

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 regarding their current or new products	2541	1299	1242	1403	741	397	738	922	854	1124	1417	831	847	863	1338	1203	389	2152	614	1927	1738	803
	52%	52%	53%	55%	50%	48%	53%	50%	54%	50%	54%	55%	51%	52%	52%	53%	55%	52%	54%	52%	53%	52%
They send me coupons for product discounts or free products				DE					G		I		L									
	2436	1136	1300	1325	744	368	654	929	828	1101	1335	736	844	856	1241	1195	302	2134	528	1909	1625	812
	50%	45%	56%	52%	50%	44%	47%	51%	52%	49%	51%	49%	51%	51%	48%	53%	42%	52%	46%	52%	49%	53%
They post fun and interesting topics/items on their social networking page			A	E	E				F							N		P		R		T
	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%
They create content that is worth sharing			A	DE					FG		I			L		N						T
	1625	883	742	810	509	307	444	590	571	752	873	532	554	540	888	737	241	1384	392	1233	1127	498
	34%	35%	32%	32%	34%	37%	32%	32%	36%	34%	34%	35%	33%	32%	34%	33%	34%	34%	34%	33%	34%	32%
They answer emails or messages I send them			B			C			FG													
	1462	776	686	770	432	260	373	535	548	765	698	440	466	557	815	647	283	1180	456	1006	1059	403
	30%	31%	30%	30%	29%	32%	27%	29%	35%	34%	27%	29%	28%	33%	32%	29%	40%	29%	40%	27%	32%	26%
They respond to comments or links I post on their social networking page									FG		J			KL		O		Q		S		U
	1335	675	660	783	363	189	344	472	512	676	659	393	414	528	730	606	264	1072	424	911	964	371
	28%	27%	28%	31%	24%	23%	25%	26%	32%	30%	25%	26%	25%	32%	28%	27%	37%	26%	37%	25%	29%	24%
Sigma				DE					FG		J			KL			Q		S		U	
	11063	5577	5485	6065	3247	1751	3004	4051	3893	5115	5948	3467	3654	3942	5844	5219	1709	9354	2794	8269	7616	3447
	229%	222%	236%	240%	219%	212%	218%	221%	247%	228%	229%	230%	219%	237%	226%	231%	240%	227%	243%	224%	230%	225%

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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	ABDFGHILM NOPQRTUV WX	HNT	DFGHIMNPR TUVW	NT	HINT	T	NT	HINTVW	DFGHIMNPR TUVW	HINT	HNT	*	HNT*	HNT	HNT	HNT	HINTVW		HNT	T*	HNT	HNT
They send me coupons for product discounts or free products	2436	81	66	114	76	93	162	153	63	78	68	171	79	148	36	58	160	70	123	107	97	96	61	171	105
	50%	44%	49%	63%	32%	74%	52%	69%	53%	58%	46%	48%	35%	58%	58%	33%	55%	37%	49%	38%	49%	59%	46%	55%	70%
		D	DLOQS	ABDIKLOQRS TV		ABCDFHUJL MNOPQRST IUVW	DLOQS	ABDFHIUKLM OPQRSTUV W	DLOQS	ADJKLOQRS	DL	DLOQS		ADJKLOQRST	ADLOQS*	*	ADLOQS		DLOQS		DLOQS	ABDIKLOQRS T	*	ADLOQS	ABDFHIUKLM OPQRSTUV W
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	ABCEFGHIJ KMN PQTVX	G	*	ACDEFGHIJK MNPQTUV*	G	G	ACDEFGHIJK MNPQTU	ACDEFGHIJK MNPQTU	G		*	ABCEFGHIJ KMN PQTVX	CDGHU
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
They answer emails or messages I send them	1462	57	39	39	82	35	112	38	30	31	33	172	80	52	7	57	98	48	74	106	58	37	25	122	30
	30%	31%	28%	22%	34%	28%	36%	17%	25%	23%	22%	49%	35%	20%	12%	32%	34%	25%	29%	38%	29%	23%	19%	39%	20%
		GMNX	GMN	N	CGHIJMNQU VX	GMN	CGHIJMNUV X		GN	GN	N	ABCEFGHIJ LMNOPQRST UVWX	CGHIJMNQU VX	N	*	GMNX*	CGHIJMNUV X	GN	GMNX	CGHIJMNQ UVX	GMN	N	*	BCEGIJMN QRTUVX	
They respond to comments or links I post on their social networking page	1335	45	36	22	61	25	139	22	29	32	27	163	87	49	9	54	81	46	45	80	83	33	19	116	30
	28%	24%	27%	12%	25%	19%	45%	10%	25%	24%	18%	46%	39%	19%	14%	31%	28%	24%	18%	29%	42%	20%	15%	37%	20%
		CG	CGNR		CGMNR	G	ABCEGHIJUM NOPQRSUVX		CGN	CGN	G	ABCEGHIJUM NOPORSUV WX	ABCEGHIJUM NPQRSUVX	CG	*	CEGIJMN RV*	CEGIJMN RV	CGN	G	CEGIJMN RV	ABCEGHIJUM NPQRSUVX	CG	*	ABCEGHIJUM NPQRUVX	G
Sigma	11063	434	319	388	519	305	759	423	240	301	323	932	579	519	91	409	675	419	566	749	375	350	220	823	343
	229%	235%	235%	213%	217%	242%	246%	190%	201%	226%	217%	263%	257%	203%	149%	233%	233%	222%	225%	266%	189%	217%	166%	263%	229%

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

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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	
They send me coupons for product discounts or free products	2436	198	215	942	681	746	478	401
	50%	72%	36%	57%	46%	59%	44%	47%
		BCDEFG		BDFG	B	BDFG	B	B
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
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
They answer emails or messages I send them	1462	66	195	383	516	272	414	302
	30%	24%	33%	23%	35%	22%	38%	36%
			ACE		ACE		ACE	ACE
They respond to comments or links I post on their social networking page	1335	55	160	316	564	243	409	241
	28%	20%	27%	19%	38%	19%	38%	29%
			ACE		ABCEG		ABCEG	ACE
Sigma	11063	648	1362	3441	3474	2642	2629	2138
	229%	235%	227%	209%	236%	210%	241%	253%

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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 regarding their current or new products	105	51	54	64	24	18	51	40	15	32	73	61	33	12	51	54	20	85	22	84	69	36	
	57%	51%	64%	66%	45%	51%	56%	57%	59%	55%	58%	55%	66%	48%	51%	64%	50%	59%	43%	62%	55%	60%	
		*	*	D*	*	**	*	*	*	**	*	*	*	M*	*	*	*	*	*	*	*	*	
They create content that is worth sharing	91	54	37	37	33	21	41	34	16	33	58	54	26	10	52	38	18	73	27	64	66	25	
	49%	54%	44%	38%	62%	60%	45%	49%	66%	56%	46%	49%	53%	43%	53%	45%	46%	50%	53%	48%	53%	42%	
		*	*	*	C*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	
They send me coupons for product discounts or free products	81	34	47	47	16	19	37	30	14	26	56	49	23	10	37	45	12	69	16	66	51	30	
	44%	34%	56%	48%	30%	55%	41%	43%	58%	44%	44%	44%	46%	40%	37%	52%	31%	48%	31%	49%	41%	50%	
		*	A*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	
They answer emails or messages I send them	57	26	31	25	13	19	24	22	10	25	32	30	16	10	35	22	11	46	17	40	42	15	
	31%	26%	36%	26%	24%	54%	27%	32%	41%	43%	25%	27%	33%	43%	35%	26%	27%	32%	33%	30%	33%	25%	
		*	*	*	*	*	**	*	*	**	J*	*	*	*	*	*	*	*	*	*	*	*	
They post fun and interesting topics/items on their social networking page	55	29	26	28	16	11	26	20	9	20	35	28	20	7	28	27	8	47	12	43	38	17	
	30%	29%	31%	29%	30%	31%	29%	29%	36%	35%	28%	25%	40%	30%	28%	32%	20%	32%	23%	32%	31%	28%	
		*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	
They respond to comments or links I post on their social networking page	45	20	25	21	14	10	19	19	7	14	31	26	12	6	21	24	8	37	7	37	28	17	
	24%	20%	29%	22%	26%	29%	21%	27%	29%	23%	25%	24%	25%	26%	21%	28%	19%	26%	15%	28%	22%	28%	
		*	*	*	*	**	*	*	*	**	*	*	*	*	*	*	*	*	*	*	*	*	
Sigma	434	215	219	223	114	97	198	164	72	150	284	248	131	55	224	210	77	357	100	335	294	140	
	235%	215%	259%	229%	217%	279%	219%	237%	288%	257%	225%	224%	262%	229%	225%	247%	193%	247%	199%	249%	235%	235%	

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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 (*)
- 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	
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 regarding their current or new products	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	
	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%	
They send me coupons for product discounts or free products	66	21	45	41	20	5	14	35	18	20	47	19	32	15	28	38	7	60	8	58	34	32	39	27	16	24	15	5	7	
	49%	36%	58%	57%	53%	20%	46%	46%	59%	39%	55%	52%	45%	55%	41%	57%	38%	51%	39%	51%	43%	57%	48%	51%	57%	47%	52%	34%	45%	
		*	A*	E*	E*	*	*	*	*	*	I*	*	*	*	*	N*	*	*	*	*	*	*	*	*	*	*	*	*	**	**
They 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%	
		*	*	*	*	CD*	*	*	G*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**
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*	*	*	*	*	*	I*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**
They answer emails or messages I send them	39	21	17	20	13	6	3	26	10	15	23	11	19	8	22	16	6	32	9	30	24	14	23	16	8	17	8	4	2	
	28%	37%	22%	28%	34%	23%	9%	34%	33%	31%	27%	29%	27%	30%	33%	24%	36%	27%	42%	26%	31%	25%	28%	30%	27%	33%	27%	31%	17%	
		B*	*	*	*	*	*	F*	F*	*	*	*	*	*	*	*	*	*	S*	*	*	*	*	*	*	*	*	*	**	**
They respond to comments or links I post on their social networking page	36	19	17	23	9	4	5	22	10	13	23	7	21	8	18	18	4	32	6	30	22	15	21	15	7	12	9	5	2	
	27%	33%	22%	32%	25%	16%	16%	29%	31%	26%	27%	19%	30%	29%	26%	27%	25%	27%	27%	27%	27%	26%	25%	29%	23%	25%	32%	40%	16%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**
Sigma	319	127	191	184	89	46	59	174	86	102	216	84	166	68	156	163	38	281	48	271	180	138	197	121	70	121	70	29	29	
	235%	219%	246%	255%	235%	178%	199%	231%	276%	203%	253%	223%	235%	249%	226%	244%	212%	238%	224%	237%	227%	245%	241%	225%	244%	243%	237%	218%	197%	

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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
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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%		
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*	*	*	*	*	*		
They send me coupons for product discounts or free products	114	51	64	48	41	25	39	45	30	37	77	37	44	33	63	52	6	109	10	104	60	54	47	29	37	64	51		
	63%	53%	73%	61%	68%	60%	63%	63%	62%	62%	63%	75%	61%	55%	58%	70%	50%	64%	51%	64%	58%	69%	68%	52%	68%	61%	66%		
	*	*	A*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*	*	*	*	*	*		
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*	*	*	*	**	*	**	*	*	*	*	*	*	*	*		
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*	*	*	*	*	*		
They answer emails or messages I send them	39	24	15	18	13	9	13	15	11	12	27	13	10	16	23	16	7	32	7	32	23	16	11	15	13	25	14		
	22%	25%	17%	22%	21%	21%	21%	21%	22%	21%	22%	25%	14%	27%	22%	21%	58%	19%	39%	19%	22%	20%	16%	27%	23%	24%	18%		
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	*	*	*	*	*	*		
They respond to comments or links I post on their social networking page	22	11	12	10	9	4	11	6	5	6	16	7	8	7	13	9	-	22	-	22	8	14	7	9	6	12	10		
	12%	11%	13%	12%	15%	8%	18%	9%	11%	10%	13%	13%	11%	13%	12%	13%	-	13%	-	14%	8%	18%	10%	16%	12%	12%	13%		
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	**	*	*	T*	*	*	*	*	*		
Sigma	388	194	194	174	137	77	142	147	99	119	269	111	156	122	230	158	23	364	38	350	204	184	148	114	125	221	166		
	213%	205%	222%	222%	225%	180%	229%	203%	207%	199%	220%	223%	215%	203%	212%	215%	205%	214%	196%	215%	197%	234%	212%	201%	227%	211%	216%		

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 regarding their current or new products	122	59	63	80	28	14	36	85	2	37	85	35	65	22	55	68	20	102	26	96	87	35	
	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	*					*		*			*	
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	*		**			*					*		*			*	
They answer emails or messages I send them	82	37	46	49	18	14	21	58	3	26	57	24	44	14	39	43	15	67	18	64	56	26	
	34%	31%	38%	34%	34%	38%	30%	36%	36%	31%	36%	35%	34%	33%	35%	34%	39%	33%	35%	34%	35%	34%	
							*		**			*					*		*			*	
They send me coupons for product discounts or free products	76	38	38	48	19	9	20	54	2	23	53	20	40	16	35	41	14	61	19	57	52	24	
	32%	32%	31%	33%	35%	23%	28%	33%	31%	27%	34%	29%	31%	37%	31%	32%	38%	30%	36%	30%	32%	32%	
							*		**			*					*		*			*	
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%	
							*		**			*					*		*			*	
They respond to comments or links I post on their social networking page	61	35	25	43	11	7	19	39	3	17	44	16	35	10	28	32	11	49	14	47	40	21	
	25%	30%	21%	29%	20%	17%	27%	24%	39%	20%	28%	23%	28%	24%	25%	26%	30%	25%	27%	25%	24%	28%	
				E			*		**			*					*		*			*	
Sigma	519	255	263	326	118	75	145	359	15	165	353	143	278	98	243	275	87	431	117	402	356	163	
	217%	214%	220%	221%	217%	200%	206%	223%	197%	197%	228%	204%	220%	229%	217%	218%	230%	215%	223%	215%	218%	216%	

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 (*)

	Canada Total	Canada																												
		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 send me coupons for product discounts or free products	93	40	53	45	35	13	19	28	46	37	56	31	36	26	52	41	11	82	13	80	65	28	8	9	7	9	-	45	14	
	74%	66%	80%	75%	76%	64%	74%	66%	79%	77%	71%	71%	71%	82%	72%	75%	80%	73%	82%	72%	73%	74%	82%	86%	62%	56%	-	79%	69%	
They have contests or requests for suggestions regarding their current or new products	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	
	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%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**	*	**	**	**	**	*	*		
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%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**	*	**	**	**	**	*	*		
They answer emails or messages I send them	35	17	18	17	12	6	9	14	13	13	22	11	15	10	20	16	5	31	5	30	23	12	2	3	3	5	-	16	7	
	28%	28%	28%	29%	26%	29%	35%	32%	22%	28%	28%	24%	29%	32%	28%	29%	34%	27%	34%	27%	26%	32%	24%	24%	27%	29%	-	28%	33%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**	*	**	**	**	**	*	*		
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	*	**	**	**	**	**	*	**	**	**	**	*	*		
They respond to comments or links I post on their social networking page	25	12	12	14	7	4	7	8	10	11	14	8	10	7	15	10	1	24	3	22	17	8	1	2	2	3	-	13	3	
	19%	20%	19%	23%	15%	20%	26%	19%	17%	23%	18%	18%	20%	21%	20%	18%	6%	21%	17%	20%	19%	21%	14%	22%	20%	18%	-	23%	13%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**	*	**	**	**	**	*	*		
Sigma	305	136	169	141	113	51	67	102	136	117	188	104	122	78	177	128	34	271	42	263	215	90	25	28	25	38	-	143	46	
	242%	227%	255%	238%	244%	247%	263%	238%	235%	246%	239%	237%	240%	251%	247%	234%	243%	242%	263%	239%	243%	238%	245%	262%	211%	229%	-	253%	225%	

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 (*)

	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 send me coupons for product discounts or free products	162	70	92	60	71	31	9	52	101	134	28	92	49	21	95	67	22	140	48	114	130	32
	52%	46%	59%	45%	60%	55%	33%	53%	55%	56%	40%	55%	47%	55%	50%	56%	37%	56%	48%	54%	50%	67%
They have contests or requests for suggestions regarding their current or new products		*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	**	*	*	*	*	**
	152	82	70	73	53	25	19	38	94	116	36	88	45	19	103	48	32	120	50	102	133	18
	49%	54%	45%	55%	45%	44%	68%	39%	52%	49%	51%	53%	43%	49%	55%	41%	54%	48%	50%	49%	51%	39%
They respond to comments or links I post on their social networking page		*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	**	*	*	*	*	**
	139	62	77	58	43	37	15	42	81	123	16	75	46	18	97	42	34	105	60	79	128	11
	45%	41%	49%	43%	37%	65%	52%	43%	45%	51%	23%	45%	44%	49%	51%	35%	57%	42%	60%	38%	49%	22%
They answer emails or messages I send them		*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	**	*	*	*	*	**
	112	59	53	48	47	16	1	45	65	100	11	63	34	14	71	41	27	84	46	66	107	4
	36%	39%	34%	36%	40%	28%	3%	46%	36%	42%	16%	38%	33%	38%	37%	34%	46%	34%	46%	31%	41%	9%
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%
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%
Sigma		*	*	*	*	**	**	*	*	**	*	*	*	*	*	*	**	*	*	*	*	**
	759	360	399	344	282	133	55	243	461	617	142	418	244	97	479	280	146	613	271	488	668	92
	246%	237%	255%	257%	240%	234%	191%	248%	254%	259%	203%	250%	235%	260%	253%	235%	247%	246%	273%	233%	256%	192%

Global @divisor: 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 (*)

	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 send me coupons for product discounts or free products	153	69	84	69	54	30	32	81	40	61	92	44	67	43	81	73	4	149	12	141	106	47
	69%	63%	74%	71%	74%	57%	63%	67%	77%	66%	70%	61%	74%	69%	69%	68%	52%	69%	53%	70%	72%	62%
They have contests or requests for suggestions regarding their current or new products		A	E	E	*	*			F*				K				**		*	R	U	
	122	60	63	53	41	28	26	68	27	50	72	37	51	34	62	60	3	119	12	110	77	45
	55%	54%	55%	55%	56%	53%	52%	57%	53%	54%	55%	52%	56%	55%	53%	57%	39%	55%	57%	55%	52%	60%
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
They create content that is worth sharing	20%	20%	21%	25%	13%	21%	20%	22%	17%	17%	23%	22%	18%	21%	18%	22%	26%	20%	21%	20%	18%	24%
				D		*	*		*								**		*			
	42	23	19	18	14	11	8	24	10	18	24	18	15	10	23	19	2	40	3	39	28	15
They answer emails or messages I send them	19%	21%	17%	18%	19%	21%	17%	20%	20%	18%	25%	17%	16%	20%	18%	28%	19%	13%	20%	19%	19%	
						*	*		*								**		*			
They respond to comments or links I post on their social networking page	38	20	18	15	13	7	23	8	20	18	13	15	10	20	18	1	37	4	34	24	14	
	17%	18%	16%	15%	17%	20%	14%	19%	15%	22%	14%	18%	17%	16%	17%	17%	14%	17%	20%	17%	16%	18%
						*	*		*	J							**		*			
Sigma	22	10	12	14	6	2	6	12	4	9	13	6	10	6	12	10	2	20	4	19	13	9
	10%	9%	10%	14%	9%	4%	12%	10%	8%	10%	10%	8%	11%	10%	10%	9%	27%	9%	16%	9%	9%	12%
				E		*	*		*								**		*			
	423	204	219	193	138	93	89	235	99	175	249	133	174	116	219	204	15	408	40	384	274	149
	190%	186%	194%	199%	187%	175%	177%	194%	190%	189%	190%	186%	193%	188%	188%	192%	187%	190%	181%	190%	186%	196%

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

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

- 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

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	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 send me coupons for product discounts or free products	63	30	33	31	22	11	23	21	20	19	44	10	34	19	45	19	6	57	15	48	39	25
	53%	49%	57%	55%	50%	55%	49%	62%	50%	49%	55%	53%	52%	56%	52%	56%	37%	56%	42%	58%	50%	58%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	R	*	*	
They have contests or requests for suggestions regarding their current or new products	46	22	23	22	16	7	19	14	13	15	31	9	25	12	31	15	4	42	10	36	27	19
	38%	36%	41%	39%	38%	37%	41%	43%	32%	38%	39%	48%	38%	34%	36%	44%	25%	41%	28%	43%	35%	45%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	R	*	*	
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*	*	*	*	*	
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*	*	*	*	*	*	*	*	
They answer emails or messages I send them	30	16	15	11	12	7	12	11	8	10	20	8	14	8	21	10	5	26	10	20	18	13
	25%	25%	25%	19%	29%	37%	26%	32%	19%	26%	25%	45%	21%	23%	24%	28%	27%	25%	29%	24%	23%	30%
		*	*	*	C*	*	*	*	*	*	*	LM*	*	*	*	*	*	*	*	*	*	
They respond to comments or links I post on their social networking page	29	15	14	15	8	6	13	7	10	12	18	6	15	9	22	8	6	23	11	18	19	10
	25%	24%	25%	27%	18%	32%	27%	20%	25%	29%	22%	30%	23%	25%	25%	23%	38%	22%	31%	22%	25%	24%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Sigma	240	118	122	120	79	42	90	69	81	76	164	42	123	75	167	74	34	206	67	173	146	94
	201%	190%	213%	212%	183%	209%	196%	206%	202%	193%	205%	226%	185%	218%	194%	219%	203%	201%	189%	206%	190%	221%

Global @divisor: 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 regarding their current or new products	90	50	40	57	17	16	37	36	2	29	61	19	56	15	38	53	5	86	5	85	41	49
	61%	58%	65%	75%	49%	43%	70%	51%	41%	48%	69%	64%	62%	54%	50%	72%	63%	61%	66%	60%	57%	65%
They send me coupons for product discounts or free products		*	*	DE*	*	*	G*	*	**	*	I*	*	*	**	*	N*	**		**		*	*
	68	36	32	43	11	15	31	26	2	22	46	12	45	12	32	36	4	64	5	63	32	36
	46%	42%	52%	56%	31%	39%	59%	38%	39%	37%	52%	39%	49%	43%	42%	50%	59%	45%	63%	45%	44%	48%
They create content that is worth sharing		*	*	D*	*	*	G*	*	**	*	*	*	*	**	*	*	**		**		*	*
	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%
They post fun and interesting topics/items on their social networking page		*	*	*	*	C*	*	F*	**	*	*	*	*	**	*	*	**		**		*	*
	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%
They answer emails or messages I send them		*	*	E*	*	*	*	*	**	*	J*	*	*	**	*	*	**		**		*	*
	33	17	16	17	6	10	14	14	1	13	20	8	22	3	14	19	3	30	3	30	14	19
	22%	19%	26%	22%	17%	27%	27%	20%	18%	21%	23%	27%	24%	11%	18%	26%	45%	21%	34%	21%	20%	24%
They respond to comments or links I post on their social networking page		*	*	*	*	*	*	*	**	*	*	*	*	**	*	*	**		**		*	*
	27	14	13	20	3	4	9	13	-	8	19	7	16	4	11	16	2	25	3	24	9	17
	18%	16%	21%	27%	7%	11%	17%	19%	-	13%	21%	23%	17%	15%	15%	21%	31%	17%	36%	17%	13%	23%
Sigma		*	*	D*	*	*	*	*	**	*	*	*	*	**	*	*	**		**		*	*
	323	181	142	192	58	74	118	142	9	113	210	66	202	55	150	173	19	304	21	302	147	177
	217%	208%	231%	254%	165%	192%	224%	204%	161%	187%	238%	221%	222%	196%	197%	238%	256%	215%	269%	214%	201%	233%

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 (*)

	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 regarding their current or new products	218	118	100	145	53	19	20	44	155	124	94	*	13	205	149	69	83	135	152	66	191	26
	62%	61%	62%	64%	55%	62%	52%	56%	65%	61%	62%	33%	52%	62%	62%	60%	65%	59%	65%	55%	62%	58%
They answer emails or messages I send them						**	*					**	**									*
	172	92	81	107	49	16	14	40	118	106	66	1	9	163	123	50	67	105	134	38	158	14
	49%	47%	51%	47%	51%	51%	38%	52%	49%	53%	44%	67%	36%	50%	51%	43%	53%	46%	57%	32%	51%	31%
They send me coupons for product discounts or free products						**	*					**	**						S		U	*
	171	97	74	109	51	11	10	37	123	102	69	*	11	159	117	54	58	113	116	54	147	23
	48%	50%	46%	48%	53%	36%	27%	48%	51%	51%	45%	33%	46%	48%	49%	47%	45%	50%	49%	46%	48%	51%
They respond to comments or links I post on their social networking page						**	*	F	F			**	**									*
	163	81	83	107	42	15	12	44	108	98	65	*	10	153	118	45	59	105	118	45	142	22
	46%	42%	52%	47%	44%	48%	31%	56%	45%	49%	43%	18%	42%	47%	50%	39%	46%	46%	50%	38%	46%	48%
They post fun and interesting topics/items on their social networking page			A			**	*	F				**	**						S			*
	109	58	51	71	32	6	9	24	77	58	51	1	4	104	70	39	34	75	74	35	91	18
	31%	30%	32%	31%	33%	19%	23%	31%	32%	29%	33%	82%	16%	32%	29%	34%	27%	33%	32%	29%	30%	39%
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%
Sigma				C		**	*		G			**	**					P				*
	932	501	431	596	262	74	73	203	656	542	390	3	57	872	637	295	327	605	657	275	814	118
	263%	258%	269%	262%	273%	238%	193%	261%	275%	269%	256%	233%	231%	266%	267%	255%	257%	266%	280%	230%	264%	259%

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

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

- 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

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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 (*)

	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 send me coupons for product discounts or free products	148	69	79	66	45	36	25	71	51	69	78	67	63	18	66	82	16	131	25	123	91	57
	58%	54%	61%	61%	54%	57%	52%	61%	56%	57%	59%	60%	57%	53%	54%	61%	54%	58%	53%	59%	61%	53%
They have contests or requests for suggestions regarding their current or new products							*							*			*					
	137	62	75	59	46	33	27	61	50	68	70	60	56	22	66	72	18	120	27	111	82	56
	54%	49%	59%	54%	55%	52%	56%	52%	55%	56%	52%	54%	51%	64%	54%	53%	59%	53%	58%	53%	55%	52%
They post fun and interesting topics/items on their social networking page			A				*							L*			*		*			
	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%
They create content that is worth sharing				D			*							*			*		*			T
	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%
They answer emails or messages I send them							*							*			*		*			
	52	23	28	25	15	11	11	23	18	26	25	17	24	10	25	26	7	45	11	41	31	20
	20%	18%	22%	23%	18%	18%	22%	20%	20%	21%	19%	15%	22%	30%	21%	19%	23%	20%	23%	19%	21%	19%
They respond to comments or links I post on their social networking page							*							K*			*		*			
	49	23	26	25	16	8	8	21	20	24	26	15	27	8	26	23	6	43	11	38	30	20
	19%	18%	20%	23%	19%	13%	17%	18%	22%	20%	19%	14%	24%	22%	22%	17%	21%	19%	24%	18%	20%	18%
Sigma				E			*						K	*			*		*			
	519	244	275	234	162	124	94	234	191	249	270	221	225	74	247	272	61	458	97	422	305	214
	203%	192%	214%	214%	193%	196%	197%	201%	209%	204%	202%	199%	203%	216%	204%	202%	201%	203%	209%	202%	204%	201%

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 (*)

	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 send me coupons for product discounts or free products	36	17	19	17	11	8	17	16	3	15	21	8	8	19	17	19	4	32	5	31	24	12
	58%	56%	61%	63%	55%	54%	56%	65%	42%	52%	63%	60%	62%	56%	54%	63%	54%	59%	49%	60%	53%	71%
They have contests or requests for suggestions regarding their current or new products		*	*	*	*	*	*	*	**	*	*	**	**		*	*	**		**			**
	17	6	11	8	6	3	9	5	3	7	10	6	2	10	7	10	*	17	1	16	10	7
	28%	21%	36%	30%	30%	23%	32%	21%	39%	25%	31%	41%	16%	28%	22%	35%	6%	31%	9%	32%	24%	41%
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%
They respond to comments or links I post on their social networking page		*	*	*	*	*	*	*	**	*	*	**	**		*	*	**		**			**
	9	4	4	3	2	3	3	4	2	5	3	1	1	6	4	5	2	7	2	7	8	1
	14%	14%	14%	12%	11%	23%	9%	16%	32%	18%	10%	11%	12%	16%	13%	15%	26%	12%	19%	13%	18%	5%
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%
They answer emails or messages I send them		*	*	*	*	*	*	*	**	*	*	**	**		*	*	**		**			**
	7	5	2	4	2	1	3	3	1	2	5	1	2	4	3	4	1	6	2	5	6	1
	12%	16%	7%	14%	11%	9%	9%	13%	19%	8%	15%	8%	18%	11%	9%	14%	20%	10%	19%	10%	14%	5%
Sigma		*	*	*	*	*	*	*	**	*	*	**	**		*	*	**		**			**
	91	44	47	43	27	22	42	39	10	40	51	22	17	52	44	47	11	80	14	77	64	27
	149%	146%	153%	157%	141%	146%	143%	156%	151%	139%	158%	160%	131%	151%	142%	157%	152%	149%	147%	150%	145%	160%

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 regarding their current or new products	92	43	49	54	24	14	67	23	2	28	64	60	18	14	38	54	15	77	16	76	60	32
	53%	51%	54%	52%	59%	44%	51%	56%	53%	46%	56%	56%	50%	43%	47%	57%	42%	55%	44%	55%	54%	50%
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%
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%
They send me coupons for product discounts or free products		**	**	**	**	**	**	**	**	J*	*	*	*	*	O*	*	**	*	*	*	**	**
	58	25	33	39	11	8	39	17	2	11	47	34	15	9	15	43	8	50	10	48	41	17
	33%	29%	37%	38%	27%	25%	30%	41%	71%	18%	41%	32%	41%	28%	19%	45%	21%	36%	28%	35%	36%	27%
They answer emails or messages I send them		**	**	**	**	**	**	**	**	*	J*	*	*	*	*	N*	**	*	*	*	**	**
	57	26	31	25	12	19	32	24	*	20	37	33	13	10	22	35	11	46	10	46	30	26
	32%	30%	34%	24%	31%	61%	25%	58%	7%	32%	32%	31%	36%	31%	27%	36%	29%	33%	28%	33%	27%	42%
They respond to comments or links I post on their social networking page		**	**	**	**	**	**	**	**	*	*	*	*	*	*	*	**	*	*	*	**	**
	54	25	29	41	5	8	38	16	-	23	31	32	11	12	21	33	17	37	13	41	45	9
	31%	29%	33%	39%	13%	27%	29%	38%	-	37%	27%	29%	30%	37%	26%	35%	46%	27%	37%	29%	40%	15%
Sigma		**	**	**	**	**	**	**	**	*	*	*	*	*	*	*	**	*	*	*	**	**
	409	188	221	238	87	84	279	123	7	150	259	241	90	78	166	243	80	329	76	333	270	139
	233%	219%	247%	230%	215%	271%	214%	296%	231%	244%	228%	225%	250%	242%	208%	255%	217%	238%	208%	240%	240%	221%

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 send me coupons for product discounts or free products	160	79	82	83	48	30	117	42	2	66	94	31	98	31	65	95	11	150	20	141	97	64
	55%	52%	59%	59%	60%	43%	54%	61%	67%	49%	61%	61%	51%	66%	53%	58%	49%	56%	60%	55%	54%	57%
They have contests or requests for suggestions regarding their current or new products				E	E*	*		*	**			*		L*			**		*			*
	150	78	72	82	36	33	122	28	1	59	92	36	87	27	59	92	10	140	14	136	83	67
	52%	52%	52%	58%	45%	48%	56%	40%	29%	43%	59%	69%	46%	58%	47%	55%	45%	52%	43%	53%	47%	60%
They create content that is worth sharing					*	*	G	*	**		I	L*		*			**		*			T*
	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%
They answer emails or messages I send them					*	*		*	**			*		*			**		*			*
	98	44	54	45	27	26	72	25	1	47	51	16	71	11	45	53	12	86	14	84	63	35
	34%	29%	39%	32%	34%	38%	33%	36%	33%	35%	33%	30%	37%	23%	36%	32%	55%	32%	43%	33%	35%	31%
They respond to comments or links I post on their social networking page					*	*		*	**			*	M	*			**		*			*
	81	38	44	39	21	21	62	19	1	32	49	19	48	15	37	44	6	76	13	68	48	34
	28%	25%	31%	27%	27%	31%	28%	27%	29%	24%	32%	36%	25%	31%	30%	27%	26%	28%	39%	27%	27%	30%
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%
Sigma					*	*		*	**		I	*		*			**		*	R		*
	675	326	349	340	178	157	514	156	5	285	391	136	432	106	282	394	49	626	73	602	398	277
	233%	217%	252%	241%	224%	228%	237%	225%	196%	211%	253%	263%	227%	228%	227%	238%	225%	234%	221%	235%	223%	249%

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 have contests or requests for suggestions regarding their current or new products	106	56	49	54	28	23	7	59	40	45	61	31	50	25	60	45	15	91	16	89	74	32
	56%	54%	58%	64%	51%	47%	36%	58%	59%	48%	64%	59%	52%	61%	55%	58%	65%	55%	50%	57%	55%	57%
They create content that is worth sharing		*	*	*	*	*	**	*	*	*	I*	**	*	*		*	**		**		*	
	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%
They send me coupons for product discounts or free products		*	*	*	*	*	**	*	*	*	*	**	*	*		*	**		**		U	*
	70	30	40	35	17	18	4	40	27	35	36	15	40	15	37	33	9	62	11	59	51	19
	37%	29%	47%	41%	32%	37%	18%	40%	39%	37%	38%	30%	41%	37%	34%	42%	38%	37%	35%	38%	38%	35%
They post fun and interesting topics/items on their social networking page		*	A*	*	*	*	**	*	*	*	*	**	*	*		*	**		**		*	
	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%
They answer emails or messages I send them		*	*	*	*	*	**	*	*	*	*	**	*	*		*	**		**		*	
	48	29	19	23	12	13	4	21	22	25	23	13	22	13	27	21	9	39	9	39	34	14
	25%	28%	23%	27%	23%	25%	23%	21%	33%	27%	24%	26%	23%	31%	24%	27%	42%	23%	27%	25%	25%	26%
They respond to comments or links I post on their social networking page		*	*	*	*	*	**	*	*	*	*	**	*	*		*	**		**		*	
	46	28	18	26	11	9	6	23	17	24	22	13	25	9	28	18	8	38	10	36	32	14
	24%	27%	22%	31%	20%	18%	31%	22%	26%	26%	23%	24%	25%	22%	25%	23%	35%	23%	32%	23%	24%	25%
Sigma		*	*	*	*	*	**	*	*	*	*	**	*	*		*	**		**		*	
	419	226	193	209	107	103	32	221	165	207	212	108	217	94	242	177	64	355	77	342	312	107
	222%	216%	228%	248%	194%	208%	163%	218%	245%	220%	223%	209%	224%	231%	219%	226%	285%	213%	239%	218%	233%	195%

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 regarding their current or new products	127	72	55	79	39	9	65	38	14	74	53	33	34	59	57	70	15	112	25	102	78	49
	50%	50%	51%	53%	46%	49%	53%	54%	43%	49%	52%	60%	43%	50%	48%	52%	52%	50%	52%	50%	51%	49%
They send me coupons for product discounts or free products		*			*	**		*	*		*	*	*				**		*			*
	123	61	62	77	40	7	54	35	17	75	48	23	37	63	58	65	13	110	22	101	70	53
	49%	42%	58%	51%	46%	39%	45%	50%	53%	50%	48%	42%	46%	54%	49%	48%	47%	49%	46%	49%	46%	53%
They post fun and interesting topics/items on their social networking page		A*			*	**		*	*		*	*	*				**		*			*
	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%
They create content that is worth sharing		A*			*	**		*	*		*	*	*				**		*			*
	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%
They answer emails or messages I send them		*			*	**		*	*		*	*	*				**		*			*
	74	51	22	40	30	4	41	17	13	50	24	12	22	40	41	33	15	59	15	59	51	23
	29%	35%	21%	27%	35%	22%	34%	24%	41%	33%	24%	22%	28%	34%	34%	25%	52%	26%	31%	29%	33%	23%
They respond to comments or links I post on their social networking page		B	*		*	**		*	*		*	*	*				**		*			*
	45	30	15	27	17	1	26	8	8	29	16	8	12	26	22	23	8	37	8	37	31	14
	18%	21%	14%	18%	20%	6%	21%	12%	25%	19%	16%	14%	15%	22%	19%	17%	28%	17%	18%	18%	20%	14%
Sigma		*			*	**		*	*		*	*	*				**		*			*
	566	323	244	342	190	34	281	149	77	337	229	118	163	285	268	299	73	494	110	457	352	214
	225%	222%	229%	229%	223%	195%	231%	212%	241%	224%	226%	214%	206%	242%	226%	224%	257%	221%	227%	224%	231%	215%

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 regarding their current or new products	167	95	72	106	41	20	4	19	145	52	115	87	47	33	69	98	24	144	41	126	116	51	
	59%	59%	60%	61%	57%	55%	41%	63%	60%	54%	62%	54%	63%	75%	56%	62%	73%	58%	66%	57%	58%	62%	
	*	*	*	*	*	*	**	**	*	*	*	*	*	K*	*	*	**	*	*	*	*	*	
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%	
	*	*	*	*	*	*	**	**	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
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%	
	*	*	*	D*	*	*	**	**	*	*	*	*	*	*	*	*	**	*	*	*	*	T*	
They send me coupons for product discounts or free products	107	57	50	72	29	6	2	14	91	36	70	64	27	16	40	66	14	93	21	86	68	39	
	38%	35%	42%	42%	40%	17%	20%	46%	38%	38%	38%	39%	37%	36%	33%	42%	42%	37%	33%	39%	34%	47%	
	*	*	*	E*	E*	*	**	**	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
They answer emails or messages I send them	106	65	42	67	25	14	1	12	93	40	66	61	22	23	41	65	14	92	24	82	73	34	
	38%	40%	35%	39%	35%	38%	6%	42%	39%	42%	36%	37%	30%	53%	33%	41%	43%	37%	39%	37%	37%	40%	
	*	*	*	*	*	*	**	**	*	*	*	*	*	L*	*	*	**	*	*	*	*	*	
They respond to comments or links I post on their social networking page	80	48	32	58	21	2	1	8	71	23	57	51	12	17	23	57	9	71	15	66	56	24	
	29%	30%	27%	33%	29%	5%	12%	27%	29%	24%	31%	31%	17%	39%	19%	36%	29%	28%	24%	30%	28%	29%	
	*	*	*	E*	E*	*	**	**	*	*	*	*	*	L*	*	N*	**	*	*	*	*	*	
Sigma	749	432	316	486	188	75	16	83	650	240	509	423	180	146	297	452	106	643	167	582	509	239	
	266%	266%	265%	281%	260%	205%	168%	280%	268%	249%	274%	259%	242%	330%	241%	285%	328%	258%	269%	265%	257%	288%	

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 send me coupons for product discounts or free products	97	41	57	51	33	13	8	40	49	54	44	1	24	72	51	47	9	89	13	85	69	29
	49%	40%	58%	57%	44%	40%	38%	49%	52%	46%	54%	30%	57%	47%	46%	53%	29%	53%	31%	54%	46%	57%
They respond to comments or links I post on their social networking page		A*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	*	P	*	R	*	*
	83	40	44	35	37	11	6	32	45	49	34	-	20	63	44	39	16	67	23	60	64	19
	42%	39%	45%	39%	49%	35%	28%	40%	48%	42%	42%	-	47%	42%	41%	44%	55%	40%	56%	38%	44%	38%
They post fun and interesting topics/items on their social networking page		*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	*	*	S*	*	*	*
	64	32	32	32	24	8	4	28	32	33	31	1	14	50	35	29	8	57	9	55	50	14
They answer emails or messages I send them		33%	32%	33%	36%	31%	26%	18%	35%	34%	29%	38%	30%	33%	32%	33%	25%	34%	23%	35%	34%	29%
		*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*
	58	35	23	25	22	11	5	20	33	39	19	1	9	48	36	23	13	45	18	40	47	11
They have contests or requests for suggestions regarding their current or new products		29%	35%	24%	28%	29%	34%	23%	24%	35%	33%	24%	34%	22%	33%	25%	45%	27%	44%	26%	32%	23%
		*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	Q*	*	S*	*	*	*
	42	22	20	21	15	6	6	13	22	26	15	2	6	33	29	12	9	32	12	29	31	11
They create content that is worth sharing		21%	22%	20%	23%	20%	20%	28%	16%	24%	23%	19%	66%	15%	27%	14%	32%	19%	30%	19%	21%	21%
		*	*	*	*	*	**	*	*	*	*	**	*	*	O	*	*	*	*	*	*	*
	30	15	14	15	11	4	6	7	17	21	9	1	5	24	22	8	5	25	6	24	27	3
Sigma		15%	15%	17%	14%	12%	27%	9%	18%	18%	11%	30%	12%	16%	20%	9%	16%	15%	14%	15%	18%	6%
		*	*	*	*	*	**	*	*	*	*	**	*	*	O	*	*	*	*	*	U	*
	375	185	190	179	141	54	36	140	198	222	152	6	78	290	217	158	60	314	81	293	288	87
	189%	184%	195%	200%	187%	166%	161%	173%	210%	190%	188%	191%	185%	190%	198%	178%	202%	187%	196%	187%	195%	174%

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 send me coupons for product discounts or free products	96	42	54	58	28	9	60	31	4	34	62	41	22	32	45	50	8	88	8	88	55	40
	59%	50%	68%	69%	47%	51%	59%	60%	55%	62%	57%	60%	53%	64%	57%	61%	54%	60%	45%	61%	57%	62%
They have contests or requests for suggestions regarding their current or new products		A		D	*	*		*	**	*		*		*			**		**			*
	85	38	47	50	26	9	51	28	6	26	59	33	25	27	42	43	5	80	8	77	51	34
	52%	46%	59%	59%	44%	49%	50%	55%	70%	48%	55%	48%	59%	53%	53%	52%	38%	54%	45%	53%	52%	53%
They create content that is worth sharing		A		D	*	*		*	**	*		*		*			**		**			*
	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%
They post fun and interesting topics/items on their social networking page		*		C*	*		*	*	**	*		*		*			**		**			*
	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%
They answer emails or messages I send them		A		*	*		*	*	**	*		*		*			**		**			*
	37	21	16	20	13	5	25	11	1	13	24	18	11	8	22	14	3	33	4	33	23	13
	23%	25%	20%	23%	21%	26%	25%	21%	10%	23%	22%	26%	27%	15%	28%	17%	24%	23%	22%	23%	24%	20%
They respond to comments or links I post on their social networking page		*		*	*		*	*	**	*		M	*	*	O		**		**			*
	33	14	18	20	8	5	21	11	*	13	20	16	7	10	16	17	3	30	4	28	19	13
	20%	17%	23%	24%	14%	27%	21%	21%	5%	24%	19%	24%	17%	19%	20%	21%	19%	20%	26%	20%	20%	21%
Sigma		*		*	*		*	*	**	*		*		*			**		**			*
	350	158	192	201	109	40	221	112	17	116	234	154	85	111	170	180	24	327	28	322	210	141
	217%	191%	243%	237%	184%	232%	216%	218%	213%	214%	218%	223%	204%	219%	215%	218%	169%	221%	166%	223%	217%	217%

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 send me coupons for product discounts or free products	61	28	33	34	21	7	31	29	2	17	44	7	39	15	43	18	6	55	14	47	44	17
	46%	38%	57%	56%	45%	24%	66%	41%	10%	42%	48%	38%	46%	50%	44%	53%	22%	53%	41%	48%	48%	42%
They have contests or requests for suggestions regarding their current or new products		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58	37	20	27	20	11	18	31	9	19	38	10	39	9	41	16	12	46	13	45	43	15
	43%	49%	35%	45%	43%	41%	38%	44%	54%	46%	42%	52%	47%	29%	42%	47%	41%	44%	37%	45%	46%	37%
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%
They answer emails or messages I send them		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25	17	8	14	3	8	10	8	7	17	8	4	18	3	21	4	5	20	10	15	18	7
	19%	23%	14%	24%	7%	28%	21%	12%	45%	42%	8%	22%	22%	9%	21%	12%	19%	19%	29%	16%	19%	18%
They respond to comments or links I post on their social networking page		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19	8	11	13	6	1	3	13	3	4	15	3	15	1	17	2	11	9	9	10	14	5
	15%	11%	20%	21%	14%	2%	6%	19%	19%	10%	17%	18%	18%	4%	18%	6%	36%	9%	27%	10%	15%	13%
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%
Sigma		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	220	126	94	112	70	39	84	112	24	71	149	39	137	45	165	55	45	176	56	164	155	65
	166%	168%	164%	186%	155%	142%	183%	159%	148%	170%	164%	197%	165%	150%	169%	158%	152%	170%	166%	166%	168%	161%

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

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

- 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

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	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 send me coupons for product discounts or free products	171	85	86	118	42	12	4	52	114	88	83	44	31	96	78	93	23	148	59	113	111	60
	55%	53%	57%	59%	48%	44%	43%	51%	57%	56%	54%	52%	54%	56%	53%	56%	56%	55%	55%	54%	56%	53%
	*			*	**		**					*	*				*					
They have contests or requests for suggestions regarding their current or new products	150	80	70	97	41	12	4	43	103	69	81	39	23	88	71	79	25	125	58	92	101	49
	48%	49%	46%	49%	47%	44%	43%	42%	51%	43%	53%	46%	41%	51%	49%	47%	60%	46%	54%	45%	51%	43%
				*	**		**					*	*				*					
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%
They answer emails or messages I send them				*	**		**					*	*				*					
	122	60	62	78	32	13	4	38	80	70	52	32	25	65	61	60	11	110	37	85	78	44
	39%	37%	41%	39%	36%	47%	43%	37%	40%	44%	34%	38%	35%	38%	42%	36%	27%	41%	35%	41%	39%	38%
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%
They respond to comments or links I post on their social networking page				*	**		**					*	*				*					
	116	60	56	86	22	7	5	37	74	57	59	26	24	65	49	67	15	100	41	75	71	45
	37%	37%	37%	44%	26%	28%	52%	36%	37%	36%	38%	31%	43%	38%	33%	41%	37%	37%	39%	36%	35%	40%
Sigma				D	*	**	**					*	*				*					
	823	422	401	538	212	73	27	256	540	418	405	211	148	465	392	431	108	716	284	539	527	296
	263%	261%	266%	272%	242%	271%	265%	250%	270%	263%	264%	250%	262%	271%	268%	260%	257%	264%	268%	261%	265%	261%

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 send me coupons for product discounts or free products	78	36	41	31	29	18	16	46	16	28	49	25	26	27	48	30	6	72	11	66	49	29	
	58%	56%	60%	57%	61%	56%	56%	58%	63%	58%	58%	57%	56%	62%	59%	57%	37%	61%	50%	60%	60%	56%	
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	p	*	*	*	*	
They have contests or requests for suggestions regarding their current or new products	62	26	37	24	23	16	14	38	10	23	39	17	24	21	37	26	7	56	11	52	37	25	
	47%	40%	53%	44%	49%	49%	50%	48%	40%	47%	47%	40%	52%	48%	45%	49%	44%	47%	47%	47%	46%	49%	
			A	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
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	*	*	
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%	
				*	*	*	*	*	*	*	*	*	*	*	*	*	Q*	*	*	*	*	*	
They respond to comments or links I post on their social networking page	32	15	18	17	9	6	6	23	4	14	18	11	12	10	18	15	4	28	7	25	20	12	
	24%	23%	25%	32%	20%	19%	21%	29%	15%	29%	22%	24%	26%	22%	22%	28%	26%	24%	32%	23%	25%	23%	
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
They answer emails or messages I send them	31	14	18	14	10	8	6	21	4	14	17	10	12	9	17	14	4	28	6	25	19	12	
	23%	21%	26%	25%	21%	24%	20%	27%	18%	29%	20%	24%	25%	21%	21%	27%	24%	23%	28%	23%	23%	24%	
				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Sigma	301	133	169	131	102	68	59	190	53	116	186	101	103	97	174	127	32	270	51	250	183	119	
	226%	207%	243%	240%	218%	213%	206%	237%	212%	238%	219%	233%	220%	224%	215%	243%	205%	229%	225%	226%	224%	229%	

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 send me coupons for product discounts or free products	105	41	64	56	28	21	14	47	44	55	50	38	29	38	53	52	14	91	19	86	69	36
	70%	57%	82%	72%	66%	71%	74%	70%	69%	69%	71%	68%	76%	67%	65%	77%	64%	71%	59%	73%	69%	72%
		*	A*	*	*	*	**	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*
They have contests or requests for suggestions regarding their current or new products	82	39	43	38	24	20	11	37	34	49	33	32	19	31	45	37	10	72	15	67	58	24
	55%	54%	55%	50%	56%	67%	58%	56%	53%	62%	47%	58%	50%	55%	55%	54%	46%	56%	47%	57%	58%	48%
		*	*	*	*	*	**	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*
	55	28	26	33	16	6	2	30	22	25	30	25	10	19	29	25	7	47	12	43	37	17
They post fun and interesting topics/items on their social networking page	36%	39%	34%	42%	38%	19%	13%	45%	35%	31%	42%	46%	28%	33%	36%	37%	34%	37%	36%	36%	38%	34%
		*	*	E*	E*	*	**	*	*	*	*	**	*	*	*	*	*	*	*	*	*	*
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%
		*	*	*	*	*	**	*	*	*	*	*	**	*	*	*	*	*	*	*	*	*
They answer emails or messages I send them	30	18	12	13	11	7	4	13	13	21	9	6	8	17	24	6	9	22	10	21	27	4
	20%	25%	16%	17%	25%	23%	22%	19%	21%	27%	12%	10%	21%	30%	29%	9%	39%	17%	30%	18%	27%	7%
		*	*	*	*	*	**	*	*	J	*	**	*	*	O	*	Q*	*	*	*	U	*
They respond to comments or links I post on their social networking page	30	19	11	17	8	5	4	13	13	23	7	5	10	15	23	6	10	20	12	18	26	4
	20%	27%	14%	21%	18%	19%	22%	19%	20%	29%	10%	9%	26%	27%	29%	10%	43%	16%	35%	16%	26%	7%
		B*	*	*	*	*	**	*	*	J	*	**	*	*	O	*	Q*	*	S*	*	U	*
Sigma	343	170	173	179	96	68	39	155	148	194	148	117	88	138	199	144	57	286	77	266	242	100
	229%	235%	223%	232%	223%	230%	212%	232%	230%	245%	211%	211%	231%	244%	243%	212%	258%	224%	236%	227%	245%	198%