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 (*)

| | Total | 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) | 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 have contests or requests for suggestions | 2541 | 1299 | 1242 | 1403 | 741 | 397 | 738 | 922 | 854 | 1124 | 1417 | 831 | 847 | 863 | 1338 | 1203 | 389 | 2152 | 614 | 1927 | 1738 | 803 |
| regarding their current or new products | 52% | 52% | 53% | 55% | 50% | 48% | 53% | 50% | 54% | 50% | 54% | 55% | 51% | 52% | 52% | 53% | 55% | 52% | 54% | 52% | 53% | 52% |
| | | | | DE | | | | | G | | I | L | | | | | | | | | | |

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/V/W/X
  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 have contests or requests for suggestions regarding their current or new products | 2541 | 105 | 77 | 126 | 122 | 80 | 152 | 122 | 46 | 62 | 90 | 218 | 127 | 137 | 17 | 92 | 150 | 106 | 127 | 167 | 42 | 85 | 58 | 150 | 82 |
| | 52% | 57% | 57% | 69% | 51% | 63% | 49% | 55% | 38% | 47% | 61% | 62% | 56% | 54% | 28% | 53% | 52% | 56% | 50% | 59% | 21% | 52% | 43% | 48% | 55% |
| | | HNT | HINT | ABDFGHILMNOPQRTUVWX | HNT | DFGHIMNPRTUVW | NT | HINT | T | NT | HINTVW | DFGHIMNPRTUVW | HINT | HINT | * | HNT* | HINT | HINT | HINT | HINTVW | | HINT | T* | HINT | HNT |

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
   Minimum Base: 30 (**), Small Base: 100 (*)
- 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 have contests or requests for suggestions regarding their current or new products |  | 2541 | 162 | 320 | 877 | 738 | 653 | 597 | 444 |
|  |  | 52% | 59% | 53% | 53% | 50% | 52% | 55% | 52% |
|  |  |  | DE |  |  |  |  | D |  |

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 (*)

| | Argentina Total | Argentina | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 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) | 193 | 88 | 105 | 90 | 60 | 43 | 81 | 79 | 33 | 71 | 122 | 67 | 61 | 65 | 112 | 81 | 45 | 148 | 53 | 140 | 138 | 55 |
| Base: Follow brands (wtd) | 185 | 100 | 85 | 97 | 53 | 35 | 91 | 69 | 25 | 58 | 126 | 111 | 50 | 24 | 100 | 85 | 40 | 145 | 50 | 135 | 125 | 60 |
| They have contests or requests for suggestions | 105 | 51 | 54 | 64 | 24 | 18 | 51 | 40 | 15 | 32 | 73 | 61 | 33 | 12 | 51 | 54 | 20 | 85 | 22 | 84 | 69 | 36 |
| regarding their current or new products | 57% | 51% | 64% | 66% | 45% | 51% | 56% | 57% | 59% | 55% | 58% | 55% | 66% | 48% | 51% | 64% | 50% | 59% | 43% | 62% | 55% | 60% |
| | | * | * | D* | * | ** | * | * | ** | * | * | * | M* | * | * | * | * | | * | | * | * |

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,V/W,X/Y/Z/a/b
   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/a/b

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

| | 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 |
| They have contests or requests for suggestions | 77 | 28 | 49 | 43 | 21 | 13 | 17 | 42 | 18 | 28 | 50 | 22 | 39 | 16 | 40 | 37 | 9 | 69 | 11 | 66 | 45 | 32 | 49 | 28 | 17 | 29 | 17 | 6 | 9 |
| regarding their current or new products | 57% | 48% | 63% | 60% | 56% | 50% | 57% | 56% | 58% | 55% | 58% | 59% | 56% | 57% | 58% | 56% | 48% | 58% | 50% | 58% | 57% | 57% | 60% | 52% | 58% | 57% | 58% | 42% | 63% |
| | | * | * | * | * | * | * | * | * | * | * | * | * | | * | * | * | | * | | * | * | * | * | * | * | * | ** | ** |

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,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 have contests or requests for suggestions regarding their current or new products | 126 | 64 | 62 | 58 | 42 | 26 | 44 | 50 | 32 | 42 | 84 | 33 | 51 | 41 | 76 | 50 | 8 | 118 | 14 | 112 | 73 | 53 | 51 | 33 | 42 | 70 | 55 |
| | 69% | 67% | 71% | 74% | 69% | 60% | 70% | 69% | 68% | 70% | 68% | 67% | 71% | 68% | 70% | 68% | 71% | 69% | 71% | 69% | 71% | 67% | 73% | 58% | 76% | 67% | 72% |
| | | * | * | * | * | * | * | * | * | * | | * | * | * | | * | ** | | ** | | * | * | * | * | * | * | * |

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 (*)

| | 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 have contests or requests for suggestions | 122 | 59 | 63 | 80 | 28 | 14 | 36 | 85 | 2 | 37 | 85 | 35 | 65 | 22 | 55 | 68 | 20 | 102 | 26 | 96 | 87 | 35 |
| regarding their current or new products | 51% | 50% | 53% | 54% | 52% | 38% | 51% | 53% | 28% | 44% | 55% | 50% | 52% | 52% | 49% | 54% | 54% | 51% | 49% | 52% | 53% | 47% |
| | | | | E | E | | * | | ** | | I | * | | | | | * | | * | | | * |

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,V/W/X/Y/Z/a/b
  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/a/b

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

| | 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 have contests or requests for suggestions | 80 | 35 | 45 | 35 | 31 | 14 | 12 | 29 | 38 | 33 | 47 | 30 | 29 | 21 | 44 | 36 | 9 | 72 | 12 | 68 | 58 | 22 | 8 | 8 | 6 | 11 | - | 35 | 12 |
| regarding their current or new products | 63% | 58% | 68% | 59% | 67% | 67% | 49% | 68% | 66% | 69% | 60% | 68% | 57% | 67% | 61% | 67% | 62% | 64% | 74% | 62% | 66% | 58% | 76% | 74% | 54% | 66% | - | 62% | 60% |
| | | | | * | * | * | * | * | * | * | | * | | * | | * | ** | | ** | | | * | ** | ** | ** | ** | | * | * |

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 (*)

| | 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 have contests or requests for suggestions | 152 | 82 | 70 | 73 | 53 | 25 | 19 | 38 | 94 | 116 | 36 | 88 | 45 | 19 | 103 | 48 | 32 | 120 | 50 | 102 | 133 | 18 |
| regarding their current or new products | 49% | 54% | 45% | 55% | 45% | 44% | 68% | 39% | 52% | 49% | 51% | 53% | 43% | 49% | 55% | 41% | 54% | 48% | 50% | 49% | 51% | 39% |
| | | * | * | * | * | ** | ** | * | * | | ** | * | | | * | * | ** | | * | * | | ** |

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 (*)

| | 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 have contests or requests for suggestions | 122 | 60 | 63 | 53 | 41 | 28 | 26 | 68 | 27 | 50 | 72 | 37 | 51 | 34 | 62 | 60 | 3 | 119 | 12 | 110 | 77 | 45 |
| regarding their current or new products | 55% | 54% | 55% | 55% | 56% | 53% | 52% | 57% | 53% | 54% | 55% | 52% | 56% | 55% | 53% | 57% | 39% | 55% | 57% | 55% | 52% | 60% |
| | | | | | | * | * | | * | | | | | | | | ** | | * | | | |

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 (*)

| | 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 have contests or requests for suggestions | 46 | 22 | 23 | 22 | 16 | 7 | 19 | 14 | 13 | 15 | 31 | 9 | 25 | 12 | 31 | 15 | 4 | 42 | 10 | 36 | 27 | 19 |
| regarding their current or new products | 38% | 36% | 41% | 39% | 38% | 37% | 41% | 43% | 32% | 38% | 39% | 48% | 38% | 34% | 36% | 44% | 25% | 41% | 28% | 43% | 35% | 45% |
| | | | | * | * | * | * | * | * | * | | * | | * | | * | * | | * | R | | * |

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 (*)

| | 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 have contests or requests for suggestions | 90 | 50 | 40 | 57 | 17 | 16 | 37 | 36 | 2 | 29 | 61 | 19 | 56 | 15 | 38 | 53 | 5 | 86 | 5 | 85 | 41 | 49 |
| regarding their current or new products | 61% | 58% | 65% | 75% | 49% | 43% | 70% | 51% | 41% | 48% | 69% | 64% | 62% | 54% | 50% | 72% | 63% | 61% | 66% | 60% | 57% | 65% |
| | | * | * | DE* | * | * | G* | * | ** | * | I* | * | * | ** | * | N* | ** | | ** | | * | * |

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 (*)

| | 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 have contests or requests for suggestions | 218 | 118 | 100 | 145 | 53 | 19 | 20 | 44 | 155 | 124 | 94 | * | 13 | 205 | 149 | 69 | 83 | 135 | 152 | 66 | 191 | 26 |
| regarding their current or new products | 62% | 61% | 62% | 64% | 55% | 62% | 52% | 56% | 65% | 61% | 62% | 33% | 52% | 62% | 62% | 60% | 65% | 59% | 65% | 55% | 62% | 58% |
| | | | | | | ** | * | | | | | ** | ** | | | | | | | | | * |

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 (*)

| | 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 have contests or requests for suggestions | 127 | 74 | 52 | 73 | 45 | 8 | 52 | 54 | 21 | 72 | 54 | 50 | 8 | 69 | 68 | 58 | 32 | 95 | 45 | 82 | 111 | 16 |
| regarding their current or new products | 56% | 63% | 48% | 55% | 61% | 47% | 63% | 52% | 53% | 60% | 52% | 64% | 57% | 52% | 62% | 50% | 76% | 52% | 66% | 52% | 57% | 54% |
| | | B | | | * | ** | * | | * | | | * | ** | | | | Q* | | S* | | | ** |

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 (*)

| | 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 have contests or requests for suggestions | 137 | 62 | 75 | 59 | 46 | 33 | 27 | 61 | 50 | 68 | 70 | 60 | 56 | 22 | 66 | 72 | 18 | 120 | 27 | 111 | 82 | 56 |
| regarding their current or new products | 54% | 49% | 59% | 54% | 55% | 52% | 56% | 52% | 55% | 56% | 52% | 54% | 51% | 64% | 54% | 53% | 59% | 53% | 58% | 53% | 55% | 52% |
| | | | A | | | | * | | | | | | | L* | | | * | | * | | | |

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 have contests or requests for suggestions | 17 | 6 | 11 | 8 | 6 | 3 | 9 | 5 | 3 | 7 | 10 | 6 | 2 | 10 | 7 | 10 | * | 17 | 1 | 16 | 10 | 7 |
| regarding their current or new products | 28% | 21% | 36% | 30% | 30% | 23% | 32% | 21% | 39% | 25% | 31% | 41% | 16% | 28% | 22% | 35% | 6% | 31% | 9% | 32% | 24% | 41% |
| | | * | * | * | * | * | * | * | ** | * | * | ** | ** | | * | * | ** | | ** | | | ** |

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 have contests or requests for suggestions | 92 | 43 | 49 | 54 | 24 | 14 | 67 | 23 | 2 | 28 | 64 | 60 | 18 | 14 | 38 | 54 | 15 | 77 | 16 | 76 | 60 | 32 |
| regarding their current or new products | 53% | 51% | 54% | 52% | 59% | 44% | 51% | 56% | 53% | 46% | 56% | 56% | 50% | 43% | 47% | 57% | 42% | 55% | 44% | 55% | 54% | 50% |
| | | | ** | | ** | ** | | ** | ** | * | * | * | * | * | * | * | ** | | * | * | | ** |

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 have contests or requests for suggestions | 150 | 78 | 72 | 82 | 36 | 33 | 122 | 28 | 1 | 59 | 92 | 36 | 87 | 27 | 59 | 92 | 10 | 140 | 14 | 136 | 83 | 67 |
| regarding their current or new products | 52% | 52% | 52% | 58% | 45% | 48% | 56% | 40% | 29% | 43% | 59% | 69% | 46% | 58% | 47% | 55% | 45% | 52% | 43% | 53% | 47% | 60% |
| | | | | * | * | G | * | ** | | I | L* | | * | | | ** | | * | | | T* |

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 have contests or requests for suggestions | 106 | 56 | 49 | 54 | 28 | 23 | 7 | 59 | 40 | 45 | 61 | 31 | 50 | 25 | 60 | 45 | 15 | 91 | 16 | 89 | 74 | 32 |
| regarding their current or new products | 56% | 54% | 58% | 64% | 51% | 47% | 36% | 58% | 59% | 48% | 64% | 59% | 52% | 61% | 55% | 58% | 65% | 55% | 50% | 57% | 55% | 57% |
| | | * | * | * | * | * | ** | * | * | * | I* | ** | * | * | | * | ** | | ** | | | * |

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 (*)

| | 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 have contests or requests for suggestions | 127 | 72 | 55 | 79 | 39 | 9 | 65 | 38 | 14 | 74 | 53 | 33 | 34 | 59 | 57 | 70 | 15 | 112 | 25 | 102 | 78 | 49 |
| regarding their current or new products | 50% | 50% | 51% | 53% | 46% | 49% | 53% | 54% | 43% | 49% | 52% | 60% | 43% | 50% | 48% | 52% | 52% | 50% | 52% | 50% | 51% | 49% |
| | | | * | | * | ** | | * | * | | * | * | * | | | | ** | | * | | | * |

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 have contests or requests for suggestions | 167 | 95 | 72 | 106 | 41 | 20 | 4 | 19 | 145 | 52 | 115 | 87 | 47 | 33 | 69 | 98 | 24 | 144 | 41 | 126 | 116 | 51 |
| regarding their current or new products | 59% | 59% | 60% | 61% | 57% | 55% | 41% | 63% | 60% | 54% | 62% | 54% | 63% | 75% | 56% | 62% | 73% | 58% | 66% | 57% | 58% | 62% |
| | | * | | * | * | * | ** | ** | | * | | * | * | K* | * | * | ** | | * | | | * |

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 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 have contests or requests for suggestions | 42 | 22 | 20 | 21 | 15 | 6 | 6 | 13 | 22 | 26 | 15 | 2 | 6 | 33 | 29 | 12 | 9 | 32 | 12 | 29 | 31 | 11 |
| regarding their current or new products | 21% | 22% | 20% | 23% | 20% | 20% | 28% | 16% | 24% | 23% | 19% | 66% | 15% | 22% | 27% | 14% | 32% | 19% | 30% | 19% | 21% | 21% |
| | | | * | * | * | * | ** | * | * | | * | ** | * | | | O | * | * | | * | | * |

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 have contests or requests for suggestions | 85 | 38 | 47 | 50 | 26 | 9 | 51 | 28 | 6 | 26 | 59 | 33 | 25 | 27 | 42 | 43 | 5 | 80 | 8 | 77 | 51 | 34 |
| regarding their current or new products | 52% | 46% | 59% | 59% | 44% | 49% | 50% | 55% | 70% | 48% | 55% | 48% | 59% | 53% | 53% | 52% | 38% | 54% | 45% | 53% | 52% | 53% |
| | | | A | D | * | * | | * | ** | * | | | * | * | | | ** | | ** | | | * |

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 (*)

| | 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 have contests or requests for suggestions | 58 | 37 | 20 | 27 | 20 | 11 | 18 | 31 | 9 | 19 | 38 | 10 | 39 | 9 | 41 | 16 | 12 | 46 | 13 | 45 | 43 | 15 |
| regarding their current or new products | 43% | 49% | 35% | 45% | 43% | 41% | 38% | 44% | 54% | 46% | 42% | 52% | 47% | 29% | 42% | 47% | 41% | 44% | 37% | 45% | 46% | 37% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | | ** | ** | | ** | ** | ** | | ** | | ** |

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 have contests or requests for suggestions | 150 | 80 | 70 | 97 | 41 | 12 | 4 | 43 | 103 | 69 | 81 | 39 | 23 | 88 | 71 | 79 | 25 | 125 | 58 | 92 | 101 | 49 |
| regarding their current or new products | 48% | 49% | 46% | 49% | 47% | 44% | 43% | 42% | 51% | 43% | 53% | 46% | 41% | 51% | 49% | 47% | 60% | 46% | 54% | 45% | 51% | 43% |
| | | | | * | ** | ** | | | | | | * | * | | | | P | | | | | |

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 have contests or requests for suggestions | 62 | 26 | 37 | 24 | 23 | 16 | 14 | 38 | 10 | 23 | 39 | 17 | 24 | 21 | 37 | 26 | 7 | 56 | 11 | 52 | 37 | 25 |
| regarding their current or new products | 47% | 40% | 53% | 44% | 49% | 49% | 50% | 48% | 40% | 47% | 47% | 40% | 52% | 48% | 45% | 49% | 44% | 47% | 47% | 47% | 46% | 49% |
| | | | A | * | * | * | * | | * | | | | * | * | * | | * | * | | * | | * |

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 (*)

| | 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 have contests or requests for suggestions | 82 | 39 | 43 | 38 | 24 | 20 | 11 | 37 | 34 | 49 | 33 | 32 | 19 | 31 | 45 | 37 | 10 | 72 | 15 | 67 | 58 | 24 |
| regarding their current or new products | 55% | 54% | 55% | 50% | 56% | 67% | 58% | 56% | 53% | 62% | 47% | 58% | 50% | 55% | 55% | 54% | 46% | 56% | 47% | 57% | 58% | 48% |
| | | * | * | * | * | * | ** | * | * | | * | ** | | | | * | * | * | | | | * |