



THE SPLIT IS FAIRLY EVEN, WITH 52% LEANING TOWARDS THE NEW.

These are the findings of the *Global @dvisor* Wave 44 (G@44),
an Ipsos survey conducted between April 2nd and 16th, 2013.

SURVEY METHOD

- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system.
- Questionnaire text:

Please select the statement you agree with most:
- I like to try new brands and products
- I prefer to stick with the brands and products I know

COUNTRIES

- The countries reporting herein are 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 and the United States of America.

SAMPLE

- For the results of the survey presented herein, an international sample of 18,150 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

WEIGHTING

- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

- Ipsos *Global @dvisor* is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments.
- For information about custom pricing to add your own questions on Global @dvisor, please contact Chris Deeney, Senior Vice President and Operations Director (+1.312.665.0551 chris.deeney@ipsos.com). For questions related to Global @dvisor research, please contact Keren Gottfried, Research Manager (+1.416.572.4481 keren.gottfried@ipsos.com).
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