

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	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: Follow brands (unwtd)	7215	3993	3222	3423	2416	1376	1755	2793	2621	3624	3591	1651	2327	3237	4283	2932	1126	6089	1982	5233	5255	1960
Base: Follow brands (wtd)	4840	2518	2322	2530	1483	827	1381	1830	1579	2240	2600	1507	1668	1665	2582	2258	713	4127	1148	3692	3308	1532
They post fun and interesting topics/items on their social networking page	1663	808	855	975	459	230	452	603	581	698	966	535	530	598	832	831	230	1433	379	1284	1102	561
	34%	32%	37%	39%	31%	28%	33%	33%	37%	31%	37%	36%	32%	36%	32%	37%	32%	35%	33%	35%	33%	37%
			A	DE					FG		I			L		N						T

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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

Minimum Base: 30 (**), Small Base: 100 (*)

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Follow brands (unwtd)	7215	193	267	178	467	229	714	453	234	263	145	749	227	524	116	195	292	188	257	263	198	310	105	322	326
Base: Follow brands (wtd)	4840	185	136	182	239	126	309	223	120	133	149	354	225	256	61	175	289	189	252	282	198	162	133	312	150
They post fun and interesting topics/items on their social networking page	1663	55	49	47	63	37	101	45	31	49	51	109	116	77	15	86	80	61	114	129	64	41	41	145	55
	34%	30%	36%	26%	26%	30%	33%	20%	26%	37%	35%	31%	51%	30%	25%	49%	28%	32%	45%	46%	33%	25%	31%	46%	36%
		G	CDGHU		G	G	G			CDGHNPU	G	G	ABCDEFGHIJ KMNPTUVX	G	*	ACDEFGHIJK MNPQTUV*	G	G	ACDEFGHIJK MNPQTU	ACDEFGHIJK MNPQTU	G		*	ABCDEFGHIJ KMNPTUVX	CDGHU

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- Column Means:
Columns Tested (5%): A/B/C/D/E/F/G
Minimum Base: 30 (**), Small Base: 100 (*)

	Total	North	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle
		A	B	C	D	E	F	G
Base: Follow brands (unwtd)	7215	555	855	2504	2459	2333	2118	842
Base: Follow brands (wtd)	4840	276	599	1647	1472	1258	1091	846
They post fun and interesting topics/items on their social networking page	1663	92	204	463	516	371	334	388
	34%	33%	34%	28%	35%	29%	31%	46%
			C		CEF			ABCDEF

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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

Minimum Base: 30 (**), Small Base: 100 (*)

[illegible]

	Australia Total	Australia																											
		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	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD
		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: Follow brands (unwtd)	267	113	154	106	93	68	52	141	74	121	146	72	72	123	149	118	46	221	58	209	169	98	165	102	66	96	55
Base: Follow brands (wtd)	136	58	78	72	38	26	30	75	31	50	86	38	71	27	69	67	18	118	21	114	79	57	82	54	29	50	30	13	14
They post fun and interesting topics/items on their social networking page	49	15	34	32	13	4	10	26	13	9	40	13	26	10	24	26	4	45	6	44	26	23	33	16	12	19	10	5	3
	36%	27%	44%	45%	34%	16%	34%	35%	42%	18%	47%	35%	37%	37%	34%	38%	24%	38%	27%	38%	33%	41%	40%	31%	42%	38%	34%	37%	24%
		*	A*	E*	E*	*	*	*	*	*	†*	*	*	*	*	*	*	*	*	*	*	33%	41%	*	*	*	*	**	**

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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,V/W/X,Y/Z

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

Minimum Base: 30 (**), Small Base: 100 (*)

	Belgium Total	Belgium																									
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		Region			Language	
		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	North	Center	South	French	Flemish
		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
Base: Follow brands (unwtd)	178	94	84	60	65	53	60	69	49	63	115	43	78	57	111	67	12	166	21	157	104	74	72	54	52	100	78
Base: Follow brands (wtd)	182	95	87	78	61	43	62	72	48	60	122	50	73	60	109	73	11	171	19	163	103	79	70	57	55	105	77
They post fun and interesting topics/items on their social networking page	47	24	23	20	19	8	16	19	12	12	35	14	24	9	27	20	1	46	3	44	23	24	20	12	14	26	21
	26%	26%	26%	26%	30%	19%	25%	26%	26%	20%	29%	29%	33%	15%	25%	27%	7%	27%	14%	27%	22%	31%	29%	21%	26%	25%	27%
		*	*	*	*	*	*	*	*	*		*	M*	*		*	**		**		*	*	*	*	*	*	*

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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

Minimum Base: 30 (**), Small Base: 100 (*)

	Brazil Total	Brazil																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	467	254	213	186	139	142	98	349	20	199	268	85	245	137	261	206	83	384	110	357	339	128
Base: Follow brands (wtd)	239	119	120	147	54	37	70	161	7	84	155	70	126	43	112	126	38	201	52	186	163	76
They post fun and interesting topics/items on their social networking page	63	31	32	40	14	9	17	45	1	20	44	16	35	12	31	32	11	52	15	48	42	21
	26%	26%	27%	27%	26%	24%	24%	28%	18%	23%	28%	23%	28%	28%	27%	26%	30%	26%	29%	26%	26%	27%
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Minimum Base: 30 (**), Small Base: 100 (*)

		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: Follow brands (unwtd)	229	114	115	80	99	50	41	80	108	94	135	71	110	48	135	94	27	202	31	198	166	63	19	19	22	31	-	101	37	
Base: Follow brands (wtd)	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	
They post fun and interesting topics/items on their social networking page	37	16	21	17	15	6	9	13	15	11	27	13	16	9	24	14	4	34	4	33	28	9	4	3	2	6	-	14	7	
	30%	27%	32%	29%	31%	27%	37%	30%	26%	23%	34%	29%	31%	28%	33%	25%	26%	30%	25%	30%	31%	25%	40%	32%	15%	38%	-	25%	36%	
				*	*	*	*	*	*	*	*	*		*	*	*	**		**		*		**	**	**	**	**	*	*	

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Minimum Base: 30 (**), Small Base: 100 (*)

	China Total	China																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	714	352	362	340	297	77	22	141	551	539	175	40	170	504	525	189	85	629	291	423	661	53
Base: Follow brands (wtd)	309	152	157	134	118	57	29	98	182	239	70	167	104	38	189	119	59	249	99	209	261	48
They post fun and interesting topics/items on their social networking page	101	46	55	57	35	9	5	28	67	77	24	53	34	15	54	47	16	85	35	66	85	16
	33%	30%	35%	42%	30%	15%	18%	29%	37%	32%	34%	31%	33%	39%	28%	39%	27%	34%	35%	32%	33%	34%
		*	*	*	*	**	**	*	*		**	*			*	*	**		*	*		**

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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

Minimum Base: 30 (**), Small Base: 100 (*)

	France Total	France																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		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: Follow brands (unwtd)	453	222	231	200	148	105	108	241	104	189	264	181	121	151	238	215	18	435	48	405	297	156	
Base: Follow brands (wtd)	223	110	113	97	73	53	50	121	52	92	131	71	90	62	117	106	8	215	22	201	147	76	
They post fun and interesting topics/items on their social networking page	45	22	23	24	10	11	10	27	9	15	30	16	16	13	21	24	2	43	5	41	27	18	
	20%	20%	21%	25%	13%	21%	20%	22%	17%	17%	23%	22%	18%	21%	18%	22%	26%	20%	21%	20%	18%	24%	
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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 (*)

	Germany Total	Germany																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		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: Follow brands (unwtd)	234	123	111	107	85	42	89	68	77	79	155	34	144	56	169	65	33	201	68	166	152	82	
Base: Follow brands (wtd)	120	62	58	56	43	20	46	34	40	39	80	19	66	35	86	34	17	103	36	84	77	42	
They post fun and interesting topics/items on their social networking page	31	14	17	20	9	2	13	8	11	8	23	3	15	13	22	9	4	27	7	24	19	12	
	26%	23%	30%	35%	21%	11%	29%	22%	26%	20%	29%	18%	22%	39%	25%	28%	26%	26%	20%	29%	24%	29%	
				DE	*	*	*	*	*	*	*	*		KL*		*	*		*			*	

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Minimum Base: 30 (**), Small Base: 100 (*)

	Hungary Total	Hungary																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		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: Follow brands (unwtd)	145	87	58	67	36	42	53	66	5	61	84	44	75	26	73	72	7	138	8	137	68	77	
Base: Follow brands (wtd)	149	87	62	76	35	38	53	69	5	60	88	30	91	28	76	73	7	142	8	141	73	76	
They post fun and interesting topics/items on their social networking page	51	29	22	34	10	8	16	23	1	14	37	7	34	11	25	27	2	49	2	50	23	28	
	35%	33%	36%	45%	29%	20%	31%	34%	22%	23%	42%	22%	37%	39%	33%	36%	31%	35%	23%	35%	32%	37%	
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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

Minimum Base: 30 (**), Small Base: 100 (*)

	Indonesia Total	Indonesia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	227	120	107	146	64	17	83	107	37	122	105	78	13	136	112	115	42	185	69	158	201	26
Base: Follow brands (wtd)	225	117	108	134	74	18	83	104	39	120	105	78	13	134	109	116	42	183	68	158	197	29
They post fun and interesting topics/items on their social networking page	116	59	57	72	36	8	44	49	23	53	62	43	5	67	58	58	27	89	35	81	99	17
	51%	50%	53%	54%	48%	47%	53%	47%	58%	45%	59%	55%	41%	50%	53%	50%	64%	48%	52%	51%	50%	58%
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	Italy Total	Italy																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	524	274	250	223	169	132	96	242	186	249	275	148	294	82	268	256	64	460	104	420	324	200
Base: Follow brands (wtd)	256	127	129	109	84	63	48	116	92	122	134	111	111	34	121	135	30	225	47	209	149	107
They post fun and interesting topics/items on their social networking page	77	38	39	38	19	21	12	36	29	32	45	34	33	10	36	41	7	70	12	65	39	38
	30%	30%	30%	34%	22%	33%	25%	31%	31%	26%	33%	31%	29%	30%	29%	31%	23%	31%	26%	31%	26%	36%
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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
Minimum Base: 30 (**), Small Base: 100 (*)

	Japan Total	Japan																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		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: Follow brands (unwtd)	116	62	54	34	47	35	53	49	14	63	53	26	25	65	67	49	16	100	22	94	92	24	
Base: Follow brands (wtd)	61	31	31	27	19	15	30	25	7	29	33	14	13	35	31	30	7	54	10	51	44	17	
They post fun and interesting topics/items on their social networking page	15	8	7	8	4	3	7	7	*	6	9	4	1	10	8	7	2	13	3	12	10	5	
	25%	26%	24%	30%	21%	20%	25%	29%	7%	22%	27%	26%	11%	29%	26%	23%	28%	24%	29%	24%	22%	32%	
		*	*	*	*	*	*	*	*	**	*	*	**	**	29%	*	**	**	**	**			

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Mexico Total	Mexico																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		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: Follow brands (unwtd)	195	144	51	96	53	46	117	72	6	86	109	47	60	88	120	75	60	135	67	128	146	49	
Base: Follow brands (wtd)	175	85	90	104	41	31	131	42	3	61	114	107	36	32	80	95	37	138	37	139	112	63	
They post fun and interesting topics/items on their social networking page	86	30	56	51	15	21	59	25	2	34	53	49	17	20	33	53	14	72	14	72	59	27	
	49%	35%	63%	49%	37%	66%	45%	61%	60%	55%	46%	46%	48%	62%	41%	56%	38%	52%	39%	52%	53%	43%	
			**		**	**		**	**	*	*	*	*	*	*	*	**		*	*		**	

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Poland Total	Poland																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	292	157	135	115	91	86	209	80	3	151	141	32	199	61	134	158	23	269	37	255	188	104
Base: Follow brands (wtd)	289	151	139	141	79	69	217	69	2	135	155	52	191	47	124	165	22	268	33	256	178	111
They post fun and interesting topics/items on their social networking page	80	36	45	46	17	17	65	15	1	28	52	16	56	9	32	48	3	78	3	77	46	35
	28%	24%	32%	33%	21%	25%	30%	21%	37%	21%	34%	30%	29%	19%	26%	29%	12%	29%	11%	30%	26%	31%
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Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Russia Total	Russia																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		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: Follow brands (unwtd)	188	101	87	62	64	62	18	98	72	94	94	32	104	52	116	72	22	166	32	156	139	49	
Base: Follow brands (wtd)	189	104	85	84	55	49	20	102	68	94	95	52	97	41	111	78	22	167	32	157	134	55	
They post fun and interesting topics/items on their social networking page	61	33	28	35	14	12	4	30	27	30	31	15	34	12	34	27	11	50	13	48	49	12	
	32%	32%	33%	41%	26%	24%	21%	29%	40%	32%	33%	30%	35%	29%	31%	34%	51%	30%	41%	31%	36%	22%	
		*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	*	**	**	**		*	

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Saudi Arabia Total	Saudi Arabia																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	257	183	74	153	87	17	130	67	35	164	93	54	79	124	143	114	31	226	52	205	178	79
Base: Follow brands (wtd)	252	146	107	149	85	17	121	70	32	150	102	55	79	117	118	134	28	224	48	204	153	100
They post fun and interesting topics/items on their social networking page	114	55	59	70	36	8	55	28	14	63	51	24	36	54	48	66	12	101	21	92	66	48
	45%	38%	56%	47%	43%	45%	45%	40%	45%	42%	50%	44%	45%	46%	40%	49%	44%	45%	44%	45%	43%	48%
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Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	South Africa Total	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	263	90	173	144	81	38	9	28	226	107	156	150	70	43	114	149	27	236	51	212	194	69
Base: Follow brands (wtd)	282	162	119	173	72	37	10	30	243	96	186	163	74	44	123	159	32	249	62	220	199	83
They post fun and interesting topics/items on their social networking page	129	74	55	91	25	13	7	15	108	35	94	74	30	25	48	81	21	108	30	99	81	48
	46%	46%	46%	53%	35%	36%	70%	50%	44%	37%	51%	45%	40%	57%	39%	51%	66%	43%	49%	45%	41%	58%
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Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	South Korea Total	South Korea																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	198	103	95	87	76	35	22	81	95	119	79	3	41	154	112	86	31	167	43	155	150	48
Base: Follow brands (wtd)	198	101	97	90	75	33	23	81	94	117	81	3	42	152	110	88	30	168	41	157	148	50
They post fun and interesting topics/items on their social networking page	64	32	32	32	24	8	4	28	32	33	31	1	14	50	35	29	8	57	9	55	50	14
	33%	32%	33%	36%	31%	26%	18%	35%	34%	29%	38%	30%	33%	33%	32%	33%	25%	34%	23%	35%	34%	29%
			*	*	*	*	**	*	*		*	**	*			*	*		*			*

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Spain Total	Spain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	310	146	164	158	114	38	199	95	16	107	203	182	34	94	148	162	23	287	26	284	184	126
Base: Follow brands (wtd)	162	83	79	85	60	17	102	51	8	54	107	69	42	51	79	83	14	148	17	145	97	65
They post fun and interesting topics/items on their social networking page	41	15	26	25	11	5	27	12	2	11	30	19	9	13	19	22	2	39	2	39	23	18
	25%	18%	33%	30%	19%	27%	27%	23%	24%	20%	28%	27%	21%	26%	24%	27%	14%	26%	11%	27%	24%	28%
			A		*	*		*	**	*			*	*			**		**			*

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Sweden Total	Sweden																					
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status		
		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: Follow brands (unwtd)	105	62	43	39	41	25	42	55	8	33	72	59	25	21	79	26	17	88	18	87	63	42	
Base: Follow brands (wtd)	133	75	58	60	45	27	46	70	16	42	91	20	83	30	98	35	29	103	34	99	92	41	
They post fun and interesting topics/items on their social networking page	41	24	17	17	15	8	20	17	3	11	30	9	21	11	34	6	6	35	6	35	23	17	
	31%	32%	29%	29%	34%	30%	44%	24%	21%	26%	33%	44%	25%	38%	35%	18%	20%	34%	17%	35%	25%	43%	
		**	**	**	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**		**	

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Turkey Total	Turkey																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	322	182	140	222	77	23	11	107	204	161	161	86	59	177	154	168	42	280	110	212	208	114
Base: Follow brands (wtd)	312	162	151	198	87	27	10	102	200	159	153	84	56	172	146	166	42	271	106	207	199	114
They post fun and interesting topics/items on their social networking page	145	73	72	90	39	16	6	47	92	72	73	39	25	81	68	78	20	125	50	95	89	56
	46%	45%	48%	46%	45%	57%	56%	46%	46%	46%	47%	47%	44%	47%	46%	47%	48%	46%	48%	46%	45%	49%
					*	**	**					*	*				*					

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	Great Britain Total	Great Britain																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		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: Follow brands (unwtd)	263	136	127	89	100	74	53	161	49	103	160	86	90	87	168	95	33	230	47	216	167	96
Base: Follow brands (wtd)	133	64	69	55	47	32	28	80	25	49	85	43	47	43	81	52	15	118	23	111	82	52
They post fun and interesting topics/items on their social networking page	49	19	31	24	14	11	8	31	10	20	29	20	15	14	25	24	3	46	5	44	29	20
	37%	29%	44%	44%	31%	34%	28%	39%	41%	41%	35%	46%	33%	32%	31%	46%	19%	39%	24%	40%	35%	39%
			A	*	*	*	*		*			*	*	*		N*	*	P	*	R		*

Global @dvisor: Sociologue

GG2. What do the brands that you follow do that makes you want to stay connected to the brand?

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 (*)

	United States Total	the US																				
Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status			
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: Follow brands (unwtd)	326	186	140	127	112	87	37	147	142	198	128	28	111	187	208	118	72	254	95	231	240	86
Base: Follow brands (wtd)	150	72	78	77	43	30	19	67	64	79	70	55	38	56	82	68	22	128	32	117	99	51
They post fun and interesting topics/items on their social networking page	55	28	26	33	16	6	2	30	22	25	30	25	10	19	29	25	7	47	12	43	37	17
	36%	39%	34%	42%	38%	19%	13%	45%	35%	31%	42%	46%	28%	33%	36%	37%	34%	37%	36%	36%	38%	34%
		*	*	E*	E*	*	**	*	*	*	*	**				*	*		*			*