

Unlock Your Voice

Insights and strategic
directions from A/B testing
of communication styles

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The logo for Publytics, featuring a stylized bar chart icon to the left of the word "Publytics" in a blue, sans-serif font.

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Introduction

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The Importance of Tone of Voice in Communication

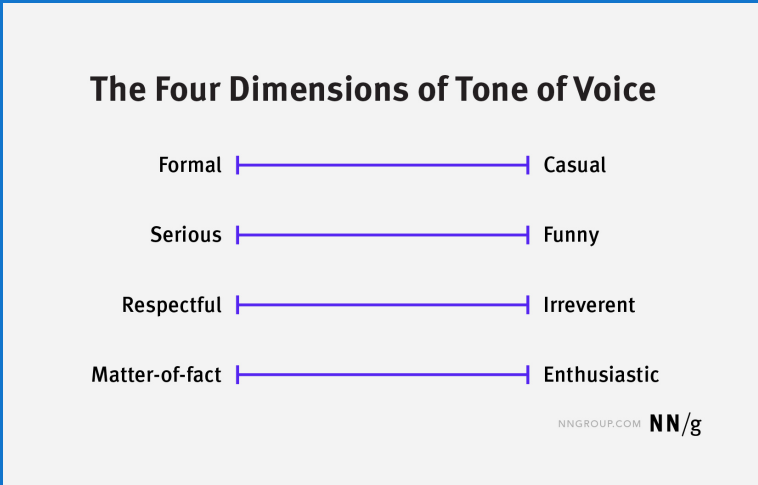
Your Current Tone

A/B Testing

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Expected Benefits

Background



From "The Four Dimensions of Tone of Voice" by Kate Moran. nngroup.com.

The Importance of Tone of Voice in Communication

Formal vs. Casual

This evaluates whether the language used is formal and professional or casual and relaxed. Formal tones are often used in traditional business settings or industries. Casual tones can make a brand seem friendlier and more accessible to a broader audience.

Respectful vs. Irreverent

This considers whether the tone shows reverence and respect for the subject and the audience, or if it adopts a more irreverent, bold approach. Respectful tones are essential where trust and authority are paramount. Irreverence might appeal to younger audiences or in more creative fields.

Funny vs. Serious

This dimension assesses whether the tone of the content is light-hearted or humorous, or more serious and straightforward. A humorous tone might make a brand seem more approachable and relatable. A serious tone can convey professional and reliable.

Matter-of-Fact vs. Enthusiastic

This measures the level of enthusiasm conveyed in the communication versus a straightforward, factual approach. An enthusiastic tone can energize and engage an audience. A matter-of-fact tone can emphasize precision and clarity.

These dimensions help in crafting a tone of voice that aligns with a brand's personality and values, ensuring consistency across communications which can enhance brand recognition and customer loyalty.

Your Current Tone

Moderately Casual:

Your tone is relaxed, friendly, and approachable without being overly informal. It suits environments where personal connection with professional decorum is needed.

Somewhat Serious:

Your tone is purposeful and addresses important topics with a degree of earnestness, but it is not overly stern or rigid.

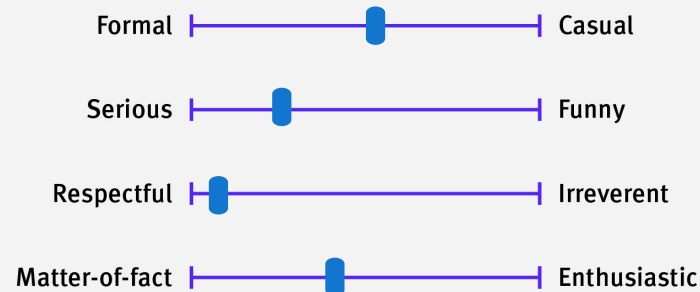
Highly Respectful:

Your tone emphasizes respect and courtesy and considers the audience's feelings and perspectives. You value dignity and politeness in interactions.

Balanced Matter-of-Fact:

Your tone is straightforward and practical, providing information without embellishment, but you allow room for enthusiasm and emotional connections.

The Four Dimensions of Tone of Voice



NNGROUP.COM NN/g

From "The Four Dimensions of Tone of Voice" by Kate Moran. nngroup.com.

Strengths & Weaknesses

Overall, this tone of voice is ideal for professional settings where there is a need to be approachable yet maintain a level of seriousness, such as B2B sales. It strikes a balance between being engaging and respectful, while effectively conveying information in a clear yet approachable manner.

On the other hand, without effective management, this tone of voice may have difficulty across different contexts such as sales, where flexibility and emotional engagement are key.

Objectives of the A/B Test

The objective of the A/B testing is to help your company their tone of voice communication strategies to better align with your audience:

- **Brand Perception**
Measuring how different tones affect an audience's perception of the brand, including trustworthiness of the company's expertise and the product's performance.
- **Engagement**
Testing different tones to see which leads to higher interaction rates, such as wanting to learn more about the company or the product or sharing the content with others.
- **Conversion Rates**
Evaluating which tone of voice better drives actions such as returning to the website and signing up for a free trial.



The test was developed to address the hypothesis that the company can increase engagement and conversion rates by adopting a tone of voice that meets potential customers' needs and expectations.

The test will cover only the casual/formal dimension of tone of voice.

Specifically, we measured participants' level of familiarity with:

- B2B Services
- Web data analytics tools
- Publytics as a company

And, how likely they would be to:

- Trust the company's expertise
- Trust the product's performance
- Want to learn more about the company or the product
- Share the content with others
- Come back to the website in the future
- Sign up for a free trial

Introduction

A/B Testing

An A/B test for casual or formal tone of voice compares two different styles of content to see which resonates better with the audience.

By presenting two variations of content, with distinct tones, to separate user groups, businesses can see which tone leads to better outcomes such as higher engagement or conversion rates.

This method is used to refine messaging strategies and enhance the effectiveness of marketing communications.

Introduction

Expected Benefits

Refined Brand Perception

Testing different tones helps a company understand how it is perceived by its audience. This can lead to adjustments that enhance perceptions of credibility, reliability, and approachability.

Enhanced User Engagement

By finding which tone resonates best with the target audience, a company can increase user interaction, including more time spent on their content, higher click-through rates, and greater participation in calls-to-action.

Improved Conversion Rates

Identifying a more effective tone of voice can lead to better conversion rates, as the messaging aligns more closely with the audience's preferences and expectations, compelling them to take desired actions.

Increased Customer Satisfaction and Loyalty

A tone of voice that aligns with customer expectations can improve satisfaction, fostering loyalty and potentially decreasing churn rates.



Tone of voice has measurable qualities and measurable impact on users.

There will always be subtle differences in individual interpretations of tone. What sounds “witty” to one person will sound “corny” to another. But our findings suggest that:

- there are quantifiable qualities of tone (like friendliness and formality);
- those aspects have measurable impacts on user’s impressions of brand personality (like the friendliness and trustworthiness of the brand); and
- those impressions significantly influence users’ willingness to recommend a brand.

Measurements of desirability (like NPS) are critical to brand success and can be very difficult to improve—but these results show that the tone of your content can influence that desirability.



From “The Impact of Tone of Voice on Users’ Brand Perception” by Kate Moran. nngrou

Methods

The A/B Testing Process

Participant Sampling

Data Collection Methods

The A/B Testing Process

1. Establish a baseline

We designed the A/B test to first measure participants' initial level of familiarity with the following:

- B2B services
- Web data analytics tools
- Publytics as a company



2. Deliver content variations

We then asked participants to view a piece of content. We adapted the content from your [About Us](#) page to convey a more casual tone (Variation A) or more formal tone (Variation B). See [appendix A](#) for a comparison of the tone variations.

We gave half of the participants the casual/A content, and half the formal/B content.

Because this was not a live test, the tones were used only in the survey.

3. Measure attitudes

We re-measured the participants' new level of familiarity with B2B services, web data analytics tools, and Publytics as a company.

We then asked how likely the participants would be to:

- Trust the company's expertise
- Trust the product's performance
- Want to learn more about the company or the product
- Share the content with others
- Revisit the website in the future
- Sign up for a free trial

4. Invite Feedback

We then asked an open-ended question and invited feedback about the content in general.

Participant Information

We recruited a total of 40 participants.

20 participants took Survey A and 20 took Survey B.

Participants were divided between the surveys to try to approximate a random distribution by either:

- alternating surveys for each new recruit, or by
- assigning survey based on first letter of last name

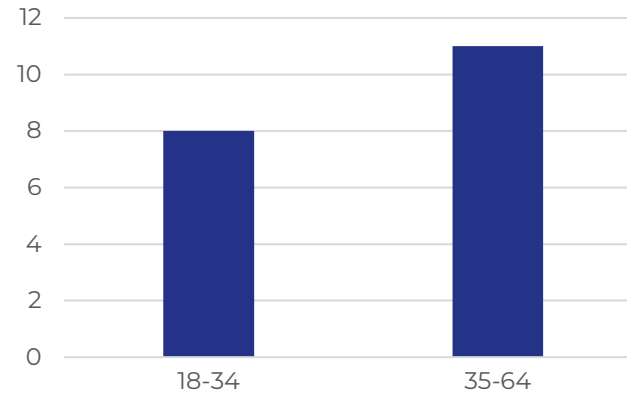
Survey participants ranged in age from Under 18 to 65 and Older.

After looking at the data, we decided to ignore the 3 outliers at either end of the age spectrum (1 under 18 and 2 over 65) and concentrated our analysis using only those in the “working age” population of 18-64.

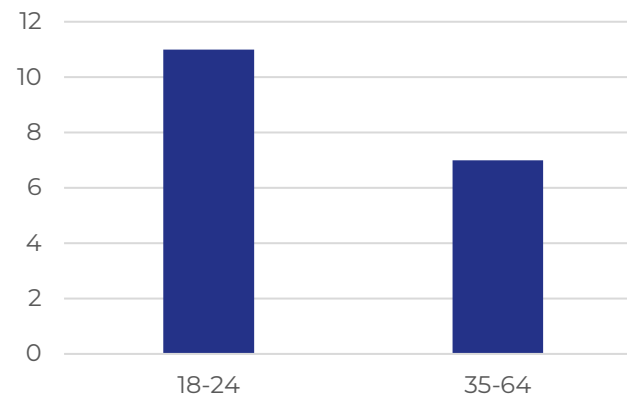
Individual age ranges were not evenly distributed among the surveys, but when combined into two age ranges (18-34 and 35-64), each survey was well-represented by both groups.

Distribution of Participants

Survey A: Participants by Age



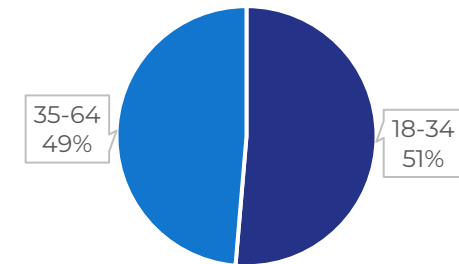
Survey B: Participants by Age



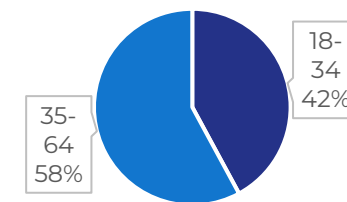
Methods

Participant Sampling

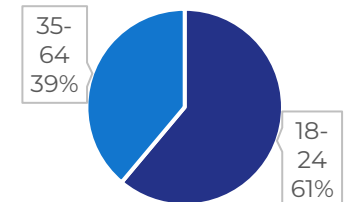
Total Participants by Age



Survey A: Participants by Age



Survey B: Participant Ages



Data Collection Methods

Metrics are the specific data points or measures used to assess the effectiveness of the tone of voice. They quantify the impact of the tone on various aspects of audience perception and behavior.

Metrics are what you measure.

Tools and techniques refer to the methods and technologies used to collect, analyze, and interpret the metrics.

Tools and techniques are how you measure and analyze them.

Metrics

- **Familiarity and Attitude Changes**
Questions assess participants' familiarity with and attitudes towards the company both before and after they read a content piece. This helps gauge the impact of the tone on participants' understanding and overall impression of the company.
- **Emotional and Behavioral Responses**
The survey asks how the participants feel about the company after reading the content, and how likely they may be to perform certain actions. These questions measure the influence of tone on customer engagement and conversion (see [appendix C](#)).
- **Open Feedback**
An open-ended question allows participants to suggest improvements, providing qualitative feedback on the content and tone.

Tools and Techniques

- **Survey Software Tools**
Platforms like Qualtrics are used to design, distribute, and collect responses from a target audience.
- **Statistical Analysis**
Analyzing the data involves comparing responses to measure changes in perception and engagement. This helps identify differences between the responses to different tones of voice, assessing which is more effective.
- **Text Analysis**
Responses to open-ended questions are analyzed to find common themes and opinions, helping understand how different tones are perceived.



Results

Key Findings: Quantitative Data

Before and After: Reading the content variations

Younger vs. Older: Comparative Analysis

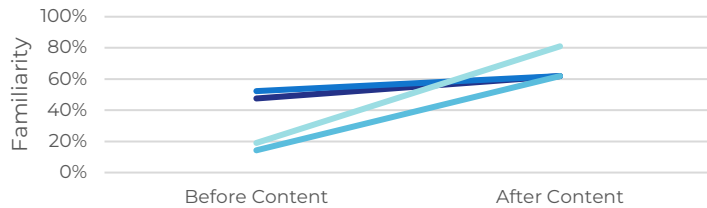
Key Findings: Qualitative Data

Surprises

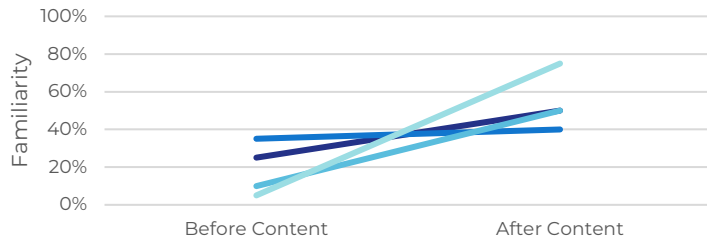
Interpretation of Results

Key Findings: Quantitative Data

Before and After Casual Content (Survey A)



Before and After Formal Content (Survey B)



Before and After: Reading the content variations

We measured each participant both before and after reading the content variations to measure the following:

- Their familiarity with B2B services
- Their familiarity with web data analytics tools
- Their familiarity with Publytics
- If they have a favorable opinion of Publytics

The change in familiarity with **B2B services** **increased slightly**, with “slightly familiar” and “very familiar” increasing 14% (48% to 62%) with casual content and 25% (25% to 50%) with formal content.

The change in **familiarity with Publytics**, however, **increased significantly**, with “slightly familiar” and “very familiar” increasing 48% (14% to 62%) with casual content and 40% (10% to 50%) with formal content.

The change in familiarity with **web data tools** **increased very slightly**, with “slightly familiar” and “very familiar” increasing 10% (52% to 62%) with casual content and 5% (35% to 40%) with formal content.

The change in **favorable opinion of Publytics** also **increased significantly**, with “slightly favorable” and “very favorable” increasing 62% (19% to 81) with casual content and 70% (5% to 75%) with formal content.

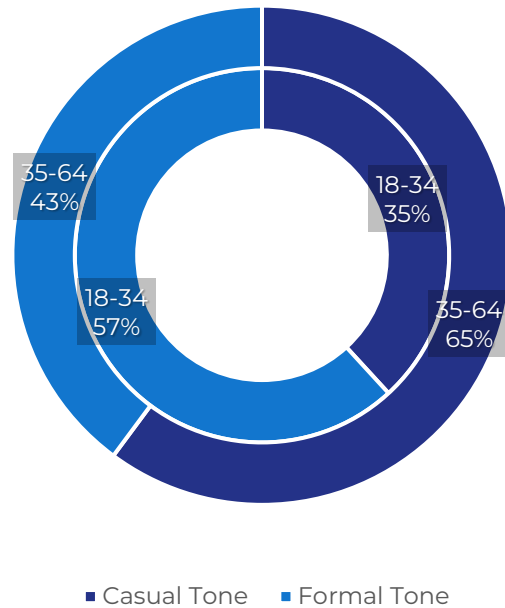
Key Findings: Quantitative Data

Younger vs. Older: Comparative Analysis

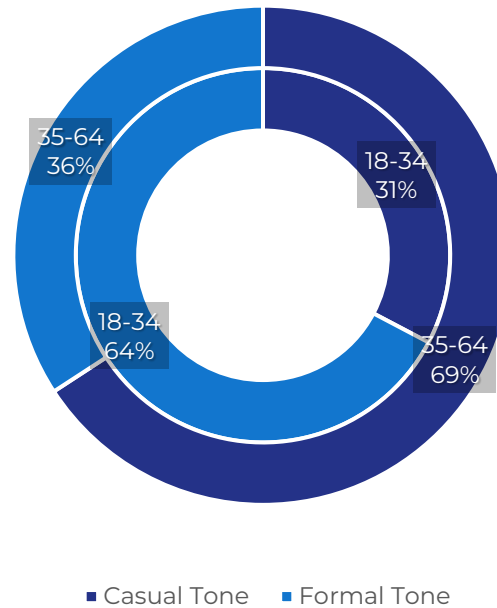
After reading the content variations, we asked each participant what they felt their likelihood would be to:

- Trust Publytics' company expertise
- Trust Publytics' product performance
- Want to learn more about Publytics or its product
- Share this content with others who may be interested in the company or product
- Come back to this website in the future
- Sign up for a free trial

...trust the company



...trust the product



When separating participants into age groups, it became clear that a trend was developing in the data.

After reading the **casual** content, **older** participants (aged 35-64) were more likely than younger participants (aged 18-34) to trust the company and its product.

After reading the **formal** content, **younger** participants (aged 18-34) were more likely than older participants (aged 18-64) to trust the company and its products.

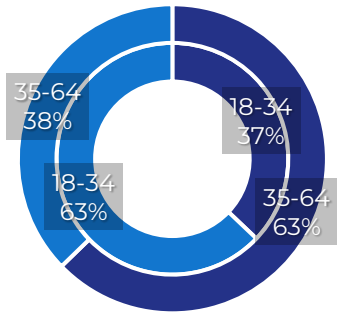
Key Findings: Quantitative Data

Younger vs. Older: Comparative Analysis

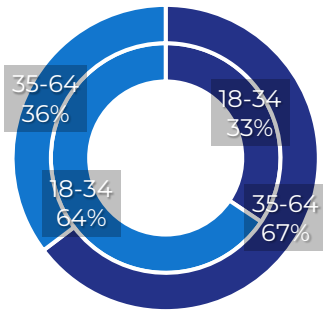
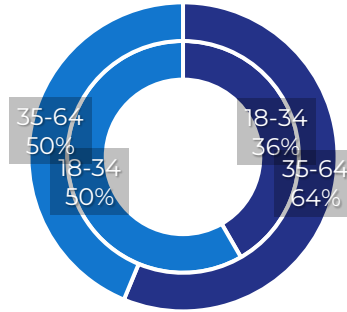
After reading the content variations, we asked each participant what they felt their likelihood would be to:

- Trust Publytics' company expertise
- Trust Publytics' product performance
- Want to learn more about Publytics or its product
- Share this content with others who may be interested in the company or product
- Come back to this website in the future
- Sign up for a free trial

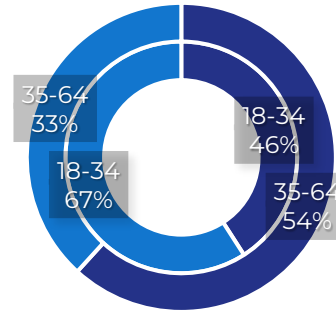
...learn more



...share the content



...revisit the website



...sign up for a free trial

Legend:
Inner ring: Younger (18-34)
Outer ring: Older (35-64)
Dark Blue: Casual Tone
Light Blue: Formal Tone

Likewise, after reading the **casual** content, **older** participants (aged 35-64) were more likely than younger participants (aged 18-34) to want to learn more about them, to share the information and revisit the site, and sign up for a free trial.

After reading the **formal** content, **younger** participants (aged 18-34) were more likely than older participants (aged 35-64) to want to learn more about them, to share the information and revisit the site, and sign up for a free trial.

The data seems to show that, in general, **older age groups prefer a more casual tone**, and **younger age groups prefer a more formal tone**.

[Formal]
It's a little stuffy and formal, but it feels like they're SMEs.

- age 25-34



[Casual]
This page is attention-grabbing and attention-keeping. It kept me engaged and I only had to read through it once to understand the concept. It is really well said and presented at an easy-to-understand level.

- age 25-34



[Formal]
The presentation is professional and concise but does little to influence my opinion without further information.

- age 35-44



Results

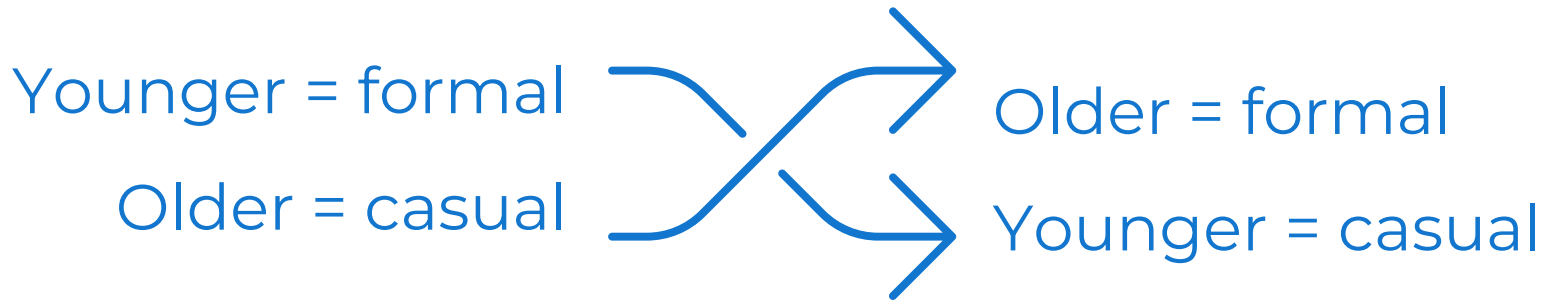
Key Findings: Qualitative Data

The casual version seems to be more appreciated by the younger participants.

Some younger participants' feedback called for including more engaging content and not assuming prior knowledge. This aligns with a more dynamic yet casual and tone of voice.

The formal version seems to be more appreciated by the older participants.

Some older participants' feedback called for more detailed and concrete information. This aligns with a more prescribed and formal tone of voice.



Contradictory Findings

The quantitative findings, gathered by asking participants to rate their feelings and intentions on a Likert scale, contradict the qualitative data, gathered by asking an open-ended question, collected in both surveys.

The **quantitative findings** suggest that those in the **younger** age group prefer a more **formal** tone, while those in the **older** age group prefer a more **casual** tone.

The **qualitative findings** suggest that those in the **younger** age group prefer a more **casual** tone, while those in the **older** age group prefer a more **formal** tone.

The qualitative findings, however, reflect other secondary sources that also suggest that younger participants prefer a more casual tone, while older participants prefer a more formal tone.

Recommendations

Surprises



Interpretation of Results

Small sample

Our surveys were taken by a total of 40 participants, of which 3 were outside of our target age ranges. That data was not used in analysis.

We believe our sample size was too small to not be affected by other significant outlying data. In addition, we believe that the persona we asked our participants to adopt was ignored by a majority of participants.

Not statistically significant

Due to our sample being small, we were not able to compute statistical significance.

Because of this, we cannot determine whether the data we collected was, in fact, “bad,” or instead merely non-significant.

Unsupported hypothesis

Because of the small sample size and not having a statistical analysis, we cannot unequivocally state whether our hypothesis—that younger age groups prefer more casual tone and that older age groups prefer more formal tone—is supported or not supported.

Recommendations

Recommendations

Recommendations

If the data was non-significant

This means that your current content may already be the perfect balance of casual and formal, and no other tone changes are needed.

If the data was bad

This means that the test, no matter the outcome, is flawed and should be ignored. Retesting is needed.

We recommend committing to another test—live on your website and with a larger sample size that allows for statistical analysis— to confirm your tone hits the perfect balance of casual and formal in your brand’s communication.

Other studies and industry data confirm that:

- a more casual tone should be used for your website content and other public-facing marketing and pre-sales content
- a more formal tone should be used for your sales and post-conversion content

Consider using your actual About Us content for the next test, as it is much more centered on the casual/formal spectrum than our revised A content.

Contact Information

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Thank You!

Appendices

Appendix A: Content Variations

Appendix B: Supporting Information

Age vs. Tone

Age Demographics in Industry

Appendix C: Survey Content (A & B)

Appendix D: Visualizations

Appendix E: Survey Raw Data

Appendix A: Content Variations

Variation A (Casual)

What is Publytics?

Say hello to Publytics, your new partner in web analytics! We make it super easy for you to understand your website's data. Our tools are simple to use, whether you're a beginner or an expert. You can start using Publytics in minutes, and it's just as easy to do simple checks or deep dives into your data. Our accurate, up-to-date information helps you make smart decisions about your website, both now and in the future.

We care about your privacy. We don't sell your information for ads. Your data is yours alone.

Try Publytics today and take control of your website's data easily.

Original (middle-of-the-road)

What is Publytics?

Publytics is more than just another analytics tool; it's your partner in understanding and optimizing your web presence. We do not want to oversimplify, or overcomplicated the matter. Our mission is clear: to provide intuitive, customizable web analytics that empower our users to unlock the full potential of their data and enhance their online strategies. Our product is suited for both expert and non-expert users: you will learn of to use it in a matter of minutes, and perform the simple or complex queries you need in a matter of clicks. Publytics lets you take informed short-term and long-term decision with accurate real-time and daily aggregated data.

Our business model has nothing to do with collecting and analyzing huge amounts of personal information from web users and using these behavioral insights to sell advertisements.

Once you start using Publytics, you are the only owner of your website data. This data is never being sold to any third-parties.

Variation B (Formal)

Discover Publytics What Defines Us

Publytics is not just another analytics provider; we are your partner in the digital realm, helping you understand and improve your web footprint. Our mission is delivered through a commitment to providing user-friendly, flexible analytics solutions that empower you to make the most of your data.

How It Works

Our platform is accessible to users of all expertise levels, with tools that are easy to learn and use. This allows for quick adaptation and the ability to perform detailed queries effortlessly. Publytics ensures that you have the data you need to make both immediate and long-range strategic decisions.

Our Ethical Stance

We pride ourselves on a business model that steers clear of monetizing personal user data for advertising purposes. When you use Publytics, the ownership of your data remains yours alone, with a guarantee of no third-party sales.

Appendix B: Supporting Information

Age vs. Tone

Studies and insights discuss how younger audiences tend to prefer a more casual tone in business communication, while older audiences favor a more formal tone. These findings suggest that marketers and communicators should consider age demographics when crafting their messaging, ensuring that the tone and style resonate with the intended audience's expectations and preferences.

Medium Multimedia emphasizes the importance of adapting communication styles to match the preferences of different age groups. It notes that younger audiences (such as Generation Z and Millennials) often respond better to casual and direct communication styles, especially in digital media contexts. Older generations, like Generation X and the Baby Boomers, on the other hand, appreciate a more formal approach, which aligns with their values of trustworthiness and a high level of customer service.

“Adapt the tone of messaging to match the communication style that resonates with each age group. Younger audiences might prefer a casual and direct approach, while older audiences may appreciate a more formal tone.”

eSoftSkills suggests that when addressing younger demographics, simpler language and a conversational tone may be more effective for capturing their attention and maintaining their interest. This contrasts with communications intended for an older demographic who may appreciate a more formal, direct tone.

Appendix B: Supporting Information

Age Demographics in Industry

Finding data on age demographics in business is notoriously difficult. Many industries fear age discrimination claims while at the same time hire mostly new graduates with fresh knowledge and tech skills. Because of this, age reporting is rare. The following data was provided using generative AI research, which compiled the data from [Similarweb](#), which offers a comprehensive overview of demographic distributions across various sectors.

The age demographics across industries that typically use [web data analytics software](#) can vary significantly depending on the sector. Here are some insights into how age groups are distributed across different industries that are pertinent users of web data analytics.

These statistics demonstrate the prevalence of younger demographics in industries that are heavy users of web data analytics, underscoring the importance of tailoring analytical strategies to cater to this age group's behaviors and preferences. This data was gathered from industry analyses provided by [Similarweb](#), which offers a comprehensive overview of demographic distributions across various sectors.

- 1. eCommerce and Shopping:** This industry sees a significant representation from the 25-34 age group, which makes up 31% of its demographic. This is indicative of younger consumers who are tech-savvy and comfortable with online shopping, making web analytics crucial for optimizing user experience and sales strategies.
- 2. Arts & Entertainment:** Similarly, the 25-34 age group is also the most common in this sector, constituting 32% of the audience. Web analytics in this industry is key for understanding preferences and trends to tailor content and marketing efforts effectively.
- 3. Business & Consumer Services:** In this sector, 29% of the audience falls within the 25-34 age group. Businesses here utilize web data analytics to better understand consumer behavior and refine service offerings.
- 4. News & Media:** The 25-34 age group also leads in this industry, representing 31% of the audience. Analytics are used to track readership preferences, engagement rates, and to strategize content delivery.

Appendix C: Survey Content

While taking this survey, imagine you are an employee or owner of a business that is interested in finding more information about web data analytics software for their company.

1. To begin, how familiar are you with:

	Very unfamiliar	Slightly unfamiliar	Slightly familiar	Very familiar
business to business (B2B) services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
web data analytics tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publytics (company)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. How do you feel:

	Very unfavorable	Slightly unfavorable	No opinion	Slightly favorable	Very favorable
about Publytics in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Read the following content inspired by the Publytics About Us page:

Survey A (Casual)

What is Publytics

Say hello to Publytics, your new partner in web analytics! We make it super easy for you to understand your website's data. Our tools are simple to use, whether you're a beginner or an expert. You can start using Publytics in minutes, and it's just as easy to do simple checks or deep dives into your data. Our accurate, up-to-date information helps you make smart decisions about your website, both now and in the future.

We care about your privacy. We don't sell your information for ads. Your data is yours alone.

Try Publytics today and take control of your website's data easily.

Survey B (Formal)

Discover Publytics

What Defines Us

Publytics is not just another analytics provider; we are your partner in the digital realm, helping you understand and improve your web footprint. Our mission is delivered through a commitment to providing user-friendly, flexible analytics solutions that empower you to make the most of your data.

How It Works

Our platform is accessible to users of all expertise levels, with tools that are easy to learn and use. This allows for quick adaptation and the ability to perform detailed queries effortlessly. Publytics ensures that you have the data you need to make both immediate and long-range strategic decisions.

Our Ethical Stance

We pride ourselves on a business model that steers clear of monetizing personal user data for advertising purposes. When you use Publytics, the ownership of your data remains yours alone, with a guarantee of no third-party sales.

4. After reading the content, how familiar are you with:

	Very unfamiliar	Slightly unfamiliar	Slightly familiar	Very familiar
business to business (B2B) services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
web data analytics tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publytics (company)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. After reading the content, how do you feel:

	Very unfavorable	Slightly unfavorable	No opinion	Slightly favorable	Very favorable
about Publytics in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. After reading the content, how likely would you be to:

	Extremely unlikely	Somewhat unlikely	Somewhat likely	Extremely likely
trust this company's expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
trust this product's performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
want to learn more about this company or product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share this content with others who may be interested in the company or product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
come back to this website in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sign up for a free trial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Is there anything you would improve on this page? Please describe below. (Optional).

8. What is your age range?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 and older

9. What is your educational background?

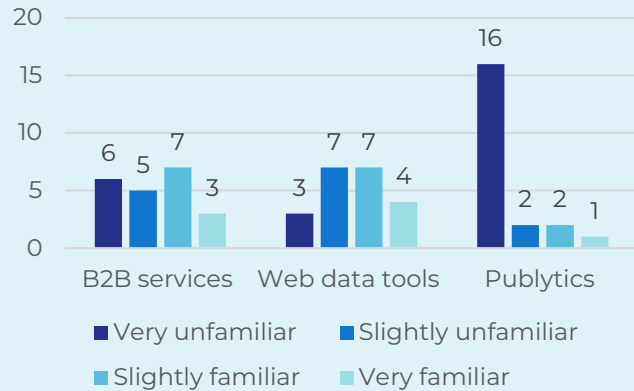
- No schooling completed
- Some high school, no diploma
- High school graduate, diploma or GED
- Some college, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Graduate or professional degree

10. What is your current Job Title/Category?

- Student
- Unemployed
- Retired
- Homemaker
- Clerical and administrative
- Professional (e.g., lawyer, doctor)
- Management
- Sales
- Service (e.g., restaurant, customer service)
- Manufacturing and production
- Government and public administration
- Education
- Self-employed
- Other (please specify) _____

Appendix D: Visualizations

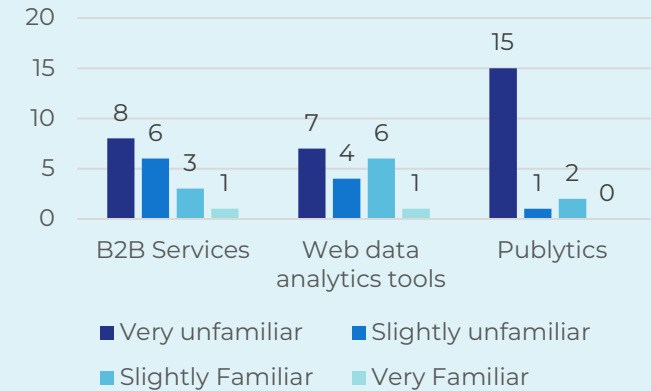
Survey A (before)



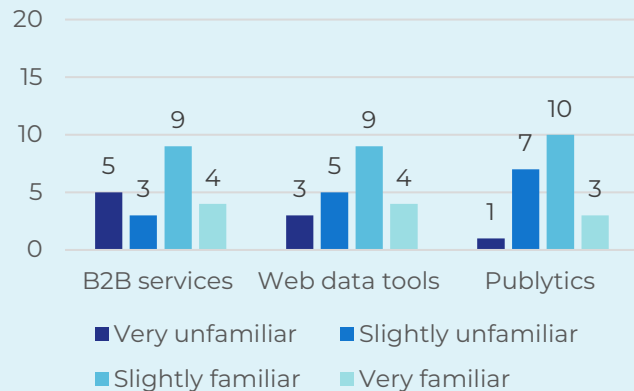
How familiar are you with:

- B2B Services
- Web data analytics tools
- Publytics the company

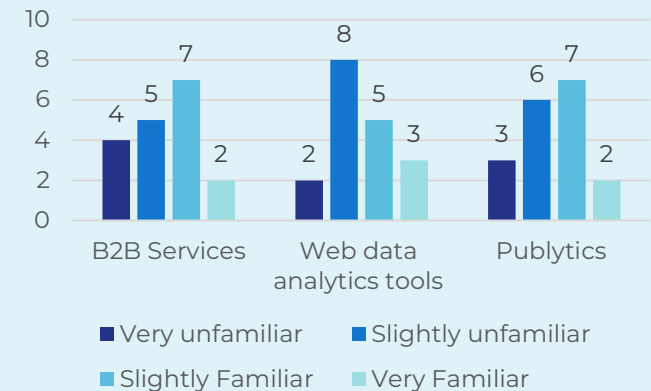
Survey B (before)



Survey A (after)



Survey B (after)

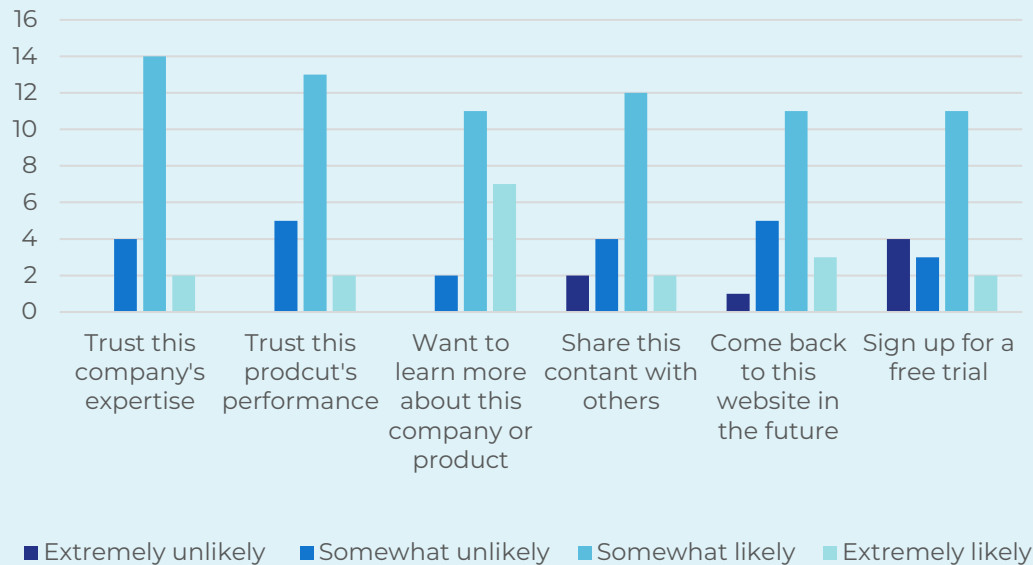


Appendix D: Visualizations

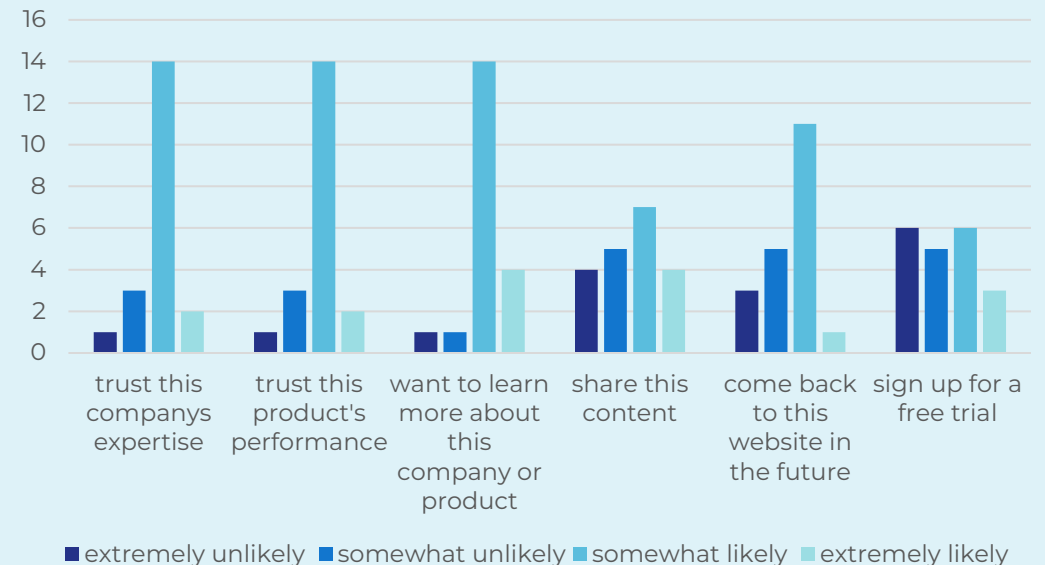
How likely would you be to...

- Trust this company's expertise
- Trust this product's performance
- Want to learn more about this company or product
- Share this content with others who may be interested in the company or product
- Come back to this website in the future
- Sign up for a free trial

How likely would you be to... (Survey A)



How likely would you be to... (Survey B)



Appendices

Appendix E: Survey Raw Data

		Q14: What is your age range?						
		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
<p>Q1: While taking this survey, imagine you are an employee or owner of a business that is interested in finding more information about web data analytics software for their company.</p> <p>To begin, how familiar are you with:</p>	Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0	
	business to business (B2B) services	Very unfamiliar	6.0	3.0	1.0	1.0	1.0	0.0
			28.6%	50.0%	33.3%	20.0%	20.0%	0.0%
		Slightly unfamiliar	5.0	1.0	1.0	1.0	1.0	1.0
			23.8%	16.7%	33.3%	20.0%	20.0%	50.0%
		Slightly familiar	7.0	2.0	1.0	2.0	2.0	0.0
			33.3%	33.3%	33.3%	40.0%	40.0%	0.0%
	web data analytics tools	Very familiar	3.0	0.0	0.0	1.0	1.0	1.0
			14.3%	0.0%	0.0%	20.0%	20.0%	50.0%
		Very unfamiliar	3.0	0.0	1.0	2.0	0.0	0.0
			14.3%	0.0%	33.3%	40.0%	0.0%	0.0%
		Slightly unfamiliar	7.0	4.0	1.0	0.0	1.0	1.0
			33.3%	66.7%	33.3%	0.0%	20.0%	50.0%
	Publytics (company)	Slightly familiar	7.0	1.0	1.0	2.0	3.0	0.0
			33.3%	16.7%	33.3%	40.0%	60.0%	0.0%
		Very familiar	4.0	1.0	0.0	1.0	1.0	1.0
			19.0%	16.7%	0.0%	20.0%	20.0%	50.0%
		Very unfamiliar	16.0	3.0	3.0	4.0	5.0	1.0
		76.2%	50.0%	100.0%	80.0%	100.0%	50.0%	

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
<p>Q16: How do you feel:</p> <p>about Publytics in general</p>	Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0	
	Very unfavorable		0.0	0.0	0.0	0.0	0.0	0.0
			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Slightly unfavorable		1.0	0.0	0.0	1.0	0.0	0.0
			4.8%	0.0%	0.0%	20.0%	0.0%	0.0%
	No opinion		16.0	3.0	3.0	4.0	5.0	1.0
			76.2%	50.0%	100.0%	80.0%	100.0%	50.0%
	Slightly favorable		4.0	3.0	0.0	0.0	0.0	1.0
			19.0%	50.0%	0.0%	0.0%	0.0%	50.0%
	Very favorable		0.0	0.0	0.0	0.0	0.0	0.0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

Q14: What is your age range?
 Total 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
Q4: After reading the content, how familiar are you with:	Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0	
	business to business (B2B) services	Very unfamiliar	5.0	3.0	0.0	1.0	1.0	0.0
			23.8%	50.0%	0.0%	20.0%	20.0%	0.0%
		Slightly unfamiliar	3.0	1.0	0.0	1.0	0.0	1.0
			14.3%	16.7%	0.0%	20.0%	0.0%	50.0%
		Slightly familiar	9.0	2.0	2.0	2.0	3.0	0.0
			42.9%	33.3%	66.7%	40.0%	60.0%	0.0%
	Very familiar	4.0	0.0	1.0	1.0	1.0	1.0	
		19.0%	0.0%	33.3%	20.0%	20.0%	50.0%	
	web data analytics tools	Very unfamiliar	3.0	1.0	0.0	1.0	1.0	0.0
			14.3%	16.7%	0.0%	20.0%	20.0%	0.0%
		Slightly unfamiliar	5.0	2.0	0.0	2.0	0.0	1.0
			23.8%	33.3%	0.0%	40.0%	0.0%	50.0%
		Slightly familiar	9.0	2.0	3.0	1.0	3.0	0.0
			42.9%	33.3%	100.0%	20.0%	60.0%	0.0%
	Very familiar	4.0	1.0	0.0	1.0	1.0	1.0	
	19.0%	16.7%	0.0%	20.0%	20.0%	50.0%		
Publytics (company)	Very unfamiliar	1.0	1.0	0.0	0.0	0.0	0.0	
		4.8%	16.7%	0.0%	0.0%	0.0%	0.0%	
	Slightly unfamiliar	7.0	3.0	1.0	2.0	0.0	1.0	
		33.3%	50.0%	33.3%	40.0%	0.0%	50.0%	
	Slightly familiar	10.0	2.0	0.0	2.0	5.0	1.0	
		47.6%	33.3%	0.0%	40.0%	100.0%	50.0%	
Very familiar	3.0	0.0	2.0	1.0	0.0	0.0		
	14.3%	0.0%	66.7%	20.0%	0.0%	0.0%		

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
Q8: After reading the content, how do you feel:	Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0	
	about Publytics in general	Very unfavorable	0.0	0.0	0.0	0.0	0.0	0.0
			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Slightly unfavorable	4.0	3.0	0.0	0.0	0.0	1.0
			19.0%	50.0%	0.0%	0.0%	0.0%	50.0%
	Slightly favorable	15.0	3.0	2.0	4.0	5.0	1.0	
		71.4%	50.0%	66.7%	80.0%	100.0%	50.0%	
	Very favorable	2.0	0.0	1.0	1.0	0.0	0.0	
	9.5%	0.0%	33.3%	20.0%	0.0%	0.0%		

Q14: What is your age range?
 Total 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64

Total Count (All)		21.0	6.0	3.0	5.0	5.0	2.0
trust this company's expertise	Extremely unlikely	0.0	0.0	0.0	0.0	0.0	0.0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	4.0	3.0	0.0	0.0	1.0	0.0
		19.0%	50.0%	0.0%	0.0%	20.0%	0.0%
	Somewhat likely	15.0	3.0	2.0	4.0	4.0	2.0
		71.4%	50.0%	66.7%	80.0%	80.0%	100.0%
	Extremely likely	2.0	0.0	1.0	1.0	0.0	0.0
		9.5%	0.0%	33.3%	20.0%	0.0%	0.0%
trust this product's performance	Extremely unlikely	0.0	0.0	0.0	0.0	0.0	0.0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	5.0	4.0	0.0	0.0	1.0	0.0
		23.8%	66.7%	0.0%	0.0%	20.0%	0.0%
	Somewhat likely	14.0	2.0	2.0	4.0	4.0	2.0
		66.7%	33.3%	66.7%	80.0%	80.0%	100.0%
	Extremely likely	2.0	0.0	1.0	1.0	0.0	0.0
		9.5%	0.0%	33.3%	20.0%	0.0%	0.0%
want to learn more about this company or product	Extremely unlikely	0.0	0.0	0.0	0.0	0.0	0.0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	2.0	2.0	0.0	0.0	0.0	0.0
		9.5%	33.3%	0.0%	0.0%	0.0%	0.0%
	Somewhat likely	11.0	3.0	1.0	2.0	3.0	2.0
		52.4%	50.0%	33.3%	40.0%	60.0%	100.0%
	Extremely likely	8.0	1.0	2.0	3.0	2.0	0.0
		38.1%	16.7%	66.7%	60.0%	40.0%	0.0%
share this content with others who may be interested in the company or product	Extremely unlikely	2.0	2.0	0.0	0.0	0.0	0.0
		9.5%	33.3%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	5.0	2.0	0.0	1.0	1.0	1.0
		23.8%	33.3%	0.0%	20.0%	20.0%	50.0%
	Somewhat likely	12.0	2.0	2.0	3.0	4.0	1.0
		57.1%	33.3%	66.7%	60.0%	80.0%	50.0%
	Extremely likely	2.0	0.0	1.0	1.0	0.0	0.0
		9.5%	0.0%	33.3%	20.0%	0.0%	0.0%
come back to this website in the future	Extremely unlikely	1.0	1.0	0.0	0.0	0.0	0.0
		4.8%	16.7%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	5.0	2.0	1.0	1.0	0.0	1.0
		23.8%	33.3%	33.3%	20.0%	0.0%	50.0%
	Somewhat likely	11.0	3.0	1.0	2.0	4.0	1.0
		52.4%	50.0%	33.3%	40.0%	80.0%	50.0%
	Extremely likely	4.0	0.0	1.0	2.0	1.0	0.0
		19.0%	0.0%	33.3%	40.0%	20.0%	0.0%
sign up for a free trial	Extremely unlikely	4.0	2.0	0.0	1.0	0.0	1.0
		19.0%	33.3%	0.0%	20.0%	0.0%	50.0%
	Somewhat unlikely	4.0	1.0	0.0	1.0	2.0	0.0
		19.0%	16.7%	0.0%	20.0%	40.0%	0.0%
	Somewhat likely	11.0	3.0	3.0	2.0	2.0	1.0
		52.4%	50.0%	100.0%	40.0%	40.0%	50.0%
	Extremely likely	2.0	0.0	0.0	1.0	1.0	0.0
		9.5%	0.0%	0.0%	20.0%	20.0%	0.0%

Q6: After reading the content, how likely would you be to:

Q14: What is your age range?

Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
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Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0
As someone who is not very familiar with web data analytics tools, I could not understand what ex	1.0	1.0	0.0	0.0	0.0	0.0
	4.8%	16.7%	0.0%	0.0%	0.0%	0.0%
Give examples of the types of data involved.	1.0	0.0	0.0	0.0	1.0	0.0
	4.8%	0.0%	0.0%	0.0%	20.0%	0.0%
I would add a fifth choice in the middle... something like "Neutral". So far there is not enough info	0.0	0.0	0.0	0.0	0.0	0.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maybe give a little background on their company and the product, not assume we know what it is	1.0	0.0	0.0	1.0	0.0	0.0
	4.8%	0.0%	0.0%	20.0%	0.0%	0.0%
Test	1.0	0.0	0.0	0.0	1.0	0.0
	4.8%	0.0%	0.0%	0.0%	20.0%	0.0%
This page is attention grabbing and attention keeping. It kept me engaged and I only had to read t	1.0	0.0	1.0	0.0	0.0	0.0
	4.8%	0.0%	33.3%	0.0%	0.0%	0.0%
na	1.0	1.0	0.0	0.0	0.0	0.0
	4.8%	16.7%	0.0%	0.0%	0.0%	0.0%

Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0
No schooling completed	0.0	0.0	0.0	0.0	0.0	0.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Some high school, no diploma	0.0	0.0	0.0	0.0	0.0	0.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
High school graduate, diploma or GED	1.0	1.0	0.0	0.0	0.0	0.0
	4.8%	16.7%	0.0%	0.0%	0.0%	0.0%
Some college, no degree	2.0	1.0	0.0	0.0	1.0	0.0
	9.5%	16.7%	0.0%	0.0%	20.0%	0.0%
Trade/technical/vocational training	0.0	0.0	0.0	0.0	0.0	0.0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Associate degree	2.0	0.0	0.0	1.0	1.0	0.0
	9.5%	0.0%	0.0%	20.0%	20.0%	0.0%
Bachelor's degree	11.0	4.0	2.0	1.0	3.0	1.0
	52.4%	66.7%	66.7%	20.0%	60.0%	50.0%
Graduate or professional degree	5.0	0.0	1.0	3.0	0.0	1.0
	23.8%	0.0%	33.3%	60.0%	0.0%	50.0%

Q14: What is your age range?

Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
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		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
Q16: What is your current Job Title/Category? - Selected Choice	Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0
	Student	5.0 23.8%	4.0 66.7%	0.0 0.0%	0.0 0.0%	1.0 20.0%	0.0 0.0%
	Unemployed	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Retired	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Homemaker	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Clerical and administrative	1.0 4.8%	0.0 0.0%	0.0 0.0%	0.0 0.0%	1.0 20.0%	0.0 0.0%
	Professional (e.g., lawyer, doctor)	3.0 14.3%	1.0 16.7%	1.0 33.3%	0.0 0.0%	0.0 0.0%	1.0 50.0%
	Management	4.0 19.0%	0.0 0.0%	1.0 33.3%	2.0 40.0%	1.0 20.0%	0.0 0.0%
	Sales	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Service (e.g., restaurant, customer service)	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Manufacturing and production	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Government and public administration	4.0 19.0%	0.0 0.0%	0.0 0.0%	3.0 60.0%	1.0 20.0%	0.0 0.0%
	Education	3.0 14.3%	1.0 16.7%	0.0 0.0%	0.0 0.0%	1.0 20.0%	1.0 50.0%
	Self-employed	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Other (please specify)	1.0 4.8%	0.0 0.0%	1.0 33.3%	0.0 0.0%	0.0 0.0%	0.0 0.0%

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
Q16_14_TEXT: Other (please specify) - Text	Total Count (All)	21.0	6.0	3.0	5.0	5.0	2.0
	Nursing	1.0 4.8%	0.0 0.0%	1.0 33.3%	0.0 0.0%	0.0 0.0%	0.0 0.0%

Q14: What is your age range?
 Total 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
<p>Q1: While taking this survey, imagine you are an employee or owner of a business that is interested in finding more information about web data analytics software for their company.</p> <p>To begin, how familiar are you with:</p>	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0	
	business to business (B2B) services	Very unfamiliar	8.0	4.0	2.0	0.0	2.0	0.0
			44.4%	57.1%	50.0%	0.0%	33.3%	0.0%
		Slightly unfamiliar	6.0	3.0	1.0	0.0	2.0	0.0
			33.3%	42.9%	25.0%	0.0%	33.3%	0.0%
		Slightly familiar	3.0	0.0	0.0	1.0	2.0	0.0
			16.7%	0.0%	0.0%	100.0%	33.3%	0.0%
	web data analytics tools	Very familiar	1.0	0.0	1.0	0.0	0.0	0.0
			5.6%	0.0%	25.0%	0.0%	0.0%	0.0%
		Very unfamiliar	7.0	4.0	2.0	0.0	1.0	0.0
			38.9%	57.1%	50.0%	0.0%	16.7%	0.0%
		Slightly unfamiliar	4.0	2.0	1.0	0.0	1.0	0.0
			22.2%	28.6%	25.0%	0.0%	16.7%	0.0%
	Publytics (company)	Slightly familiar	6.0	1.0	0.0	1.0	4.0	0.0
			33.3%	14.3%	0.0%	100.0%	66.7%	0.0%
		Very familiar	1.0	0.0	1.0	0.0	0.0	0.0
			5.6%	0.0%	25.0%	0.0%	0.0%	0.0%
		Very unfamiliar	15.0	6.0	3.0	1.0	5.0	0.0
		83.3%	85.7%	75.0%	100.0%	83.3%	0.0%	
about Publytics in general	Slightly unfamiliar	1.0	1.0	0.0	0.0	0.0	0.0	
		5.6%	14.3%	0.0%	0.0%	0.0%	0.0%	
	Slightly familiar	2.0	0.0	1.0	0.0	1.0	0.0	
		11.1%	0.0%	25.0%	0.0%	16.7%	0.0%	
	Very familiar	0.0	0.0	0.0	0.0	0.0	0.0	
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
<p>Q16: How do you feel:</p>	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0	
	about Publytics in general	Very unfavorable	0.0	0.0	0.0	0.0	0.0	0.0
			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Slightly unfavorable	1.0	0.0	0.0	0.0	1.0	0.0
			5.6%	0.0%	0.0%	0.0%	16.7%	0.0%
		No opinion	16.0	7.0	3.0	1.0	5.0	0.0
			88.9%	100.0%	75.0%	100.0%	83.3%	0.0%
	about Publytics in general	Slightly favorable	1.0	0.0	1.0	0.0	0.0	0.0
			5.6%	0.0%	25.0%	0.0%	0.0%	0.0%
		Very favorable	0.0	0.0	0.0	0.0	0.0	0.0
			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Q14: What is your age range?
 Total 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
Q4: After reading the content, how familiar are you with:	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0	
	business to business (B2B) services	Very unfamiliar	4.0	1.0	2.0	0.0	1.0	0.0
			22.2%	14.3%	50.0%	0.0%	16.7%	0.0%
		Slightly unfamiliar	5.0	4.0	0.0	0.0	1.0	0.0
			27.8%	57.1%	0.0%	0.0%	16.7%	0.0%
		Slightly familiar	7.0	2.0	1.0	1.0	3.0	0.0
			38.9%	28.6%	25.0%	100.0%	50.0%	0.0%
	web data analytics tools	Very familiar	2.0	0.0	1.0	0.0	1.0	0.0
			11.1%	0.0%	25.0%	0.0%	16.7%	0.0%
		Slightly unfamiliar	8.0	5.0	1.0	0.0	2.0	0.0
			44.4%	71.4%	25.0%	0.0%	33.3%	0.0%
		Slightly familiar	5.0	1.0	0.0	1.0	3.0	0.0
			27.8%	14.3%	0.0%	100.0%	50.0%	0.0%
	Publytics (company)	Very familiar	3.0	0.0	2.0	0.0	1.0	0.0
			16.7%	0.0%	50.0%	0.0%	16.7%	0.0%
		Slightly unfamiliar	6.0	3.0	0.0	0.0	3.0	0.0
			33.3%	42.9%	0.0%	0.0%	50.0%	0.0%
Slightly familiar		7.0	2.0	3.0	0.0	2.0	0.0	
		38.9%	28.6%	75.0%	0.0%	33.3%	0.0%	

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	
Q8: After reading the content, how do you feel:	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0	
	about Publytics in general	Very unfavorable	0.0	0.0	0.0	0.0	0.0	0.0
			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Slightly unfavorable	5.0	3.0	0.0	1.0	1.0	0.0
			27.8%	42.9%	0.0%	100.0%	16.7%	0.0%
		Slightly favorable	9.0	3.0	2.0	0.0	4.0	0.0
			50.0%	42.9%	50.0%	0.0%	66.7%	0.0%
	Very favorable	4.0	1.0	2.0	0.0	1.0	0.0	
			22.2%	14.3%	50.0%	0.0%	16.7%	0.0%

Q14: What is your age range?
 Total 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64

Total Count (All)		18.0	7.0	4.0	1.0	6.0	0.0
trust this company's expertise	Extremely unlikely	1.0	1.0	0.0	0.0	0.0	0.0
		5.6%	14.3%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	3.0	2.0	0.0	1.0	0.0	0.0
		16.7%	28.6%	0.0%	100.0%	0.0%	0.0%
	Somewhat likely	12.0	3.0	3.0	0.0	6.0	0.0
		66.7%	42.9%	75.0%	0.0%	100.0%	0.0%
	Extremely likely	2.0	1.0	1.0	0.0	0.0	0.0
		11.1%	14.3%	25.0%	0.0%	0.0%	0.0%
trust this product's performance	Extremely unlikely	1.0	1.0	0.0	0.0	0.0	0.0
		5.6%	14.3%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	3.0	1.0	0.0	1.0	1.0	0.0
		16.7%	14.3%	0.0%	100.0%	16.7%	0.0%
	Somewhat likely	12.0	4.0	3.0	0.0	5.0	0.0
		66.7%	57.1%	75.0%	0.0%	83.3%	0.0%
	Extremely likely	2.0	1.0	1.0	0.0	0.0	0.0
		11.1%	14.3%	25.0%	0.0%	0.0%	0.0%
want to learn more about this company or product	Extremely unlikely	1.0	1.0	0.0	0.0	0.0	0.0
		5.6%	14.3%	0.0%	0.0%	0.0%	0.0%
	Somewhat unlikely	1.0	0.0	0.0	1.0	0.0	0.0
		5.6%	0.0%	0.0%	100.0%	0.0%	0.0%
	Somewhat likely	12.0	5.0	2.0	0.0	5.0	0.0
		66.7%	71.4%	50.0%	0.0%	83.3%	0.0%
	Extremely likely	4.0	1.0	2.0	0.0	1.0	0.0
		22.2%	14.3%	50.0%	0.0%	16.7%	0.0%
share this content with others who may be interested in the company or product	Extremely unlikely	4.0	2.0	0.0	1.0	1.0	0.0
		22.2%	28.6%	0.0%	100.0%	16.7%	0.0%
	Somewhat unlikely	4.0	3.0	1.0	0.0	0.0	0.0
		22.2%	42.9%	25.0%	0.0%	0.0%	0.0%
	Somewhat likely	6.0	2.0	1.0	0.0	3.0	0.0
		33.3%	28.6%	25.0%	0.0%	50.0%	0.0%
	Extremely likely	4.0	0.0	2.0	0.0	2.0	0.0
		22.2%	0.0%	50.0%	0.0%	33.3%	0.0%
come back to this website in the future	Extremely unlikely	3.0	1.0	0.0	1.0	1.0	0.0
		16.7%	14.3%	0.0%	100.0%	16.7%	0.0%
	Somewhat unlikely	4.0	1.0	2.0	0.0	1.0	0.0
		22.2%	14.3%	50.0%	0.0%	16.7%	0.0%
	Somewhat likely	10.0	4.0	2.0	0.0	4.0	0.0
		55.6%	57.1%	50.0%	0.0%	66.7%	0.0%
	Extremely likely	1.0	1.0	0.0	0.0	0.0	0.0
		5.6%	14.3%	0.0%	0.0%	0.0%	0.0%
sign up for a free trial	Extremely unlikely	6.0	2.0	2.0	1.0	1.0	0.0
		33.3%	28.6%	50.0%	100.0%	16.7%	0.0%
	Somewhat unlikely	3.0	1.0	0.0	0.0	2.0	0.0
		16.7%	14.3%	0.0%	0.0%	33.3%	0.0%
	Somewhat likely	6.0	2.0	1.0	0.0	3.0	0.0
		33.3%	28.6%	25.0%	0.0%	50.0%	0.0%
	Extremely likely	3.0	2.0	1.0	0.0	0.0	0.0
		16.7%	28.6%	25.0%	0.0%	0.0%	0.0%

Q6: After reading the content, how likely would you be to:

Q14: What is your age range?
 Total 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
Q10: Is there anything you would improve on this page? Please describe below. (Optional).	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0
	It's a little stuffy and formal, but it feels like they're SMEs.	1.0	0.0	1.0	0.0	0.0	0.0
	More information on how it will help other businesses.	5.6%	0.0%	25.0%	0.0%	0.0%	0.0%
	The presentation is professional and concise however does little to influence my opinion withou	1.0	0.0	0.0	1.0	0.0	0.0
	You use computer jargon. I may not be your target customer. I shale my head at "web footprin	5.6%	0.0%	0.0%	100.0%	0.0%	0.0%
		0.0	0.0	0.0	0.0	0.0	0.0

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
Q13: What is your education background?	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0
	No schooling completed	0.0	0.0	0.0	0.0	0.0	0.0
	Some high school, no diploma	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	High school graduate, diploma or GED	0.0	0.0	0.0	0.0	0.0	0.0
	Some college, no degree	2.0	1.0	0.0	0.0	1.0	0.0
	Trade/technical/vocational training	11.1%	14.3%	0.0%	0.0%	16.7%	0.0%
	Associate degree	3.0	2.0	1.0	0.0	0.0	0.0
	Bachelor's degree	16.7%	28.6%	25.0%	0.0%	0.0%	0.0%
	Graduate or professional degree	0.0	0.0	0.0	0.0	0.0	0.0
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		1.0	0.0	0.0	0.0	1.0	0.0

Q14: What is your age range?
Total 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64

		Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64
Q16: What is your current Job Title/Category? - Selected Choice	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0
	Student	4.0 22.2%	3.0 42.9%	0.0 0.0%	0.0 0.0%	1.0 16.7%	0.0 0.0%
	Unemployed	2.0 11.1%	1.0 14.3%	1.0 25.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Retired	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Homemaker	1.0 5.6%	0.0 0.0%	0.0 0.0%	0.0 0.0%	1.0 16.7%	0.0 0.0%
	Clerical and administrative	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Professional (e.g., lawyer, doctor)	2.0 11.1%	0.0 0.0%	0.0 0.0%	0.0 0.0%	2.0 33.3%	0.0 0.0%
	Management	1.0 5.6%	0.0 0.0%	1.0 25.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Sales	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Service (e.g., restaurant, customer service)	2.0 11.1%	1.0 14.3%	0.0 0.0%	1.0 100.0%	0.0 0.0%	0.0 0.0%
	Manufacturing and production	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Government and public administration	1.0 5.6%	0.0 0.0%	0.0 0.0%	0.0 0.0%	1.0 16.7%	0.0 0.0%
	Education	4.0 22.2%	2.0 28.6%	1.0 25.0%	0.0 0.0%	1.0 16.7%	0.0 0.0%
	Self-employed	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%
	Other (please specify)	1.0 5.6%	0.0 0.0%	1.0 25.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%

Q16_14_TEXT: Other (please specify) - Text	Total Count (All)	18.0	7.0	4.0	1.0	6.0	0.0
	Military	1.0 5.6%	0.0 0.0%	1.0 25.0%	0.0 0.0%	0.0 0.0%	0.0 0.0%