

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 (*)

[illegible]

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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 create content that is worth sharing	1625	91	51	39	115	35	95	42	40	48	53	99	91	56	7	62	105	88	84	159	30	59	17	119	41
	34%	49%	37%	22%	48%	28%	31%	19%	33%	36%	36%	28%	40%	22%	12%	36%	36%	46%	33%	56%	15%	37%	13%	38%	27%
		BCEFGHIJKM NOPRTUVW X	CEGKMNTV		BCEFGHIJKM NOPRTUVW X	GNTV	GNTV		CGMNTV	CGKMNTV	CGMNTV	GMNTV	CEGKMNTVX	NT	*	CGMNTV*	CEGKMNTV	CEFGHIKMN PRTVX	CGMNTV	BCEFGHIJKL MNOPRTUV WX		CEGKMNTVX	*	CEGKMNTVX	GNTV

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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 create content that is worth sharing	1625	75	268	460	459	357	395	362
	34%	27%	45%	28%	31%	28%	36%	43%
			ACDEF				ACDE	ACDEF

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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 (*)

[illegible]

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

			Australia																														
	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	SA/NT	WA			
			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	23	27			
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			
The y create content that is worth sharing	51	23	28	24	13	14	11	23	17	18	33	11	28	11	23	27	7	43	8	42	29	22	33	18	11	21	10	4	5				
	37%	39%	36%	34%	33%	53%	36%	31%	54%	35%	39%	30%	40%	41%	34%	41%	41%	37%	39%	37%	36%	39%	40%	33%	38%	41%	35%	34%	32%				
		*	*	*	*	*	*	*	*	G*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**			

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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,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 create content that is worth sharing	39	20	19	21	13	5	20	11	9	9	30	7	18	14	28	12	2	37	4	35	17	23	12	15	12	24	15		
	22%	21%	22%	27%	21%	12%	32%	15%	18%	16%	24%	14%	25%	24%	25%	16%	19%	22%	21%	22%	16%	29%	17%	27%	22%	23%	20%		
		*	*	*	*	*	G*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	T*	*	*	*	*	*		

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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 create content that is worth sharing	115	55	59	65	28	22	33	78	3	43	71	31	60	24	56	59	15	99	24	90	79	36	
	48%	46%	50%	44%	51%	60%	47%	49%	44%	52%	46%	45%	47%	55%	50%	46%	40%	50%	46%	48%	48%	47%	
						C	*		**			*					*		*			*	

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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/a/b

Minimum Base: 30 (**), Small Base: 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,V/W/X/Y/Z/a/b

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 create content that is worth sharing	35	16	19	14	13	8	10	10	14	12	22	12	16	6	24	11	5	30	5	30	24	11	1	3	4	4	-	21	3	
	28%	27%	28%	23%	28%	39%	41%	24%	24%	26%	28%	27%	32%	21%	33%	20%	35%	27%	30%	27%	27%	28%	10%	25%	33%	23%	-	36%	15%	
				*	*	C*	*	*	*	*	*	*	*	*	*	O	*	**		**	**	*	**	**	**	**	**	-	b*	*

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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 create content that is worth sharing	95	42	52	48	32	15	5	38	52	67	28	47	36	11	60	35	16	79	33	62	85	10
	31%	28%	33%	36%	27%	26%	16%	38%	29%	28%	40%	28%	35%	30%	31%	29%	27%	31%	33%	30%	33%	20%
		*	*	*	*	**	**	*	*		**	*			*	*	**		*	*		**

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

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 create content that is worth sharing	42	23	19	18	14	11	8	24	10	18	24	18	15	10	23	19	2	40	3	39	28	15
	19%	21%	17%	18%	19%	21%	17%	20%	20%	20%	18%	25%	17%	16%	20%	18%	28%	19%	13%	20%	19%	19%
						*	*		*								**		*			

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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 (*)

	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 create content that is worth sharing	40	20	20	21	11	7	11	9	20	12	28	6	20	14	26	14	8	32	14	26	25	15
	33%	32%	34%	37%	27%	37%	24%	27%	49%	31%	34%	32%	30%	41%	31%	41%	50%	31%	38%	31%	32%	36%
					*	*	*	*	FG*	*		*		*		*	Q*		*			*

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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 create content that is worth sharing	53	35	18	22	11	20	11	29	2	27	26	14	30	10	30	23	2	51	4	49	26	27
	36%	40%	30%	29%	31%	53%	21%	42%	41%	44%	30%	45%	33%	35%	39%	32%	26%	36%	48%	35%	35%	36%
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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 (*)

	India Total	India																				
		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)	749	600	149	492	218	39	72	170	507	451	298	3	47	699	567	182	267	482	521	228	687	62
Base: Follow brands (wtd)	354	194	160	227	96	31	38	78	238	202	152	1	25	328	239	115	127	227	235	120	309	46
They create content that is worth sharing	99	56	43	56	35	7	9	14	76	54	44	-	10	89	60	38	26	72	62	37	84	15
	28%	29%	27%	25%	37%	23%	23%	18%	32%	27%	29%	-	40%	27%	25%	33%	21%	32%	26%	31%	27%	32%
					C	**	*		G			**	**				P					*

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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 create content that is worth sharing	91	53	37	45	36	9	40	37	14	49	42	32	6	52	45	45	22	69	34	57	79	12
	40%	46%	34%	34%	49%	53%	48%	36%	35%	40%	40%	41%	49%	39%	41%	39%	52%	37%	50%	36%	40%	42%
					C*	**	*		*			*	**				*		*			**

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

	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 create content that is worth sharing	56	28	28	20	22	15	12	21	23	29	27	28	22	6	28	29	6	50	11	45	33	24	
	22%	22%	22%	19%	26%	23%	24%	18%	25%	24%	20%	26%	20%	17%	23%	21%	21%	22%	25%	21%	22%	22%	
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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 (*)

	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 create content that is worth sharing	7	4	4	2	2	3	3	3	1	4	4	2	1	4	5	2	1	6	2	5	6	1	
	12%	12%	12%	9%	13%	17%	12%	13%	13%	12%	12%	14%	12%	12%	18%	6%	18%	11%	22%	10%	14%	7%	
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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 (*)

	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 create content that is worth sharing	62	39	23	28	20	15	44	17	1	34	28	33	16	13	38	25	15	47	12	50	35	28	
	36%	45%	26%	27%	48%	47%	33%	42%	40%	56%	25%	31%	45%	41%	47%	26%	42%	34%	32%	36%	31%	44%	
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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 (*)

	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 create content that is worth sharing	105	52	53	46	30	29	77	28	-	53	52	19	72	14	43	61	8	97	8	96	62	43
	36%	35%	38%	33%	37%	43%	35%	41%	-	40%	33%	37%	38%	29%	35%	37%	36%	36%	25%	38%	35%	39%
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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 create content that is worth sharing	88	50	38	36	23	28	7	49	32	48	39	21	46	21	55	33	12	76	17	71	72	16
	46%	47%	45%	43%	42%	56%	34%	48%	48%	52%	41%	40%	47%	51%	49%	42%	53%	45%	53%	45%	54%	29%
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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 (*)

	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 create content that is worth sharing	84	53	31	50	28	6	40	23	11	47	37	18	23	43	42	42	10	74	17	66	56	27
	33%	36%	29%	33%	33%	34%	33%	33%	35%	31%	36%	32%	28%	37%	35%	31%	35%	33%	36%	32%	37%	27%
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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 (*)

	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 create content that is worth sharing	159	94	66	93	46	20	2	16	142	52	107	86	41	31	75	84	24	135	36	123	116	43
	56%	58%	55%	54%	64%	55%	19%	53%	58%	55%	57%	53%	56%	71%	61%	53%	76%	54%	58%	56%	58%	52%
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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 create content that is worth sharing	30	15	14	15	11	4	6	7	17	21	9	1	5	24	22	8	5	25	6	24	27	3
	15%	15%	15%	17%	14%	12%	27%	9%	18%	18%	11%	30%	12%	16%	20%	9%	16%	15%	14%	15%	18%	6%
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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 (*)

	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 create content that is worth sharing	59	28	32	27	23	9	36	19	4	20	39	27	11	21	26	33	3	57	3	56	38	22	
	37%	34%	40%	32%	39%	51%	36%	37%	49%	38%	36%	39%	26%	42%	33%	40%	21%	38%	18%	39%	39%	34%	
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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 (*)

	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 create content that is worth sharing	17	12	5	7	5	5	3	13	-	2	15	5	6	6	9	8	5	12	5	12	13	4
	13%	16%	8%	11%	12%	18%	7%	19%	-	4%	17%	23%	8%	20%	9%	22%	16%	12%	14%	12%	14%	9%
		**	**	**	**	**	**	**	**	**	**		**	**		**	**		**	**		**

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 (*)

	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 create content that is worth sharing	119	64	55	70	35	14	3	40	77	61	59	30	19	70	65	54	12	107	39	80	77	42	
	38%	40%	37%	36%	40%	52%	27%	39%	39%	38%	38%	36%	34%	41%	44%	33%	29%	40%	37%	39%	39%	37%	
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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 (*)

	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 create content that is worth sharing	48	24	24	21	17	10	9	30	9	16	32	18	13	17	29	19	8	40	10	38	28	20
	36%	37%	35%	38%	37%	32%	33%	38%	35%	33%	38%	42%	28%	39%	36%	37%	55%	34%	44%	35%	35%	38%
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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 (*)

	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 create content that is worth sharing	41	24	17	23	9	9	4	15	21	21	19	11	12	18	24	17	7	34	9	31	26	15
	27%	33%	22%	29%	20%	32%	23%	23%	33%	27%	28%	21%	30%	31%	29%	25%	31%	26%	28%	27%	26%	29%
		*	*	*	*	*	**	*	*		*	**				*	*		*			*