

Socialogue

GU3.1. For each pair, please select the one statement you agree with most. - Pair 1

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 Mean:

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 (*)

		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Yes	No	Yes	No	Total	Non
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	18331	9036	9295	6957	6329	5045	5791	7501	4879	9288	9043	5368	6306	6657	9966	8365	2082	16249	3299	15032	12471	5860
Base: All Respondents (wtd)	12000	5978	6022	5289	3883	2828	4189	4659	2995	5633	6367	4386	4288	3325	6150	5850	1326	10674	1977	10023	7764	4236
I like to try new brands and products	6295	2956	3339	2929	2063	1303	2114	2429	1662	2880	3415	2250	2255	1790	3233	3061	787	5508	1198	5096	4125	2169
	52%	49%	55%	55%	53%	46%	50%	52%	56%	51%	54%	51%	53%	54%	53%	52%	59%	52%	61%	51%	53%	51%
			A	DE	E				FG		I			K			Q		S			
I prefer to stick with the brands and products I know	5705	3022	2683	2360	1820	1526	2075	2230	1333	2753	2952	2136	2034	1535	2917	2788	539	5166	778	4927	3639	2066
	48%	51%	45%	45%	47%	54%	50%	48%	44%	49%	46%	49%	47%	46%	47%	48%	41%	48%	39%	49%	47%	49%
		B			C	CD	H	H		J		M						P		R		
Sigma	12000	5978	6022	5289	3883	2828	4189	4659	2995	5633	6367	4386	4288	3325	6150	5850	1326	10674	1977	10023	7764	4236
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%