agree somewhat	202	116	86	115	68
	40%	41%	40%	39%	42%
Disagree somewhat	115	60	55	68	38
	23%	21%	26%	23%	24%
Disagree very much	65	40	26	34	26
	13%	14%	12%	12%	17%
Sigma	500	283	217	295	161
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	319	183	136	193	96
	64%	65%	63%	65%	60%
Low2Box (Disagree)	181	100	81	102	65
	36%	35%	37%	35%	40%

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

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
43	269	111	43	329	172	116	152
44	265	109	41	309	191	117	156
11	64	21	12	59	58	32	35
24%	24%	19%	30%	19%	31%	27%	22%
*			*		I		
20	107	49	14	133	69	43	60
45%	40%	45%	35%	43%	36%	37%	39%
*			*				
9	61	26	8	73	42	27	39
20%	23%	24%	19%	24%	22%	23%	25%
*			*				
5	33	12	7	44	21	15	22
11%	12%	11%	17%	14%	11%	13%	14%
*			*				
44	265	109	41	309	191	117	156
100%	100%	100%	100%	100%	100%	100%	100%
30	171	70	26	192	127	75	95
69%	65%	65%	64%	62%	67%	64%	61%
*			*				
14	94	38	15	117	63	42	61
31%	35%	35%	36%	38%	33%	36%	39%
*			*				

	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
233	271	230	69	432	80	421	334
227	238	262	68	432	76	424	299
50	53	64	25	92	27	90	72
22%	22%	25%	37%	21%	35%	21%	24%
			Q*		S*		
99	98	104	24	178	28	174	122
44%	41%	40%	36%	41%	37%	41%	41%
			*		*		
49	54	61	15	100	17	98	62
22%	23%	23%	23%	23%	22%	23%	21%
			*		*		
28	32	33	3	62	4	62	43
12%	14%	13%	5%	14%	5%	15%	14%
			*	P	*	R	
227	238	262	68	432	76	424	299
100%	100%	100%	100%	100%	100%	100%	100%
149	151	168	50	270	55	264	194
66%	63%	64%	73%	62%	73%	62%	65%
			*		*		
77	87	94	19	162	21	160	105
34%	37%	36%	27%	38%	27%	38%	35%
			*		*		

ent Status
Non
Employed
U
167
201
45
22%
81
40%
53
26%
22
11%
201
100%
126
63%
75
37%

Global @dvisor: Sociologue

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

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	148	352	241	164
Base: All Respondents (wtd)	500	240	260	287	124
Agree very much	71	31	40	51	14
	14%	13%	15%	18%	11%
				E	
Agree somewhat	178	80	98	107	49
	36%	33%	38%	37%	40%
				E	E
Disagree somewhat	135	67	68	78	29
	27%	28%	26%	27%	23%
Disagree very much	116	62	54	50	32
	23%	26%	21%	18%	26%
Sigma	500	240	260	287	124
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	249	112	138	158	63
	50%	46%	53%	55%	51%
				E	E
Low2Box (Disagree)	251	128	122	128	61
	50%	54%	47%	45%	49%

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

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
95	24	55	421	220	280	277	119
90	27	66	407	191	309	269	117
7	6	6	59	21	50	29	25
8%	23%	9%	15%	11%	16%	11%	22%
*	**	*					K
22	15	23	140	54	124	112	35
24%	55%	34%	34%	28%	40%	42%	30%
*	**	*			I	LM	
28	4	14	117	58	76	69	22
31%	14%	21%	29%	31%	25%	25%	19%
*	**	*					
34	2	23	91	57	59	60	35
37%	7%	35%	22%	30%	19%	22%	30%
C*	**	*		J			
90	27	66	407	191	309	269	117
100%	100%	100%	100%	100%	100%	100%	100%
28	21	29	199	75	174	141	61
32%	79%	44%	49%	40%	56%	52%	52%
*	**	*			I		
61	6	37	208	115	136	128	57
68%	21%	56%	51%	60%	44%	48%	48%
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
104	223	277	72	428	91	409	359
113	227	273	74	426	92	408	336
17	36	35	14	58	19	53	47
15%	16%	13%	18%	14%	20%	13%	14%
*			*		*		
31	62	116	18	159	26	152	108
27%	27%	43%	25%	37%	28%	37%	32%
*		N	*		*		
44	68	67	27	108	29	106	96
39%	30%	24%	37%	25%	31%	26%	29%
KL*			*		*		
22	61	55	15	101	19	97	85
19%	27%	20%	20%	24%	20%	24%	25%
*			*		*		
113	227	273	74	426	92	408	336
100%	100%	100%	100%	100%	100%	100%	100%
48	98	151	32	217	44	205	155
42%	43%	55%	43%	51%	48%	50%	46%
*		N	*		*		
66	129	122	42	209	48	203	181
58%	57%	45%	57%	49%	52%	50%	54%
*	O		*		*		U

ent Status
Non
Employed
U
141
164
24
15%
70
43%
T
39
24%
31
19%
164
100%
94
58%
T
70
42%

Global @dvisor: Sociologue

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

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 Korea Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	262	238	200	174
Base: All Respondents (wtd)	500	253	247	211	185
Agree very much	19	11	8	11	6
	4%	4%	3%	5%	3%
Agree somewhat	174	86	88	83	57
	35%	34%	36%	39%	31%
Disagree somewhat	217	107	110	84	85
	43%	43%	44%	40%	46%
Disagree very much	89	48	42	33	38
	18%	19%	17%	15%	20%
Sigma	500	253	247	211	185
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	193	97	96	94	62
	39%	39%	39%	45%	34%
				D	
Low2Box (Disagree)	307	155	152	117	122
	61%	61%	61%	55%	66%
					C

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

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
126	91	184	225	288	212	18	153
105	88	191	221	285	215	15	144
3	4	6	9	9	10	2	3
2%	5%	3%	4%	3%	5%	11%	2%
	*					**	
35	26	69	79	102	72	4	49
33%	29%	36%	36%	36%	33%	27%	34%
	*					**	
48	40	78	100	124	93	4	61
46%	45%	41%	45%	43%	43%	28%	43%
	*					**	
19	18	38	33	49	40	5	31
18%	21%	20%	15%	17%	19%	33%	22%
	*					**	
105	88	191	221	285	215	15	144
100%	100%	100%	100%	100%	100%	100%	100%
37	30	75	88	111	82	6	52
36%	34%	39%	40%	39%	38%	38%	36%
	*					**	
68	58	116	133	173	133	9	92
64%	66%	61%	60%	61%	62%	62%	64%
	*					**	

	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
329	248	252	69	431	103	397	351
341	248	252	65	435	97	403	362
15	10	9	2	18	2	17	12
4%	4%	4%	2%	4%	2%	4%	3%
			*		*		
121	93	81	27	147	39	135	131
36%	37%	32%	42%	34%	40%	34%	36%
			*		*		
152	104	113	26	191	39	178	156
44%	42%	45%	41%	44%	40%	44%	43%
			*		*		
54	41	49	10	80	16	73	63
16%	16%	19%	15%	18%	17%	18%	17%
			*		*		
341	248	252	65	435	97	403	362
100%	100%	100%	100%	100%	100%	100%	100%
136	103	90	29	165	41	152	143
40%	42%	36%	45%	38%	43%	38%	39%
			*		*		
205	145	162	36	271	55	251	219
60%	58%	64%	55%	62%	57%	62%	61%
			*		*		

ent Status
Non
Employed
U
149
138
7
5%
44
32%
61
44%
27
19%
138
100%
51
37%
87
63%

Global @dvisor: Sociologue

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

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	520	480	364	380
Base: All Respondents (wtd)	500	252	248	205	183
Agree very much	63	29	34	33	21
	13%	11%	14%	16%	11%
				E	
Agree somewhat	160	81	79	80	51
	32%	32%	32%	39%	28%
				DE	
Disagree somewhat	132	66	66	54	53
	26%	26%	27%	26%	29%
Disagree very much	145	77	69	38	58
	29%	30%	28%	18%	32%
					C
Sigma	500	252	248	205	183
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	222	109	113	113	72
	44%	43%	46%	55%	39%
				DE	
Low2Box (Disagree)	278	143	135	92	111
	56%	57%	54%	45%	61%
					C

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rand] Do you agree or disagree with each of the following statements?

Spain							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
256	696	263	41	371	629	648	92
112	336	142	23	169	331	249	115
9	50	12	1	19	43	32	12
8%	15%	9%	2%	12%	13%	13%	10%
	GH		*				*
28	101	50	9	51	108	79	38
25%	30%	35%	40%	30%	33%	32%	34%
			*				*
25	89	36	7	41	91	72	30
22%	27%	26%	30%	24%	28%	29%	26%
			*				*
50	96	43	6	57	89	66	35
44%	29%	30%	28%	34%	27%	27%	30%
CD			*	J			*
112	336	142	23	169	331	249	115
100%	100%	100%	100%	100%	100%	100%	100%
38	151	62	10	71	152	111	50
34%	45%	44%	42%	42%	46%	45%	44%
			*				*
74	185	80	13	98	180	138	64
66%	55%	56%	58%	58%	54%	55%	56%
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
260	541	459	81	919	89	911	564
136	264	236	41	459	45	455	283
19	30	32	3	59	4	59	32
14%	11%	14%	8%	13%	9%	13%	11%
			*		*		
42	75	85	11	148	16	143	88
31%	28%	36%	27%	32%	36%	32%	31%
		N	*		*		
31	76	56	13	119	12	120	76
23%	29%	24%	32%	26%	28%	26%	27%
			*		*		
44	83	63	13	132	12	133	86
33%	31%	27%	32%	29%	28%	29%	30%
			*		*		
136	264	236	41	459	45	455	283
100%	100%	100%	100%	100%	100%	100%	100%
61	105	117	15	208	20	202	120
45%	40%	50%	35%	45%	45%	44%	43%
		N	*		*		
75	159	119	27	251	25	253	162
55%	60%	50%	65%	55%	55%	56%	57%
	O		*		*		

ent Status
Non
Employed
U
436
217
31
14%
72
33%
56
26%
60
27%
217
100%
102
47%
115
53%

Global @dvisor: Sociologue

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

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)	501	248	253	151	175
Base: All Respondents (wtd)	500	253	247	185	164
Agree very much	31	7	23	25	4
	6%	3%	9%	13%	2%
			A	DE*	
Agree somewhat	132	67	65	61	54
	26%	26%	26%	33%	33%
				E*	E
Disagree somewhat	161	80	81	71	49
	32%	31%	33%	38%	30%
				*	
Disagree very much	177	100	77	29	57
	35%	39%	31%	16%	35%
				*	C
Sigma	500	253	247	185	164
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	162	74	89	86	57
	32%	29%	36%	46%	35%
				E*	E
Low2Box (Disagree)	338	180	158	100	106
	68%	71%	64%	54%	65%
				*	

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rand] Do you agree or disagree with each of the following statements?

Sweden							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
175	177	255	69	165	336	297	100
151	177	250	73	154	346	105	262
2	14	16	*	2	28	6	19
1%	8%	7%	*	1%	8%	5%	7%
*	*		*	*	I		*
17	50	65	16	31	101	24	80
11%	29%	26%	22%	20%	29%	23%	31%
*	*		*	*			*
41	64	72	25	55	106	31	78
27%	36%	29%	34%	36%	31%	29%	30%
*	*		*	*			*
91	49	96	32	66	111	44	85
60%	27%	39%	44%	43%	32%	42%	32%
CD*	*		*	*			*
151	177	250	73	154	346	105	262
100%	100%	100%	100%	100%	100%	100%	100%
19	64	82	16	33	129	30	99
13%	36%	33%	22%	21%	37%	28%	38%
*	*		*	*	I		*
131	112	168	57	121	216	75	163
87%	64%	67%	78%	79%	63%	72%	62%
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
104	341	160	56	445	74	427	356
132	330	170	55	445	75	425	357
6	21	10	*	30	-	31	19
5%	6%	6%	*	7%	-	7%	5%
*		*	**		*		
28	80	52	22	110	25	107	91
21%	24%	30%	39%	25%	33%	25%	26%
*		*	**		*		
52	101	59	17	143	31	129	113
39%	31%	35%	31%	32%	42%	30%	32%
*		*	**		*		
47	128	49	16	161	19	157	134
36%	39%	29%	29%	36%	26%	37%	37%
*		*	**		*		
132	330	170	55	445	75	425	357
100%	100%	100%	100%	100%	100%	100%	100%
34	101	62	22	140	25	138	110
26%	31%	36%	40%	32%	33%	32%	31%
*		*	**		*		
99	229	109	33	304	51	287	247
74%	69%	64%	60%	68%	67%	68%	69%
*		*	**		*		

ent Status
Non
Employed
U
145
143
11
8%
*
41
29%
*
48
33%
*
43
30%
*
143
100%
52
37%
*
91
63%
*

Global @dvisor: Sociologue

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

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]	Turkey Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	500	264	236	338	142
Base: All Respondents (wtd)	500	252	248	262	169
Agree very much	120	62	58	85	35
	24%	24%	24%	32%	21%
				D	*
Agree somewhat	204	98	106	105	54
	41%	39%	43%	40%	32%
					*
Disagree somewhat	114	67	47	53	50
	23%	27%	19%	20%	30%
					*
Disagree very much	62	26	37	19	30
	12%	10%	15%	7%	18%
					C*
Sigma	500	252	248	262	169
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	324	159	165	190	89
	65%	63%	66%	73%	53%
				D	*
Low2Box (Disagree)	176	93	83	72	80
	35%	37%	34%	27%	47%
					C*

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rand] Do you agree or disagree with each of the following statements?

Turkey							
	Household Income			Marital Status		Education	
50 to 64	Low	Medium	High	Married	Other	Low	Medium
E	F	G	H	I	J	K	L
20	27	175	298	239	261	147	86
68	22	162	316	263	237	154	86
-	7	39	74	57	63	48	21
-	34%	24%	23%	22%	27%	31%	25%
**	**					M*	*
44	7	68	128	98	106	56	39
65%	33%	42%	41%	37%	45%	37%	45%
**	**					*	*
10	7	37	70	67	47	34	17
15%	33%	23%	22%	25%	20%	22%	20%
**	**					*	*
14	-	18	44	41	21	16	8
20%	-	11%	14%	16%	9%	10%	10%
**	**					*	*
68	22	162	316	263	237	154	86
100%	100%	100%	100%	100%	100%	100%	100%
44	15	107	202	155	169	104	60
65%	67%	66%	64%	59%	71%	68%	70%
**	**				I	*	*
24	7	55	114	108	68	50	26
35%	33%	34%	36%	41%	29%	32%	30%
**	**			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
267	249	251	53	447	160	340	334
261	256	244	53	447	153	347	308
51	60	60	12	109	39	81	69
20%	23%	25%	22%	24%	25%	23%	22%
			*				
109	99	104	15	189	63	141	119
42%	39%	43%	29%	42%	41%	41%	39%
			*				
62	65	49	13	101	33	81	83
24%	25%	20%	24%	23%	21%	23%	27%
			*				U
38	32	30	13	49	18	44	37
15%	13%	12%	25%	11%	12%	13%	12%
			Q*				
261	256	244	53	447	153	347	308
100%	100%	100%	100%	100%	100%	100%	100%
160	159	165	27	297	102	222	187
61%	62%	68%	51%	66%	67%	64%	61%
			*				
101	97	79	26	150	51	125	121
39%	38%	32%	49%	34%	33%	36%	39%
			*				

ent Status
Non
Employed
U
166
192
51
27%
85
44%
30
16%
25
13%
192
100%
137
71%
56
29%

Global @dvisor: Sociologue

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

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]	Great Britain Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	490	510	334	335
Base: All Respondents (wtd)	500	246	254	185	161
Agree very much	25	10	15	16	7
	5%	4%	6%	9%	5%
				DE	E
Agree somewhat	81	36	45	47	24
	16%	15%	18%	25%	15%
				DE	E
Disagree somewhat	171	82	89	77	52
	34%	33%	35%	42%	33%
				DE	
Disagree very much	224	118	106	46	78
	45%	48%	42%	25%	48%
		B			C
Sigma	500	246	254	185	161
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	105	46	60	62	31
	21%	19%	24%	34%	19%
				DE	E
Low2Box (Disagree)	395	200	194	123	130
	79%	81%	76%	66%	81%
					C

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rand] Do you agree or disagree with each of the following statements?

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
331	214	600	186	392	608	239	350
154	110	298	92	189	311	119	176
1	5	15	4	12	13	4	7
1%	5%	5%	4%	6%	4%	3%	4%
11	21	46	14	21	60	19	34
7%	19%	15%	15%	11%	19%	16%	19%
					I		M
41	36	104	31	60	111	47	53
27%	33%	35%	34%	32%	36%	39%	30%
						L	
101	47	134	43	96	128	49	82
65%	43%	45%	47%	51%	41%	41%	46%
CD				J			
154	110	298	92	189	311	119	176
100%	100%	100%	100%	100%	100%	100%	100%
12	27	61	18	33	73	23	42
8%	24%	20%	20%	17%	23%	19%	24%
					I		
142	83	238	74	156	238	96	135
92%	76%	80%	80%	83%	77%	81%	76%
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
411	621	379	87	913	125	875	658
205	303	197	42	458	61	439	327
13	12	13	2	22	4	21	16
6%	4%	6%	6%	5%	7%	5%	5%
			*				
28	44	37	7	74	10	70	50
13%	14%	19%	17%	16%	17%	16%	15%
			*				
71	98	72	15	156	19	151	115
35%	32%	37%	35%	34%	32%	34%	35%
			*				
93	149	74	18	206	27	197	146
46%	49%	38%	42%	45%	45%	45%	45%
	O		*				
205	303	197	42	458	61	439	327
100%	100%	100%	100%	100%	100%	100%	100%
41	56	50	10	96	14	91	65
20%	18%	25%	23%	21%	24%	21%	20%
		N	*				
164	248	147	33	362	46	348	261
80%	82%	75%	77%	79%	76%	79%	80%
	O		*				

ent Status
Non
Employed
U
342
173
9
5%
31
18%
56
32%
78
45%
173
100%
40
23%
133
77%

Global @dvisor: Sociologue

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

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]	United States Total				
		Gender		Age	
		Male	Female	Under 35	35 to 49
		A	B	C	D
Base: All Respondents (unwtd)	1000	435	565	290	335
Base: All Respondents (wtd)	500	247	253	182	149
Agree very much	43	16	28	26	14
	9%	6%	11%	14%	9%
				E	E
Agree somewhat	127	67	61	63	37
	25%	27%	24%	34%	25%
				E	
Disagree somewhat	161	81	80	57	48
	32%	33%	32%	31%	32%
Disagree very much	168	84	84	37	51
	34%	34%	33%	20%	34%
					C
Sigma	500	247	253	182	149
	100%	100%	100%	100%	100%
Summary					
Top2Box (Agree)	171	82	89	88	51
	34%	33%	35%	48%	34%
				DE	E
Low2Box (Disagree)	329	165	164	94	99
	66%	67%	65%	52%	66%
					C

[Table of Contents](#)

rand] Do you agree or disagree with each of the following statements?

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
375	153	239	608	617	383	155	388
168	76	109	315	298	202	232	127
4	4	6	33	25	19	18	10
2%	6%	6%	11%	8%	9%	8%	8%
	*						
28	22	31	75	82	45	59	35
17%	29%	28%	24%	27%	23%	25%	27%
	*						
56	24	33	104	88	73	79	42
33%	32%	30%	33%	30%	36%	34%	33%
	*						
80	25	40	103	103	65	77	41
48%	33%	36%	33%	35%	32%	33%	32%
CD	*						
168	76	109	315	298	202	232	127
100%	100%	100%	100%	100%	100%	100%	100%
32	26	37	108	107	64	77	45
19%	34%	34%	34%	36%	32%	33%	35%
	*						
136	50	73	207	192	138	156	82
81%	66%	66%	66%	64%	68%	67%	65%
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
457	564	436	126	874	165	835	670
141	254	246	51	449	67	433	312
15	23	20	11	32	16	28	30
11%	9%	8%	22%	7%	24%	6%	10%
			Q*		S		
34	61	67	15	113	18	110	80
24%	24%	27%	29%	25%	26%	25%	26%
			*				
40	76	85	10	150	15	145	94
29%	30%	34%	21%	33%	23%	34%	30%
			*	P		R	
51	94	74	14	154	18	150	107
36%	37%	30%	28%	34%	27%	35%	35%
			*				
141	254	246	51	449	67	433	312
100%	100%	100%	100%	100%	100%	100%	100%
49	84	87	26	145	34	137	110
35%	33%	35%	51%	32%	50%	32%	35%
			Q*		S		
91	170	159	25	304	34	295	201
65%	67%	65%	49%	68%	50%	68%	65%
			*	P		R	

ent Status
Non
Employed
U
330
188
14
7%
47
25%
67
36%
61
32%
188
100%
61
32%
128
68%