

Global @dvisor: Sociologue
GG1. Do you follow any brands online?
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 (*)
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	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)	18008	9460	8548	6798	6271	4939	5533	7266	5078	8888	9120	5228	6169	6611	10273	7735	2045	15963	3318	14690	12279	5729
Base: All Respondents (wtd)	12000	5978	6022	5289	3857	2854	4039	4690	3136	5535	6465	4195	4273	3532	6276	5724	1351	10649	1992	10008	7763	4237
Yes	4840	2518	2322	2530	1483	827	1381	1830	1579	2240	2600	1507	1668	1665	2582	2258	713	4127	1148	3692	3308	1532
	40%	42%	39%	48%	38%	29%	34%	39%	50%	40%	40%	36%	39%	47%	41%	39%	53%	39%	58%	37%	43%	36%
		B		DE	E			F	FG				K	KL			Q		S		U	
No	7160	3461	3700	2759	2374	2027	2658	2860	1557	3295	3865	2688	2604	1868	3695	3466	639	6521	845	6315	4455	2705
	60%	58%	61%	52%	62%	71%	66%	61%	50%	60%	60%	64%	61%	53%	59%	61%	47%	61%	42%	63%	57%	64%
			A		C	CD	GH	H				LM	M				P		R		T	
Sigma	12000	5978	6022	5289	3857	2854	4039	4690	3136	5535	6465	4195	4273	3532	6276	5724	1351	10649	1992	10008	7763	4237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Total	North	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18008	1999	2002	7006	5500	7500	3500	1501
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Yes	4840	276	599	1647	1472	1258	1091	846
	40%	28%	40%	37%	42%	31%	55%	56%
			ACE	AE	ACE	A	ABCDE	ABCDE
No	7160	724	901	2853	2028	2742	909	654
	60%	72%	60%	63%	58%	69%	45%	44%
		BCDEFG	FG	BDFG	FG	BCDFG		
Sigma	12000	1000	1500	4500	3500	4000	2000	1500
	100%	100%	100%	100%	100%	100%	100%	100%

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		Canada																													
	Canada Total	Gender		Age			Household Income				Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region							
		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	Prairies	Atlantic	Alberta	BC	Northwest	Ontario	Quebec		
		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		
Base: All Respondents (unwtd)	999	502	497	255	375	369	198	406	395	452	547	330	526	143	568	431	83	916	100	899	686	313	68	90	79	118	-	410	234		
Base: All Respondents (wtd)	500	247	253	178	173	150	106	199	195	211	289	186	223	91	275	225	39	461	48	452	341	159	34	46	39	57	-	209	115		
Yes	126	60	66	59	46	21	25	43	58	48	79	44	51	31	72	55	14	112	16	110	88	38	10	11	12	16	-	56	21		
	25%	24%	26%	33%	27%	14%	24%	22%	30%	23%	27%	24%	23%	34%	26%	24%	36%	24%	33%	24%	26%	24%	30%	23%	30%	29%	-	27%	18%		
				E	E				G				KL				Q*		*			b*	*	b*	b			b			
No	374	187	187	119	126	129	80	156	137	163	210	142	173	59	204	170	25	349	32	342	252	121	24	35	27	41	-	152	94		
	75%	76%	74%	67%	73%	86%	76%	78%	70%	77%	73%	76%	77%	66%	74%	76%	64%	76%	67%	76%	74%	76%	70%	77%	70%	71%	-	73%	82%		
				CD		H						M	M				*	P	*				*	*	*				VXXa		
Sigma	500	247	253	178	173	150	106	199	195	211	289	186	223	91	275	225	39	461	48	452	341	159	34	46	39	57	-	209	115		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%		

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Columns tested (5%): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U

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