

Methodology

These are the findings of the **Global @dvisor Wave 42 (G@42)**, an Ipsos survey conducted between **February 5th and February 19th**.

The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

For the results of the survey presented herein, an international sample of 18,147 adults aged 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, Hungary, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

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.

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The **Ipsos Global @dvisor Omnibus** 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 on this omnibus or other Global @dvisor products contact:

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| Project Information | | Project Name | | Project Number | | Project Date | | Project Location | | Project Status | | Project Manager | | Project Sponsor | | Project Stakeholders | | Project Risks | | Project Budget | | Project Timeline | | Project Deliverables | | Project Metrics | | Project Notes | |
|---------------------|--------------|----------------|--------------|------------------|----------------|-----------------|-----------------|----------------------|---------------|----------------|------------------|----------------------|-----------------|-----------------|------------|----------------------|----------------|---------------|------------------|----------------|-----------------|------------------|----------------------|----------------------|----------------|------------------|----------------------|-----------------|---------------|
| Project ID | Project Name | Project Number | Project Date | Project Location | Project Status | Project Manager | Project Sponsor | Project Stakeholders | Project Risks | Project Budget | Project Timeline | Project Deliverables | Project Metrics | Project Notes | Project ID | Project Name | Project Number | Project Date | Project Location | Project Status | Project Manager | Project Sponsor | Project Stakeholders | Project Risks | Project Budget | Project Timeline | Project Deliverables | Project Metrics | Project Notes |
| 001 | Project A | 001 | 2023-01-01 | Location A | Active | Manager A | Sponsor A | Stakeholders A | Risks A | Budget A | Timeline A | Deliverables A | Metrics A | Notes A | 002 | Project B | 002 | 2023-01-01 | Location B | Active | Manager B | Sponsor B | Stakeholders B | Risks B | Budget B | Timeline B | Deliverables B | Metrics B | Notes B |
| 003 | Project C | 003 | 2023-01-01 | Location C | Active | Manager C | Sponsor C | Stakeholders C | Risks C | Budget C | Timeline C | Deliverables C | Metrics C | Notes C | 004 | Project D | 004 | 2023-01-01 | Location D | Active | Manager D | Sponsor D | Stakeholders D | Risks D | Budget D | Timeline D | Deliverables D | Metrics D | Notes D |
| 005 | Project E | 005 | 2023-01-01 | Location E | Active | Manager E | Sponsor E | Stakeholders E | Risks E | Budget E | Timeline E | Deliverables E | Metrics E | Notes E | 006 | Project F | 006 | 2023-01-01 | Location F | Active | Manager F | Sponsor F | Stakeholders F | Risks F | Budget F | Timeline F | Deliverables F | Metrics F | Notes F |
| 007 | Project G | 007 | 2023-01-01 | Location G | Active | Manager G | Sponsor G | Stakeholders G | Risks G | Budget G | Timeline G | Deliverables G | Metrics G | Notes G | 008 | Project H | 008 | 2023-01-01 | Location H | Active | Manager H | Sponsor H | Stakeholders H | Risks H | Budget H | Timeline H | Deliverables H | Metrics H | Notes H |
| 009 | Project I | 009 | 2023-01-01 | Location I | Active | Manager I | Sponsor I | Stakeholders I | Risks I | Budget I | Timeline I | Deliverables I | Metrics I | Notes I | 010 | Project J | 010 | 2023-01-01 | Location J | Active | Manager J | Sponsor J | Stakeholders J | Risks J | Budget J | Timeline J | Deliverables J | Metrics J | Notes J |
| 011 | Project K | 011 | 2023-01-01 | Location K | Active | Manager K | Sponsor K | Stakeholders K | Risks K | Budget K | Timeline K | Deliverables K | Metrics K | Notes K | 012 | Project L | 012 | 2023-01-01 | Location L | Active | Manager L | Sponsor L | Stakeholders L | Risks L | Budget L | Timeline L | Deliverables L | Metrics L | Notes L |
| 013 | Project M | 013 | 2023-01-01 | Location M | Active | Manager M | Sponsor M | Stakeholders M | Risks M | Budget M | Timeline M | Deliverables M | Metrics M | Notes M | 014 | Project N | 014 | 2023-01-01 | Location N | Active | Manager N | Sponsor N | Stakeholders N | Risks N | Budget N | Timeline N | Deliverables N | Metrics N | Notes N |
| 015 | Project O | 015 | 2023-01-01 | Location O | Active | Manager O | Sponsor O | Stakeholders O | Risks O | Budget O | Timeline O | Deliverables O | Metrics O | Notes O | 016 | Project P | 016 | 2023-01-01 | Location P | Active | Manager P | Sponsor P | Stakeholders P | Risks P | Budget P | Timeline P | Deliverables P | Metrics P | Notes P |
| 017 | Project Q | 017 | 2023-01-01 | Location Q | Active | Manager Q | Sponsor Q | Stakeholders Q | Risks Q | Budget Q | Timeline Q | Deliverables Q | Metrics Q | Notes Q | 018 | Project R | 018 | 2023-01-01 | Location R | Active | Manager R | Sponsor R | Stakeholders R | Risks R | Budget R | Timeline R | Deliverables R | Metrics R | Notes R |
| 019 | Project S | 019 | 2023-01-01 | Location S | Active | Manager S | Sponsor S | Stakeholders S | Risks S | Budget S | Timeline S | Deliverables S | Metrics S | Notes S | 020 | Project T | 020 | 2023-01-01 | Location T | Active | Manager T | Sponsor T | Stakeholders T | Risks T | Budget T | Timeline T | Deliverables T | Metrics T | Notes T |
| 021 | Project U | 021 | 2023-01-01 | Location U | Active | Manager U | Sponsor U | Stakeholders U | Risks U | Budget U | Timeline U | Deliverables U | Metrics U | Notes U | 022 | Project V | 022 | 2023-01-01 | Location V | Active | Manager V | Sponsor V | Stakeholders V | Risks V | Budget V | Timeline V | Deliverables V | Metrics V | Notes V |
| 023 | Project W | 023 | 2023-01-01 | Location W | Active | Manager W | Sponsor W | Stakeholders W | Risks W | Budget W | Timeline W | Deliverables W | Metrics W | Notes W | 024 | Project X | 024 | 2023-01-01 | Location X | Active | Manager X | Sponsor X | Stakeholders X | Risks X | Budget X | Timeline X | Deliverables X | Metrics X | Notes X |
| 025 | Project Y | 025 | 2023-01-01 | Location Y | Active | Manager Y | Sponsor Y | Stakeholders Y | Risks Y | Budget Y | Timeline Y | Deliverables Y | Metrics Y | Notes Y | 026 | Project Z | 026 | 2023-01-01 | Location Z | Active | Manager Z | Sponsor Z | Stakeholders Z | Risks Z | Budget Z | Timeline Z | Deliverables Z | Metrics Z | Notes Z |
| 027 | Project AA | 027 | 2023-01-01 | Location AA | Active | Manager AA | Sponsor AA | Stakeholders AA | Risks AA | Budget AA | | | | | | | | | | | | | | | | | | | |

Socialogae

GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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: All Respondents (unwtd) | 505 | 229 | 276 | 219 | 155 | 131 | 235 | 208 | 62 | 185 | 320 | 197 | 158 | 150 | 257 | 248 | 61 | 444 | 82 | 423 | 336 | 169 |
| Base: All Respondents (wtd) | 500 | 245 | 255 | 248 | 141 | 111 | 272 | 190 | 37 | 163 | 337 | 327 | 118 | 55 | 236 | 264 | 58 | 442 | 68 | 432 | 302 | 198 |
| 0 | 59 | 29 | 30 | 31 | 22 | 7 | 31 | 22 | 6 | 9 | 50 | 35 | 20 | 4 | 29 | 31 | 4 | 55 | 4 | 55 | 36 | 23 |
| | 12% | 12% | 12% | 12% | 15% | 6% | 12% | 12% | 16% | 6% | 15% | 11% | 17% | 7% | 12% | 12% | 7% | 12% | 6% | 13% | 12% | 12% |
| | | | | | E | * | | | * | | J | | M | | | * | | * | | | | |
| 1 | 38 | 18 | 19 | 21 | 8 | 9 | 17 | 19 | 1 | 13 | 25 | 23 | 12 | 3 | 19 | 19 | 4 | 33 | 3 | 35 | 24 | 14 |
| | 8% | 8% | 8% | 8% | 6% | 8% | 6% | 10% | 4% | 8% | 7% | 7% | 10% | 5% | 8% | 7% | 7% | 8% | 4% | 8% | 8% | 7% |
| | | | | | * | * | | | * | | | | | | | * | | * | | | | |
| 2 | 40 | 15 | 25 | 19 | 8 | 13 | 16 | 19 | 4 | 21 | 18 | 21 | 13 | 6 | 20 | 20 | 8 | 31 | 8 | 31 | 24 | 16 |
| | 8% | 6% | 10% | 7% | 6% | 12% | 6% | 10% | 12% | 13% | 5% | 6% | 11% | 11% | 8% | 7% | 14% | 7% | 12% | 7% | 8% | 8% |
| | | | | | * | * | | | * | J | | | | | | * | | * | | | | |
| 3 | 29 | 15 | 14 | 12 | 12 | 5 | 9 | 16 | 4 | 15 | 14 | 11 | 12 | 5 | 16 | 13 | 5 | 23 | 8 | 21 | 21 | 8 |
| | 6% | 6% | 5% | 5% | 8% | 5% | 3% | 8% | 11% | 9% | 4% | 3% | 10% | 10% | 7% | 5% | 9% | 5% | 11% | 5% | 7% | 4% |
| | | | | | * | * | | F | F* | | | | K | K | | * | | S* | | | | |
| 4 | 16 | 6 | 10 | 10 | 3 | 2 | 8 | 5 | 2 | 3 | 12 | 10 | 3 | 3 | 7 | 8 | * | 15 | 1 | 14 | 8 | 7 |
| | 3% | 2% | 4% | 4% | 2% | 2% | 3% | 3% | 6% | 2% | 4% | 3% | 3% | 5% | 3% | 3% | 1% | 3% | 2% | 3% | 3% | 4% |
| | | | | | * | * | | * | * | | | | | | | * | | * | | | | |
| 5 | 13 | 12 | 1 | 5 | 3 | 5 | 5 | 5 | 3 | 6 | 7 | 7 | 5 | 1 | 8 | 5 | 2 | 11 | 1 | 12 | 10 | 3 |
| | 3% | 5% | 1% | 2% | 2% | 4% | 2% | 2% | 8% | 4% | 2% | 2% | 4% | 3% | 3% | 2% | 3% | 3% | 1% | 3% | 3% | 2% |
| | | B | | | * | * | | F* | | | | | | | | * | | * | | | | |
| 6 | 6 | 5 | 1 | 4 | 2 | * | 3 | 3 | * | 1 | 6 | 2 | 3 | 1 | 6 | 1 | * | 6 | 2 | 4 | 6 | * |
| | 1% | 2% | 1% | 1% | 2% | * | 1% | 1% | 1% | * | 2% | 1% | 3% | 3% | 2% | * | 1% | 1% | 3% | 1% | 2% | * |
| | | | | | * | * | | * | * | | | | | K | | * | | * | | | | |
| 7 | 3 | 1 | 2 | 2 | * | * | - | 2 | 1 | 1 | 2 | 2 | - | 1 | * | 2 | - | 3 | 1 | 2 | 1 | 2 |
| | 1% | * | 1% | 1% | * | * | - | 1% | 2% | * | 1% | * | - | 2% | * | 1% | - | 1% | 1% | * | * | 1% |
| | | | | | * | * | | F* | | | | | | L | | * | | * | | | | |
| 8 | 1 | * | * | - | * | * | - | - | 1 | - | 1 | - | - | 1 | * | * | - | 1 | * | * | 1 | - |
| | * | * | * | - | * | * | - | - | 2% | - | * | - | - | 1% | * | * | - | * | 1% | * | * | - |
| | | | | | * | * | | FG* | | | | | | K | | * | | * | | | | |
| 10 | 3 | 3 | - | 1 | 2 | 1 | 2 | * | 1 | 2 | 2 | - | 2 | 1 | 2 | 1 | * | 3 | * | 3 | 2 | 1 |
| | 1% | 1% | - | * | 1% | 1% | 1% | * | 3% | 1% | * | - | 2% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | * |
| | | | | | * | * | | G* | | | | | K | K | | * | | * | | | | |
| 11 | 2 | 2 | - | 2 | - | - | - | 2 | - | - | 2 | 2 | - | - | - | 2 | - | 2 | - | 2 | - | 2 |
| | * | 1% | - | 1% | - | - | - | 1% | - | - | 1% | - | - | - | - | 1% | - | * | - | * | - | 1% |
| | | | | | * | * | | * | * | | | | | | | * | | * | | | | |
| 12 | 3 | 2 | 1 | - | - | 3 | - | 3 | - | 2 | * | 2 | 1 | * | 3 | - | 1 | 2 | 1 | 2 | 1 | 2 |
| | 1% | 1% | * | - | - | 2% | - | 1% | - | 1% | * | 1% | 1% | 1% | 1% | - | 1% | * | 2% | * | * | 1% |
| | | | | | C* | * | | * | * | | | | | | * | | * | | * | | | |
| 13 | 1 | - | 1 | 1 | - | - | 1 | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - |
| | * | - | * | * | - | - | * | - | - | - | * | - | 1% | - | * | - | - | * | - | * | * | - |
| | | | | | * | * | | * | * | | | | | | * | | * | | * | | | |
| 15 | 1 | * | * | - | * | * | - | * | * | 1 | - | - | - | 1 | * | * | 1 | - | 1 | - | 1 | - |
| | * | * | * | - | * | * | - | * | 1% | * | - | - | - | 1% | * | * | 1% | - | 1% | - | * | - |
| | | | | | * | * | | * | * | | | | | K | | | Q* | | S* | | | |
| 20 | 2 | 2 | - | - | 2 | - | 1 | - | 1 | 1 | 1 | - | 2 | - | 2 | - | 1 | 1 | 2 | - | 2 | - |
| | * | 1% | - | - | 1% | - | * | - | 2% | * | * | - | 1% | - | 1% | - | 1% | * | 2% | - | 1% | - |
| | | | | | * | * | | G* | | | | | K | | * | | * | S* | | | | |
| 28 | 2 | 2 | - | 2 | - | - | 2 | - | - | - | 2 | 2 | - | - | - | 2 | - | 2 | 2 | - | - | 2 |
| | * | 1% | - | 1% | - | - | 1% | - | - | - | 1% | 1% | - | - | - | 1% | - | * | 3% | - | - | 1% |
| | | | | | * | * | | * | * | | | | | | * | | * | | S* | | | |
| 45 | 1 | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | * | * | - | - | 1% | - | * | - | - | * | - | - | 1% | - | * | - | 1% | - | 1% | - | * | - |
| | | | | | * | * | | * | * | | | | | | | | Q* | | S* | | | |
| 150 | 2 | - | 2 | - | - | 2 | 2 | - | - | 2 | - | 2 | - | - | - | 2 | - | 2 | - | 2 | - | 2 |
| | * | - | 1% | - | - | 1% | 1% | - | - | 1% | - | * | - | - | - | 1% | - | * | - | * | - | 1% |
| | | | | | * | * | | * | * | | | | | | * | | * | | * | | | |
| 11665 | 2 | 2 | - | 2 | - | - | - | 2 | - | - | 2 | 2 | - | - | 2 | - | - | 2 | - | 2 | 2 | - |
| | * | 1% | - | 1% | - | - | - | 1% | - | - | 1% | 1% | - | - | 1% | - | * | - | * | - | 1% | - |
| | | | | | * | * | | * | * | | | | | | * | | * | | * | | | |
| 15404 | 2 | 2 | - | - | - | 2 | 2 | - | - | 2 | - | 2 | - | - | 2 | - | - | 2 | - | 2 | 2 | - |
| | * | 1% | - | - | - | 2% | 1% | - | - | 1% | - | 1% | - | - | 1% | - | - | * | - | * | 1% | - |
| | | | | | * | * | | * | * | | | | | | * | | * | | * | | | |
| I don't have a smart/mobile phone or tablet | 278 | 129 | 149 | 139 | 79 | 61 | 173 | 93 | 12 | 85 | 193 | 206 | 45 | 28 | 119 | 159 | 30 | 248 | 33 | 245 | 161 | 117 |
| | 56% | 53% | 59% | 56% | 56% | 55% | 64% | 49% | 32% | 52% | 57% | 63% | 38% | 50% | 50% | 60% | 52% | 56% | 49% | 57% | 53% | 59% |
| | | | | | | * | GH | H | * | | | LM | | L | | * | | * | | | | |
| Sigma | 500 | 245 | 255 | 248 | 141 | 111 | 272 | 190 | 37 | 163 | 337 | 327 | 118 | 55 | 236 | 264 | 58 | 442 | 68 | 432 | 302 | 198 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Summary | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 93 | 187.9 | 1.7 | 81.7 | 1.3 | 235.3 | 96.1 | 106.3 | 2.5 | 160.2 | 60.4 | 141.3 | 2 | 1.7 | 194.6 | 1.9 | 2.1 | 104.9 | 3.2 | 107 | 152.4 | 2.3 |
| | | | | | * | * | | * | * | | | * | | * | * | * | * | * | * | * | * | * |
| Mean (Those Who Use Apps) | 286.3 | 531.3 | 5.7 | 257.5 | 4.7 | 609 | 385.3 | 270.1 | 4.8 | 379.5 | 217.7 | 540.7 | 4.3 | 4 | 519.5 | 6.6 | 5.2 | 333.3 | 7.2 | 350.8 | 441.7 | 7.9 |
| | | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |

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Socialogue

GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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,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: All Respondents (unwtd) | 505 | 254 | 251 | 176 | 161 | 168 | 175 | 212 | 118 | 177 | 328 | 79 | 267 | 159 | 330 | 175 | 23 | 482 | 38 | 467 | 332 | 173 | 242 | 119 | 144 | 261 | 244 | |
| Base: All Respondents (wtd) | 500 | 252 | 248 | 184 | 157 | 159 | 183 | 208 | 110 | 176 | 324 | 172 | 186 | 142 | 313 | 187 | 19 | 481 | 32 | 468 | 309 | 191 | 242 | 116 | 142 | 256 | 244 | |
| 0 | 136 | 72 | 64 | 52 | 45 | 40 | 49 | 53 | 34 | 37 | 100 | 50 | 46 | 40 | 78 | 58 | 5 | 132 | 8 | 128 | 79 | 58 | 58 | 32 | 46 | 74 | 62 | |
| | 27% | 29% | 26% | 28% | 29% | 25% | 27% | 25% | 31% | 21% | 31% | 29% | 25% | 28% | 25% | 31% | 24% | 27% | 25% | 27% | 25% | 30% | 24% | 28% | 32% | 29% | 26% | |
| 1 | 18 | 10 | 8 | 5 | 8 | 5 | 10 | 6 | 2 | 10 | 8 | 5 | 9 | 4 | 12 | 7 | 1 | 18 | 2 | 17 | 12 | 6 | 8 | 4 | 7 | 10 | 8 | |
| | 4% | 4% | 3% | 3% | 5% | 3% | 5% | 3% | 2% | 6% | 3% | 3% | 5% | 3% | 4% | 4% | 4% | 4% | 5% | 4% | 4% | 3% | 3% | 3% | 5% | 4% | 3% | |
| 2 | 31 | 15 | 16 | 10 | 13 | 8 | 7 | 13 | 11 | 11 | 19 | 6 | 13 | 12 | 22 | 9 | 3 | 28 | 3 | 28 | 22 | 8 | 12 | 8 | 11 | 21 | 10 | |
| | 6% | 6% | 6% | 5% | 8% | 5% | 4% | 6% | 10% | 7% | 6% | 3% | 7% | 9% | 7% | 5% | 16% | 6% | 10% | 6% | 7% | 4% | 5% | 7% | 8% | 8% | 4% | |
| 3 | 19 | 12 | 7 | 5 | 10 | 4 | 6 | 8 | 6 | 7 | 12 | 5 | 8 | 6 | 12 | 7 | 1 | 19 | 1 | 19 | 15 | 5 | 10 | 5 | 4 | 11 | 9 | |
| | 4% | 5% | 3% | 3% | 6% | 2% | 3% | 4% | 5% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 3% | 4% | 2% | 4% | 5% | 2% | 4% | 4% | 3% | 4% | 4% | |
| 4 | 12 | 6 | 7 | 7 | 2 | 4 | 1 | 9 | 2 | 7 | 6 | 2 | 6 | 4 | 7 | 6 | - | 12 | - | 12 | 8 | 4 | 5 | 4 | 3 | 6 | 6 | |
| | 2% | 2% | 3% | 4% | 1% | 2% | * | 4% | 2% | 4% | 2% | 1% | 3% | 3% | 2% | 3% | - | 3% | - | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | |
| 5 | 19 | 6 | 12 | 13 | 2 | 4 | 2 | 13 | 4 | 9 | 9 | 7 | 6 | 6 | 12 | 7 | 1 | 18 | 2 | 17 | 13 | 5 | 2 | 7 | 10 | 18 | 1 | |
| | 4% | 3% | 5% | 7% | 1% | 3% | 1% | 6% | 3% | 5% | 3% | 4% | 3% | 4% | 4% | 3% | 5% | 4% | 6% | 4% | 4% | 3% | 1% | 6% | 7% | 7% | 1% | |
| 6 | 5 | 4 | 1 | 3 | 2 | 1 | 3 | - | 2 | 1 | 4 | - | 3 | 2 | 3 | 2 | 1 | 4 | 1 | 4 | 4 | 1 | 4 | - | 2 | 2 | 4 | |
| | 1% | 2% | * | 1% | 1% | * | 2% | - | 2% | 1% | 1% | - | 2% | 1% | 1% | 1% | 5% | 1% | 3% | 1% | 1% | * | 1% | - | 1% | 1% | 1% | |
| 7 | 4 | 4 | - | 1 | 3 | - | 2 | 1 | 1 | 3 | 2 | - | 2 | 4 | 4 | - | - | 4 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | |
| | 1% | 2% | - | 1% | 2% | - | 1% | * | 1% | 1% | 1% | 1% | - | 1% | 1% | - | - | 1% | 6% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | |
| 8 | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - | 1 | - | - | - | 1 | |
| | * | - | * | * | - | - | - | * | - | * | - | - | * | - | - | * | - | * | - | * | * | - | * | - | - | - | * | |
| 10 | 6 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 1 | 1 | 4 | - | 4 | 2 | 3 | 3 | 1 | 5 | - | 6 | 3 | 3 | 3 | 2 | 1 | 4 | 2 | |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | 2% | 1% | 1% | 1% | 6% | 1% | - | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | |
| 12 | 2 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 2 | 1 | 1 | 2 | - | 1 | - | 1 | 1 | 1 | |
| | * | * | * | - | 1% | * | - | 1% | 1% | 1% | * | - | 1% | * | * | 1% | - | * | 2% | * | 1% | - | * | - | 1% | * | 1% | |
| 15 | 5 | 1 | 3 | 1 | 4 | - | 3 | 2 | - | 3 | 2 | 3 | 2 | 1 | 5 | - | 1 | 4 | - | 5 | 2 | 3 | 1 | 3 | 1 | 4 | 1 | |
| | 1% | 1% | 1% | * | 3% | - | 1% | 1% | - | 2% | 1% | 2% | 1% | * | 2% | - | 4% | 1% | - | 1% | 1% | 1% | * | 3% | 1% | 2% | * | |
| 16 | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | 1 | - | |
| | * | * | - | 1% | - | - | - | - | 1% | 1% | - | - | - | 1% | * | - | - | * | - | * | * | - | - | - | 1% | * | - | |
| 20 | 4 | 4 | - | 2 | 3 | - | 1 | 3 | 1 | 2 | 2 | - | 2 | 3 | 3 | 1 | - | 4 | - | 4 | 3 | 1 | 2 | 2 | - | 3 | 2 | |
| | 1% | 2% | - | 1% | 2% | - | * | 1% | 1% | 1% | 1% | - | 1% | 2% | 1% | * | - | 1% | - | 1% | 1% | * | 1% | 2% | - | 1% | 1% | |
| 44 | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | 1 | - | |
| | * | * | - | * | - | - | - | * | - | * | - | - | * | - | * | - | - | * | - | * | * | - | - | - | 1% | * | - | |
| I don't have a smart/mobile phone or tablet | 236 | 111 | 125 | 80 | 64 | 92 | 97 | 95 | 44 | 83 | 154 | 94 | 85 | 57 | 150 | 86 | 6 | 230 | 13 | 223 | 141 | 95 | 135 | 48 | 54 | 99 | 137 | |
| | 47% | 44% | 50% | 44% | 41% | 58% | 53% | 46% | 40% | 47% | 47% | 55% | 46% | 40% | 48% | 46% | 33% | 48% | 41% | 48% | 46% | 50% | 56% | 41% | 38% | 39% | 56% | |
| Sigma | 500 | 252 | 248 | 184 | 157 | 159 | 183 | 208 | 110 | 176 | 324 | 172 | 186 | 142 | 313 | 187 | 19 | 481 | 32 | 468 | 309 | 191 | 242 | 116 | 142 | 256 | 244 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Summary | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 1.3 | 1.5 | 1 | 1.6 | 1.6 | 0.6 | 0.9 | 1.6 | 1.2 | 1.7 | 1 | 0.7 | 1.5 | 1.6 | 1.4 | 1 | 2.1 | 1.2 | 1.5 | 1.2 | 1.5 | 0.9 | 0.9 | 1.8 | 1.4 | 1.7 | 0.8 | |
| Mean (Those Who Use Apps) | | | | E | E | | | * | | * | | * | | K | | ** | | * | | * | | | V* | | Z | | | |
| | 5 | 5.5 | 4.3 | 5.5 | 5.3 | 3.3 | 4.6 | 5.4 | 4.4 | 5.3 | 4.6 | 4.4 | 5.1 | 5.2 | 5.3 | 4.2 | 5 | 4.9 | 4.3 | 5 | 5 | 4.8 | 4.6 | 5.7 | 4.8 | 5.3 | 4.4 | |
| | | * | * | * | * | * | ** | * | * | * | * | ** | * | * | * | * | * | ** | * | * | * | ** | * | ** | * | * | * | * |

Socialogue
GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?
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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 | Yes | No |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U |
| Base: All Respondents (unwtd) | 1010 | 474 | 536 | 348 | 322 | 340 | 232 | 533 | 245 | 419 | 591 | 402 | 306 | 302 | 558 | 452 | 39 | 971 | 59 | 951 | 606 | 404 |
| Base: All Respondents (wtd) | 500 | 247 | 253 | 191 | 158 | 151 | 116 | 266 | 118 | 201 | 299 | 168 | 209 | 124 | 274 | 226 | 19 | 481 | 29 | 471 | 298 | 202 |
| 0 | 139 | 65 | 74 | 48 | 45 | 45 | 35 | 77 | 27 | 56 | 82 | 48 | 60 | 30 | 74 | 64 | 4 | 135 | 5 | 133 | 79 | 60 |
| | 28% | 26% | 29% | 25% | 29% | 30% | 31% | 29% | 23% | 28% | 28% | 29% | 29% | 24% | 27% | 28% | 20% | 28% | 18% | 28% | 26% | 30% |
| | | | | | | | | | | | | | | | | * | | * | | | | |
| 1 | 31 | 12 | 19 | 16 | 9 | 7 | 10 | 16 | 4 | 12 | 19 | 8 | 15 | 8 | 16 | 15 | 2 | 29 | 2 | 29 | 17 | 14 |
| | 6% | 5% | 8% | 8% | 6% | 4% | 9% | 6% | 4% | 6% | 6% | 5% | 7% | 6% | 6% | 6% | 8% | 6% | 5% | 6% | 6% | 7% |
| | | | | | | | | | | | | | | | | * | | * | | | | |
| 2 | 40 | 22 | 18 | 17 | 13 | 10 | 10 | 19 | 12 | 15 | 26 | 13 | 15 | 12 | 24 | 16 | 2 | 39 | 3 | 37 | 26 | 15 |
| | 8% | 9% | 7% | 9% | 8% | 7% | 8% | 7% | 10% | 7% | 9% | 8% | 7% | 10% | 9% | 7% | 9% | 8% | 11% | 8% | 9% | 7% |
| | | | | | | | | | | | | | | | | * | | * | | | | |
| 3 | 30 | 17 | 14 | 13 | 11 | 6 | 7 | 14 | 9 | 12 | 18 | 11 | 10 | 9 | 14 | 17 | 1 | 29 | 3 | 27 | 17 | 13 |
| | 6% | 7% | 5% | 7% | 7% | 4% | 6% | 5% | 7% | 6% | 6% | 7% | 5% | 7% | 5% | 7% | 7% | 6% | 12% | 6% | 6% | 7% |
| | | | | | | | | | | | | | | | | * | | * | | | | |
| 4 | 12 | 7 | 5 | 6 | 3 | 4 | 1 | 6 | 5 | 5 | 7 | 3 | 5 | 5 | 8 | 4 | 1 | 11 | 1 | 10 | 7 | 4 |
| | 2% | 3% | 2% | 3% | 2% | 3% | 1% | 2% | 4% | 2% | 2% | 1% | 2% | 4% | 3% | 2% | 7% | 2% | 5% | 2% | 3% | 2% |
| | | | | | | | | | | | | | | | | | | | | | | |
| 5 | 33 | 19 | 14 | 17 | 9 | 7 | 4 | 14 | 15 | 11 | 22 | 8 | 14 | 11 | 16 | 17 | 1 | 32 | 3 | 30 | 19 | 14 |
| | 7% | 8% | 6% | 9% | 6% | 5% | 3% | 5% | 13% | 5% | 7% | 5% | 7% | 9% | 6% | 8% | 6% | 7% | 9% | 6% | 6% | 7% |
| | | | | | | | | | | | | | | | | * | | * | | | | |
| 6 | 8 | 6 | 2 | 5 | 4 | - | 2 | 5 | 2 | 2 | 6 | 2 | 5 | 1 | 4 | 4 | - | 8 | - | 8 | 5 | 3 |
| | 2% | 3% | 1% | 2% | 2% | - | 2% | 2% | 2% | 1% | 2% | 1% | 3% | 1% | 1% | 2% | - | 2% | - | 2% | 2% | 2% |
| | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 3 | 3 | 1 | 1 | 1 | 1 | * | 2 | 1 | 1 | 2 | * | 1 | 2 | 1 | 2 | - | 3 | - | 3 | 2 | 1 |
| | 1% | 1% | * | 1% | 1% | * | * | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | - | 1% | - | 1% | 1% | 1% |
| | | | | | | | | | | | | | | | | | | | | | | |
| 8 | 6 | 3 | 3 | 4 | 1 | 1 | 1 | 3 | 1 | * | 5 | 1 | 3 | 1 | 4 | 2 | 1 | 5 | 1 | 4 | 4 | 2 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | * | 2% | * | 2% | 1% | 1% | 1% | 5% | 1% | 5% | 1% | 1% | 1% |
| | | | | | | | | | | | | | | | | | | | | | | |
| 9 | 2 | 1 | 1 | 1 | * | 1 | - | 1 | 1 | 1 | 1 | * | 1 | * | 1 | 2 | 1 | 2 | 1 | 2 | * | 2 |
| | * | 1% | * | * | * | 1% | - | * | 1% | 1% | * | * | 1% | * | 1% | 3% | * | 2% | * | * | * | 1% |
| | | | | | | | | | | | | | | | | | | | | | | |
| 10 | 24 | 10 | 14 | 13 | 7 | 3 | 5 | 10 | 8 | 8 | 15 | 4 | 11 | 9 | 13 | 11 | * | 23 | 3 | 21 | 19 | 4 |
| | 5% | 4% | 5% | 7% | 5% | 2% | 4% | 4% | 7% | 4% | 5% | 2% | 5% | 7% | 5% | 5% | 2% | 5% | 10% | 4% | 7% | 2% |
| | | | | | | | | | | | | | | | | | | | | | | |
| 11 | 1 | 1 | * | 1 | - | * | - | * | 1 | * | 1 | - | - | 1 | * | 1 | - | 1 | - | 1 | * | 1 |
| | * | * | * | * | - | * | - | * | 1% | * | * | - | - | 1% | * | * | - | * | - | * | * | * |
| | | | | | | | | | | | | | | | | | | | | | | |
| 12 | 1 | 1 | - | * | - | * | - | - | 1 | * | * | * | * | 1 | - | - | - | 1 | - | 1 | 1 | - |
| | * | * | - | * | - | * | - | - | 1% | * | * | * | * | * | - | - | - | * | - | * | * | - |
| | | | | | | | | | | | | | | | | | | | | | | |
| 14 | * | - | * | * | - | - | - | - | * | - | * | - | - | * | * | - | - | * | - | * | - | - |
| | * | - | * | * | - | - | - | - | * | - | * | - | - | * | * | - | - | * | - | * | - | - |
| | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 5 | 2 | 2 | 3 | 2 | - | 1 | 1 | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 2 | - | 5 | - | 5 | 3 | 1 |
| | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | - | 1% | 1% | 1% |
| | | | | | | | | | | | | | | | | | | | | | | |
| 17 | 2 | 2 | - | 2 | - | - | - | 2 | - | 1 | 1 | - | 2 | - | 2 | - | - | 2 | - | 2 | 2 | - |
| | * | 1% | - | 1% | - | - | - | 1% | - | * | * | - | 1% | - | 1% | - | - | * | - | * | 1% | - |
| | | | | | | | | | | | | | | | | | | | | | | |
| 18 | * | - | * | - | - | * | - | * | - | * | - | * | - | - | * | - | - | * | - | * | * | - |
| | * | - | * | - | - | * | - | * | - | * | - | * | - | - | * | - | - | * | - | * | * | - |
| | | | | | | | | | | | | | | | | | | | | | | |
| 20 | 5 | 3 | 1 | 2 | 2 | * | * | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 1 | * | 4 | * | 4 | 4 | 1 |
| | 1% | 1% | 1% | 1% | 1% | * | * | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| | | | | | | | | | | | </ | | | | | | | | | | | |

Socialogue
GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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

| | Hungary
Total | Hungary | | | | | | | | | | | | | | | | | | | | |
|---|------------------|---------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|
| | | Gender | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Business Owner | | Senior Executive/Decision | | Employment Status | |
| | | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | Low | Medium | High | Yes | No | Yes | No | Yes | No | Total | Non |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U |
| | | | | | | | | | | | | | | | | | | | | | | |
| Base: All Respondents (unwtd) | 508 | 256 | 252 | 183 | 170 | 155 | 196 | 215 | 11 | 214 | 294 | 147 | 265 | 96 | 260 | 248 | 41 | 467 | 37 | 471 | 270 | 238 |
| Base: All Respondents (wtd) | 500 | 244 | 256 | 202 | 147 | 152 | 198 | 204 | 10 | 202 | 298 | 129 | 294 | 77 | 249 | 251 | 40 | 460 | 36 | 464 | 259 | 241 |
| 0 | 136 | 73 | 63 | 62 | 43 | 32 | 57 | 52 | 1 | 57 | 79 | 23 | 86 | 27 | 63 | 73 | 11 | 125 | 10 | 126 | 71 | 66 |
| | 27% | 30% | 25% | 31% | 29% | 21% | 29% | 26% | 11% | 28% | 27% | 18% | 29% | 36% | 25% | 29% | 27% | 27% | 27% | 27% | 27% | 27% |
| | | | | | | | | | ** | | | | K | K* | | | * | | * | | | |
| 1 | 19 | 9 | 10 | 7 | 7 | 5 | 5 | 11 | 1 | 7 | 12 | 5 | 10 | 4 | 8 | 11 | 2 | 17 | 2 | 17 | 14 | 5 |
| | 4% | 4% | 4% | 3% | 5% | 3% | 3% | 5% | 6% | 4% | 4% | 4% | 3% | 6% | 3% | 4% | 5% | 4% | 6% | 4% | 5% | 2% |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| 2 | 18 | 10 | 8 | 11 | 5 | 3 | 7 | 5 | 1 | 5 | 13 | 5 | 9 | 5 | 7 | 12 | 4 | 14 | 5 | 14 | 12 | 6 |
| | 4% | 4% | 3% | 5% | 3% | 2% | 3% | 3% | 10% | 2% | 4% | 3% | 3% | 6% | 3% | 5% | 10% | 3% | 13% | 3% | 5% | 3% |
| | | | | | | | | | ** | | | | | * | | | Q* | | S* | | | |
| 3 | 32 | 16 | 15 | 20 | 6 | 6 | 11 | 13 | - | 10 | 21 | 7 | 19 | 5 | 13 | 18 | 2 | 30 | 1 | 31 | 17 | 15 |
| | 6% | 7% | 6% | 10% | 4% | 4% | 6% | 6% | - | 5% | 7% | 6% | 6% | 7% | 5% | 7% | 5% | 6% | 2% | 7% | 6% | 6% |
| | | | | DE | | | | | ** | | | | | * | | | * | | * | | | |
| 4 | 8 | 6 | 2 | 4 | 2 | 2 | 2 | 5 | - | 3 | 5 | 3 | 6 | - | 4 | 4 | - | 8 | - | 8 | 4 | 4 |
| | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 3% | - | 2% | 2% | 2% | 2% | - | 2% | 2% | - | 2% | - | 2% | 2% | 2% |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| 5 | 12 | 8 | 4 | 9 | 4 | - | 5 | 5 | 1 | 3 | 10 | 1 | 10 | 2 | 4 | 9 | 2 | 10 | 2 | 10 | 7 | 6 |
| | 2% | 3% | 2% | 4% | 3% | - | 2% | 2% | 8% | 1% | 3% | 1% | 3% | 2% | 2% | 3% | 5% | 2% | 6% | 2% | 3% | 2% |
| | | | | E | E | | | | ** | | | | | * | | | * | | * | | | |
| 7 | 1 | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - |
| | * | * | - | 1% | - | - | - | 1% | - | - | * | - | * | - | - | * | - | * | - | * | * | - |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| 8 | 1 | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 |
| | * | - | * | - | 1% | - | * | - | - | * | - | 1% | - | - | * | - | - | * | - | * | - | * |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| 10 | 7 | 5 | 2 | 3 | 1 | 2 | 1 | 3 | 1 | 2 | 5 | - | 7 | - | 6 | 1 | 2 | 5 | 3 | 3 | 6 | 1 |
| | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 11% | 1% | 2% | - | 2% | - | 2% | * | 6% | 1% | 10% | 1% | 2% | * |
| | | | | | | | | | ** | | | | | * | | | Q* | | S* | | | |
| 15 | 1 | - | 1 | 1 | - | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 |
| | * | - | * | 1% | - | - | - | 1% | - | - | * | - | * | - | - | * | - | * | - | * | - | 1% |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| 20 | 1 | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | - | 1 | - | 1 | - | 1 | 1 | - |
| | * | - | * | - | 1% | - | * | - | - | * | - | 1% | - | - | - | * | - | * | - | * | * | - |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| 55 | 1 | - | 1 | - | 1 | - | 1 | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 |
| | * | - | * | - | 1% | - | 1% | - | - | - | * | - | * | - | * | - | - | * | - | * | - | * |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| 75 | 1 | 1 | - | - | 1 | - | - | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - |
| | * | * | - | - | 1% | - | - | - | - | - | * | - | * | - | * | - | - | * | - | * | * | - |
| | | | | | | | | | ** | | | | | * | | | * | | * | | | |
| I don't have a smart/mobile phone or tablet | 261 | 115 | 146 | 84 | 76 | 101 | 106 | 107 | 6 | 113 | 149 | 85 | 143 | 33 | 141 | 121 | 17 | 244 | 13 | 248 | 126 | 135 |
| | 52% | 47% | 57% | 41% | 52% | 67% | 54% | 52% | 55% | 56% | 50% | 65% | 49% | 44% | 57% | 48% | 42% | 53% | 37% | 53% | 49% | 56% |
| | | | A | | | | CD | | ** | | | LM | | * | | | * | | * | | | |
| Sigma | 500 | 244 | 256 | 202 | 147 | 152 | 198 | 204 | 10 | 202 | 298 | 129 | 294 | 77 | 249 | 251 | 40 | 460 | 36 | 464 | 259 | 241 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Summary | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 1 | 1.1 | 0.9 | 1 | 1.5 | 0.4 | 0.9 | 0.8 | 1.7 | 0.6 | 1.3 | 0.6 | 1.3 | 0.5 | 1.2 | 0.8 | 1.2 | 1 | 1.6 | 0.9 | 1.1 | 0.9 |
| | | | | E | | | | | ** | | | | | * | | | * | | * | | | |
| Mean (Those Who Use Apps) | 4.8 | 4.7 | 5 | 3.7 | 8.1 | 3.2 | 5.4 | 3.7 | 5 | 3.8 | 5.3 | 3.5 | 5.9 | 2.4 | 6.4 | 3.6 | 4 | 4.9 | 4.5 | 4.9 | 4.7 | 5.1 |
| | | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | | ** | | * | * |

GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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

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

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Minimum Days: 70 (\$8). Small Days: 100 (\$8)

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Sociologue
GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?
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 | 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: All Respondents (unwt'd) | 504 | 238 | 266 | 227 | 186 | 91 | 363 | 124 | 17 | 234 | 270 | 130 | 175 | 199 | 265 | 239 | 116 | 388 | 134 | 370 | 306 | 198 | | | | |
| Base: All Respondents (wt'd) | 500 | 239 | 261 | 270 | 156 | 74 | 405 | 88 | 7 | 210 | 290 | 321 | 103 | 76 | 232 | 268 | 96 | 404 | 96 | 404 | 252 | 248 | | | | |
| 0 | 44 | 19 | 25 | 26 | 11 | 7 | 36 | 8 | * | 18 | 26 | 28 | 8 | 9 | 21 | 23 | 8 | 36 | 6 | 39 | 26 | 19 | | | | |
| | 9% | 8% | 10% | 10% | 7% | 10% | 9% | 9% | 6% | 9% | 9% | 9% | 7% | 12% | 9% | 9% | 8% | 9% | 6% | 10% | 10% | 8% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 1 | 37 | 19 | 17 | 13 | 15 | 9 | 28 | 7 | 1 | 20 | 17 | 23 | 6 | 8 | 13 | 24 | 12 | 24 | 6 | 31 | 17 | 20 | | | | |
| | 7% | 8% | 7% | 5% | 10% | 12% | 7% | 8% | 17% | 10% | 6% | 7% | 6% | 10% | 5% | 9% | 13% | 6% | 6% | 8% | 7% | 8% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 2 | 47 | 27 | 19 | 27 | 16 | 3 | 35 | 11 | 1 | 21 | 26 | 24 | 14 | 9 | 23 | 24 | 12 | 35 | 13 | 33 | 32 | 14 | | | | |
| | 9% | 11% | 7% | 10% | 10% | 4% | 9% | 12% | 15% | 10% | 9% | 7% | 14% | 12% | 10% | 9% | 12% | 9% | 14% | 8% | 13% | 6% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | U | | | | | |
| 3 | 46 | 21 | 26 | 25 | 15 | 6 | 35 | 11 | 1 | 17 | 30 | 31 | 8 | 7 | 21 | 25 | 8 | 38 | 8 | 38 | 19 | 27 | | | | |
| | 9% | 9% | 10% | 9% | 9% | 8% | 9% | 13% | 7% | 8% | 10% | 10% | 8% | 10% | 9% | 9% | 8% | 10% | 8% | 10% | 7% | 11% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 4 | 18 | 14 | 5 | 11 | 5 | 2 | 15 | 3 | * | 8 | 10 | 12 | 3 | 3 | 8 | 10 | 4 | 14 | 3 | 15 | 8 | 10 | | | | |
| | 4% | 6% | 2% | 4% | 3% | 2% | 4% | 3% | 5% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 5% | 3% | 3% | 4% | 3% | 4% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 5 | 23 | 15 | 8 | 7 | 13 | 3 | 14 | 7 | 2 | 9 | 14 | 14 | 3 | 6 | 16 | 7 | 11 | 12 | 11 | 12 | 16 | 7 | | | | |
| | 5% | 6% | 3% | 3% | 8% | 4% | 3% | 8% | 26% | 4% | 5% | 4% | 3% | 7% | 7% | 3% | 11% | 3% | 11% | 3% | 6% | 3% | | | | |
| | | | | | | * | | * | ** | | | | | | | | Q* | | 5* | | | | | | | |
| 6 | 7 | 4 | 3 | 3 | 3 | * | 1 | 6 | * | 3 | 4 | 3 | 1 | 3 | 5 | 2 | 4 | 2 | 4 | 3 | 6 | 1 | | | | |
| | 1% | 2% | 1% | 1% | 2% | 1% | * | 6% | 5% | 1% | 1% | 1% | 1% | 4% | 2% | 1% | 5% | 1% | 4% | 1% | 2% | * | | | | |
| | | | | | | * | | F* | ** | | | | | | | | Q* | | 5* | | | | | | | |
| 7 | 3 | 2 | * | 3 | - | - | 3 | - | - | - | 3 | 2 | - | K | - | 3 | * | 2 | * | 2 | * | 2 | | | | |
| | 1% | 1% | * | 1% | - | - | 1% | - | - | - | 1% | 1% | - | 1% | - | 1% | * | 1% | * | 1% | * | 1% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | * | * | | | | |
| 8 | 1 | * | 1 | * | * | * | * | 1 | - | 1 | * | - | - | 1 | * | 1 | * | 1 | * | 1 | 1 | * | | | | |
| | * | * | * | * | * | 1% | * | 1% | - | * | * | - | - | 1% | * | * | * | * | * | * | * | * | | | | |
| | | | | | | * | | * | ** | | | | | K | | | * | | * | | | | | | | |
| 10 | 7 | 5 | 1 | 2 | 1 | 4 | 3 | 3 | - | 5 | 2 | 3 | 3 | 1 | 4 | 2 | 3 | 4 | 4 | 3 | 2 | 5 | | | | |
| | 1% | 2% | 1% | 1% | * | 5% | 1% | 4% | - | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 3% | 1% | 4% | 1% | 1% | 2% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 11 | * | * | - | - | * | - | - | * | - | * | - | - | - | * | * | - | - | * | - | * | * | - | | | | |
| | * | * | - | - | * | - | - | * | - | * | - | - | - | * | * | - | - | * | - | * | * | - | | | | |
| | | | | | * | - | - | * | - | * | - | - | - | * | * | - | - | * | - | * | * | - | | | | |
| | | | | | * | - | - | * | - | * | - | - | - | * | * | - | - | * | - | * | * | - | | | | |
| 12 | 3 | * | 2 | 1 | 1 | - | 1 | 1 | - | 1 | 2 | - | 2 | 1 | * | 2 | - | 3 | * | 2 | 2 | 1 | | | | |
| | 1% | * | 1% | 1% | 1% | - | * | 1% | - | * | 1% | - | 2% | 1% | * | 1% | - | 1% | * | 1% | 1% | * | | | | |
| | | | | | | * | | * | ** | | | | | K | | | * | | * | | | | | | | |
| 14 | 3 | 3 | - | 3 | - | - | - | 3 | - | - | 3 | 3 | - | - | - | 3 | - | 3 | - | 3 | 3 | - | | | | |
| | 1% | 1% | - | 1% | - | - | - | 3% | - | - | 1% | 1% | - | - | - | 1% | - | 1% | - | 1% | 1% | - | | | | |
| | | | | | | * | | F* | ** | | | | | | | | * | | * | | | | | | | |
| 15 | 4 | 4 | - | 4 | 1 | - | 4 | 1 | - | 1 | 4 | 3 | 1 | * | 1 | 3 | * | 4 | 1 | 3 | 1 | 3 | | | | |
| | 1% | 2% | - | 1% | * | - | 1% | 1% | - | * | 1% | 1% | 1% | * | * | 1% | * | 1% | 1% | 1% | * | 1% | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 18 | 3 | 3 | - | 3 | - | - | - | 3 | - | - | 3 | 2 | 1 | - | 2 | 1 | - | 3 | 2 | 1 | 2 | 1 | | | | |
| | 1% | 1% | - | 1% | - | - | - | 3% | - | - | 1% | 1% | 1% | - | 1% | * | - | 1% | 2% | * | 1% | * | | | | |
| | | | | | | * | | F* | ** | | | | | | | | * | | 5* | | | | | | | |
| 20 | * | - | * | * | - | - | - | * | - | - | * | - | - | * | - | * | - | * | - | * | * | - | | | | |
| | * | - | * | * | - | - | - | * | - | - | * | - | - | * | - | * | - | * | - | * | * | - | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 24 | * | - | * | * | - | - | * | - | - | - | * | - | - | * | - | * | - | * | - | * | - | * | | | | |
| | * | - | * | * | - | - | * | - | - | - | * | - | - | 1% | - | * | - | * | - | * | - | * | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 25 | * | - | * | - | * | - | * | - | - | - | * | - | - | * | * | - | - | * | - | * | - | * | | | | |
| | * | - | * | - | * | - | * | - | - | - | * | - | - | 1% | * | - | - | * | - | * | - | * | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 30 | 1 | 1 | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | | | | |
| | * | * | - | - | - | 1% | - | 1% | - | * | - | - | 1% | - | * | - | 1% | - | - | * | - | * | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 55336 | * | * | - | * | - | - | - | * | - | * | - | - | - | * | * | - | * | - | * | - | * | - | | | | |
| | * | * | - | * | - | - | - | * | - | * | - | - | - | * | * | - | * | - | * | - | * | - | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| 65614 | 2 | - | 2 | - | 2 | - | 2 | - | - | 2 | - | 2 | - | - | 2 | - | - | 2 | - | 2 | 2 | - | | | | |
| | * | - | 1% | - | 2% | - | 1% | - | - | 1% | - | 1% | - | - | 1% | - | - | 1% | - | 1% | 1% | - | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | | | | | | |
| I don't have a smart/mobile phone or tablet | 251 | 102 | 150 | 139 | 72 | 40 | 227 | 23 | 1 | 105 | 146 | 173 | 53 | 25 | 113 | 138 | 32 | 219 | 37 | 214 | 114 | 137 | | | | |
| | 50% | 43% | 57% | 52% | 46% | 54% | 56% | 26% | 19% | 50% | 51% | 54% | 51% | 33% | 49% | 51% | 33% | 54% | 39% | 53% | 45% | 55% | | | | |
| | | | | | | * | | G | * | ** | | | M | M | | | * | | P | * | R | | | | | |
| Sigma | 500 | 239 | 261 | 270 | 156 | 74 | 405 | 88 | 7 | 210 | 290 | 321 | 103 | 76 | 232 | 268 | 96 | 404 | 96 | 404 | 252 | 248 | | | | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | |
| Summary | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 347.9 | 78.5 | 593.8 | 69.1 | 997.7 | 1.5 | 383.9 | 210.9 | 2.5 | 825.5 | 1.8 | 484.1 | 1.9 | 241.7 | 748 | 1.6 | 190.9 | 385.4 | 192.3 | 384.9 | 689.7 | 1.5 | | | | |
| | | | | | | * | | * | ** | | | | | | | | * | | * | | * | * | | | | |
| Mean (Those Who Use Apps) | 850.7 | 159.1 | 1787 | 178.5 | 2136.3 | 4.2 | 1098.7 | 321.6 | 3.3 | 1989 | 4.5 | 1296.5 | 4.5 | 440 | 1780.2 | 3.9 | 327.5 | 1049 | 347.7 | 1026.7 | 1554.1 | 4.1 | | | | |
| | | * | * | * | * | ** | * | * | ** | * | * | * | * | * | * | * | * | * | * | * | * | * | | | | |

Socialogues

GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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: All Respondents (unwtd) | 504 | 275 | 229 | 188 | 150 | 166 | 388 | 100 | 16 | 261 | 243 | 75 | 346 | 83 | 216 | 288 | 41 | 463 | 65 | 439 | 265 | 239 |
| Base: All Respondents (wtd) | 500 | 248 | 252 | 215 | 135 | 150 | 395 | 90 | 15 | 239 | 261 | 104 | 327 | 69 | 198 | 302 | 35 | 465 | 55 | 445 | 240 | 260 |
| | 118 | 54 | 63 | 38 | 29 | 51 | 97 | 18 | 2 | 66 | 52 | 12 | 88 | 18 | 49 | 68 | 3 | 115 | 7 | 111 | 61 | 57 |
| | 24% | 22% | 25% | 18% | 22% | 34% | 25% | 20% | 15% | 28% | 20% | 12% | 27% | 25% | 25% | 23% | 7% | 25% | 12% | 25% | 25% | 22% |
| | | | | | | CD | | | * | ** | J | | * | K | K* | | * | P | * | R | | |
| 1 | 46 | 22 | 24 | 21 | 14 | 12 | 34 | 10 | 3 | 23 | 23 | 8 | 29 | 10 | 23 | 24 | 3 | 43 | 8 | 39 | 27 | 19 |
| | 9% | 9% | 9% | 10% | 10% | 8% | 8% | 11% | 17% | 10% | 9% | 7% | 9% | 14% | 11% | 8% | 9% | 9% | 14% | 9% | 11% | 7% |
| | | | | | | | | * | ** | * | | * | | * | | * | * | * | * | | | |
| 2 | 52 | 18 | 33 | 33 | 14 | 5 | 41 | 9 | 2 | 21 | 31 | 13 | 34 | 5 | 19 | 33 | 3 | 49 | 8 | 44 | 24 | 28 |
| | 10% | 7% | 13% | 15% | 10% | 3% | 10% | 10% | 11% | 9% | 12% | 12% | 11% | 7% | 10% | 11% | 9% | 10% | 15% | 10% | 10% | 11% |
| | | | | | | | | * | ** | * | | * | | * | | * | * | * | * | | | |
| 3 | 40 | 23 | 17 | 22 | 7 | 11 | 31 | 6 | 3 | 17 | 23 | 10 | 24 | 5 | 16 | 24 | 6 | 34 | 9 | 31 | 20 | 20 |
| | 8% | 9% | 7% | 10% | 5% | 7% | 8% | 6% | 22% | 7% | 9% | 10% | 7% | 7% | 8% | 8% | 17% | 7% | 16% | 7% | 8% | 8% |
| | | | | | | | | * | ** | * | | * | | * | | * | Q* | | S* | | | |
| 4 | 19 | 11 | 7 | 9 | 6 | 4 | 13 | 6 | - | 6 | 13 | 5 | 9 | 4 | 5 | 14 | 1 | 18 | 2 | 16 | 4 | 15 |
| | 4% | 5% | 3% | 4% | 4% | 3% | 3% | 6% | - | 2% | 5% | 5% | 3% | 6% | 2% | 5% | 2% | 4% | 4% | 4% | 2% | 6% |
| | | | | | | | | * | ** | * | | * | | * | | * | * | * | * | | | |
| 5 | 20 | 10 | 10 | 9 | 7 | 4 | 16 | 4 | - | 5 | 15 | 5 | 10 | 5 | 6 | 14 | 2 | 19 | 3 | 18 | 8 | 12 |
| | 4% | 4% | 4% | 4% | 5% | 3% | 4% | 5% | - | 2% | 6% | 5% | 3% | 7% | 3% | 5% | 5% | 4% | 5% | 4% | 3% | 5% |
| | | | | | | | | * | ** | I | | * | | * | | * | * | * | * | | | |
| 6 | 7 | 3 | 4 | 5 | 2 | 1 | 3 | 4 | - | 4 | 3 | 2 | 4 | 2 | 4 | 3 | 1 | 6 | 1 | 6 | 4 | 3 |
| | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 5% | - | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | | | | | | | F* | ** | * | | * | | * | | * | * | * | * | | | |
| 7 | 6 | 4 | 2 | 1 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | - | 5 | 1 | 2 | 5 | - | 6 | - | 6 | 3 | 3 |
| | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 3% | 5% | 1% | 1% | - | 2% | 1% | 1% | 2% | - | 1% | - | 1% | 1% | 1% |
| | | | | | | | | * | ** | * | | * | | * | | * | * | * | * | | | |
| 8 | 4 | 2 | 2 | 3 | 1 | - | 4 | - | - | - | 4 | 2 | 2 | - | - | 4 | 2 | 2 | - | 4 | 1 | 3 |
| | 1% | 1% | 1% | 1% | 1% | - | 1% | - | - | - | 1% | 1% | 1% | - | - | 1% | 4% | 1% | - | 1% | * | 1% |
| | | | | | | | | * | ** | * | | * | | * | | * | Q* | | * | * | * | * |
| 9 | 2 | 2 | - | 2 | - | - | - | 2 | - | - | 2 | 2 | - | - | - | 2 | - | 2 | - | 2 | - | 2 |
| | * | 1% | - | 1% | - | - | - | 2% | - | - | 1% | 1% | - | - | - | * | - | * | - | * | - | 1% |
| | | | | | | | | F* | ** | * | | * | | * | | * | * | * | * | | | |
| 10 | 9 | 6 | 3 | 8 | 1 | - | 8 | 1 | - | 1 | 8 | 2 | 6 | 1 | - | 9 | - | 9 | - | 9 | 3 | 6 |
| | 2% | 2% | 1% | 4% | 1% | - | 2% | 1% | - | * | 3% | 2% | 2% | 1% | - | 3% | - | 2% | - | 2% | 1% | 2% |
| | | | | | | | | * | ** | I | | * | | * | | N | * | * | * | | | |
| 11 | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - |
| | * | * | - | * | - | - | - | 1% | - | * | - | - | - | 1% | * | - | - | * | - | * | - | - |
| | | | | | | | | * | ** | * | | * | | L* | | * | * | * | * | | | |
| 15 | 2 | 2 | - | 1 | - | 1 | 1 | 1 | - | 2 | - | - | 2 | - | 2 | - | 2 | - | 2 | - | 2 | - |
| | * | 1% | - | * | - | 1% | * | 1% | - | 1% | - | - | 1% | - | 1% | - | 5% | - | 3% | - | 1% | - |
| | | | | | | | | * | ** | * | | * | | * | | Q* | | S* | | | | |
| 16 | 1 | 1 | - | - | - | 1 | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 |
| | * | * | - | - | - | 1% | * | - | - | * | - | - | * | - | * | - | - | * | - | * | - | * |
| | | | | | | | | * | ** | * | | * | | * | | * | * | * | * | | | |
| 17 | 1 | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - |
| | * | * | - | - | 1% | - | * | - | - | * | - | - | * | - | - | * | - | * | - | * | * | - |
| | | | | | | | | * | ** | * | | * | | * | | * | * | * | * | | | |
| 20 | 2 | 1 | 1 | 1 | 1 | - | 2 | - | - | 1 | 1 | - | 2 | - | - | 2 | - | 2 | - | 2 | - | 2 |
| | * | * | * | 1% | 1% | - | 1% | - | - | * | * | - | 1% | - | - | 1% | - | * | - | * | - | 1% |
| | | | | | | | | * | ** | * | | * | | * | | * | * | * | * | | | |
| 30 | 2 | 2 | - | 1 | - | 1 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | 2 | - | 1 | 1 | 1 | 1 | 2 | - |
| | * | 1% | - | * | - | 1% | * | 1% | - | * | * | - | * | 2% | 1% | - | 3% | * | 2% | * | 1% | - |
| | | | | | | | | * | ** | * | | * | | * | | Q* | | S* | | | | |
| 50 | 1 | 1 | - | - | - | 1 | - | - | 1 | 1 | - | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - |
| | * | * | - | - | - | 1% | - | - | 5% | * | - | - | - | 1% | * | - | 2% | - | 1% | - | * | - |
| | | | | | | | | * | ** | * | | * | | L* | | Q* | | S* | | | | |
| 107 | 1 | 1 | - | 1 | - | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 |
| | * | * | - | 1% | - | - | - | 1% | - | - | * | - | * | - | - | * | - | * | - | * | - | * |
| | | | | | | | | F* | ** | * | | * | | * | | * | * | * | * | | | |
| I don't have a smart/mobile phone or tablet | 168 | 83 | 84 | 60 | 49 | 58 | 139 | 24 | 4 | 85 | 82 | 44 | 107 | 17 | 67 | 100 | 12 | 156 | 15 | 153 | 79 | 88 |
| | 34% | 34% | 33% | 28% | 37% | 39% | 35% | 27% | 25% | 36% | 31% | 42% | 33% | 25% | 34% | 33% | 34% | 33% | 26% | 34% | 33% | 34% |
| | | | | | | | | C | | * | ** | M* | | * | | * | * | * | * | | | |
| Sigma | 500 | 248 | 252 | 215 | 135 | 150 | 395 | 90 | 15 | 239 | 261 | 104 | 327 | 69 | 198 | 302 | 35 | 465 | 55 | 445 | 240 | 260 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Summary | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 2 | 2.7 | 1.3 | 2.7 | 1.5 | 1.3 | 1.5 | 3.7 | 3.9 | 1.5 | 2.4 | 1.6 | 2 | 2.6 | 1.7 | 2.2 | 4.3 | 1.8 | 3.1 | 1.8 | 1.7 | 2.2 |
| | | B | | | | | | F* | ** | | | * | | * | | | Q* | * | * | | | |
| Mean (Those Who Use Apps) | 4.6 | 6 | 3.1 | 5 | 3.6 | 4.7 | 3.8 | 6.9 | 6.5 | 4.2 | 4.9 | 3.5 | 4.9 | 5.2 | 4.2 | 4.8 | 7.3 | 4.3 | 5.1 | 4.5 | 4.2 | 5 |
| | | B | * | * | * | * | | F* | ** | * | | * | | * | * | * | ** | * | * | | | * |

Socialogues

GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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: All Respondents (unwtd) | 501 | 253 | 248 | 171 | 169 | 161 | 68 | 263 | 170 | 240 | 261 | 81 | 296 | 124 | 267 | 234 | 53 | 448 | 70 | 431 | 333 | 168 |
| Base: All Respondents (wtd) | 500 | 241 | 259 | 211 | 163 | 126 | 71 | 275 | 154 | 220 | 280 | 146 | 266 | 88 | 245 | 255 | 50 | 450 | 65 | 435 | 314 | 186 |
| 0 | 103 | 49 | 54 | 39 | 40 | 24 | 13 | 62 | 28 | 42 | 61 | 37 | 51 | 16 | 61 | 41 | 11 | 92 | 12 | 91 | 63 | 39 |
| | 21% | 20% | 21% | 18% | 24% | 19% | 18% | 23% | 18% | 19% | 22% | 25% | 19% | 18% | 25% | 16% | 21% | 20% | 18% | 21% | 20% | 21% |
| | | | | | | | * | | | | | * | | | O | | * | | * | | | |
| 1 | 31 | 14 | 17 | 12 | 8 | 11 | - | 19 | 11 | 15 | 15 | 8 | 15 | 8 | 13 | 17 | 1 | 30 | 2 | 28 | 20 | 11 |
| | 6% | 6% | 6% | 6% | 5% | 9% | - | 7% | 7% | 7% | 5% | 5% | 5% | 9% | 6% | 7% | 1% | 7% | 3% | 7% | 6% | 6% |
| | | | | | | | * | F | F | | | * | | | | | * | | * | | | |
| 2 | 59 | 30 | 28 | 27 | 19 | 12 | 4 | 32 | 22 | 29 | 30 | 18 | 29 | 11 | 32 | 27 | 2 | 56 | 7 | 51 | 40 | 19 |
| | 12% | 13% | 11% | 13% | 12% | 10% | 6% | 12% | 15% | 13% | 11% | 13% | 11% | 12% | 13% | 11% | 4% | 13% | 11% | 12% | 13% | 10% |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 3 | 52 | 23 | 29 | 34 | 7 | 11 | 7 | 30 | 16 | 23 | 29 | 17 | 25 | 10 | 24 | 29 | 7 | 45 | 11 | 42 | 34 | 18 |
| | 10% | 10% | 11% | 16% | 4% | 9% | 9% | 11% | 10% | 10% | 11% | 12% | 10% | 11% | 10% | 11% | 14% | 10% | 16% | 10% | 11% | 10% |
| | | | | D | | | * | | | | | * | | | | | * | | * | | | |
| 4 | 22 | 6 | 16 | 15 | 3 | 4 | 4 | 12 | 6 | 7 | 15 | 5 | 11 | 7 | 11 | 11 | 4 | 18 | 6 | 16 | 10 | 12 |
| | 4% | 3% | 6% | 7% | 2% | 3% | 5% | 4% | 4% | 3% | 5% | 3% | 4% | 7% | 4% | 4% | 8% | 4% | 9% | 4% | 3% | 7% |
| | | | | D | | | * | | | | | * | | | | | * | | * | | | |
| 5 | 29 | 12 | 16 | 18 | 3 | 8 | 1 | 16 | 12 | 18 | 11 | 8 | 18 | 3 | 10 | 19 | 3 | 26 | 4 | 25 | 21 | 8 |
| | 6% | 5% | 6% | 8% | 2% | 6% | 1% | 6% | 8% | 8% | 4% | 5% | 7% | 3% | 4% | 7% | 6% | 6% | 5% | 6% | 7% | 4% |
| | | | | D | | | * | | | | | * | | | | | * | | * | | | |
| 6 | 10 | 5 | 4 | 3 | 5 | 1 | - | 2 | 7 | 5 | 4 | 2 | 6 | 2 | 7 | 3 | 4 | 6 | 4 | 6 | 8 | 2 |
| | 2% | 2% | 2% | 1% | 3% | 1% | - | 1% | 5% | 2% | 2% | 1% | 2% | 3% | 3% | 1% | 7% | 1% | 6% | 1% | 3% | 1% |
| | | | | | | | * | | G | | | * | | | | | Q* | | 5* | | | |
| 7 | 5 | 1 | 4 | 4 | - | 1 | - | 3 | 3 | 4 | 1 | 1 | 2 | 2 | 2 | 3 | 1 | 5 | 1 | 5 | 5 | 1 |
| | 1% | 1% | 2% | 2% | - | 1% | - | 1% | 2% | 2% | * | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | * |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 8 | 2 | 1 | 1 | - | 1 | 1 | - | 2 | - | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 2 | - | 2 | 1 | 1 |
| | * | * | * | - | 1% | * | - | 1% | - | * | * | - | * | 1% | * | * | - | * | - | * | * | * |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 9 | 2 | 1 | 1 | 1 | 1 | - | - | 2 | - | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 2 | - | 2 | 2 | - |
| | * | * | * | * | 1% | - | - | 1% | - | * | * | - | * | 1% | * | * | - | * | - | * | 1% | - |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 10 | 13 | 4 | 9 | 7 | 4 | 2 | 2 | 4 | 7 | 6 | 7 | 6 | 4 | 4 | 6 | 7 | 2 | 12 | 2 | 11 | 8 | 5 |
| | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 5% | 3% | 2% | 4% | 1% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 12 | 2 | 1 | 1 | 1 | 1 | - | - | 2 | - | 1 | 1 | - | 2 | - | 1 | 1 | - | 2 | - | 2 | 2 | - |
| | * | * | * | 1% | 1% | - | - | 1% | - | * | * | - | 1% | - | * | 1% | - | * | - | 1% | 1% | - |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 14 | 2 | 1 | 1 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | - | 2 | - | 1 | 1 | - | 2 | - | 2 | 2 | - |
| | * | * | * | 1% | 1% | - | 2% | * | - | * | * | - | 1% | - | * | 1% | - | * | - | 1% | 1% | - |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 15 | 1 | - | 1 | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 1 | 1 |
| | * | - | 1% | - | * | 1% | - | * | 1% | - | * | - | * | 1% | - | 1% | - | * | 1% | * | * | * |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 20 | 2 | - | 2 | 1 | 1 | - | - | 1 | 1 | 1 | 1 | - | 1 | 1 | 2 | - | - | 2 | 1 | 1 | 2 | - |
| | * | - | 1% | * | 1% | - | - | * | 1% | * | * | - | * | 1% | 1% | - | - | * | 1% | * | 1% | - |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 30 | 1 | 1 | - | - | - | 1 | - | - | 1 | 1 | - | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - |
| | * | * | - | - | - | * | - | - | * | - | - | - | - | 1% | * | - | 1% | - | 1% | - | * | - |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 32 | 2 | 2 | - | 2 | - | - | - | - | 2 | 2 | - | 2 | - | - | 2 | - | - | 2 | - | 2 | 2 | - |
| | * | 1% | - | 1% | - | - | - | - | 1% | 1% | - | 1% | - | - | 1% | - | - | * | - | * | 1% | - |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| 38 | 1 | 1 | - | 1 | - | - | - | - | 1 | - | 1 | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - |
| | * | * | - | * | - | - | - | - | * | - | * | - | - | 1% | * | - | 1% | - | 1% | - | * | - |
| | | | | | | | * | | | | | * | | | | | Q* | | 5* | | | |
| 45 | 1 | 1 | - | 1 | - | - | - | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - |
| | * | * | - | * | - | - | - | - | 1% | - | * | - | * | - | - | * | - | * | - | * | * | - |
| | | | | | | | * | | | | | * | | | | | * | | * | | | |
| I don't have a smart/mobile phone or tablet | 162 | 88 | 74 | 45 | 69 | 48 | 40 | 87 | 36 | 65 | 97 | 43 | 96 | 23 | 71 | 91 | 15 | 147 | 15 | 147 | 92 | 70 |
| | 32% | 37% | 29% | 21% | 42% | 38% | 56% | 31% | 23% | 29% | 35% | 30% | 36% | 26% | 29% | 36% | 30% | 33% | 23% | 34% | 29% | 37% |
| | | | | C | C | | GH* | | | | | * | M | | | | * | | * | | | |
| Sigma | 500 | 241 | 259 | 211 | 163 | 126 | 71 | 275 | 154 | 220 | 280 | 146 | 266 | 88 | 245 | 255 | 50 | 450 | 65 | 435 | 314 | 186 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Summary | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 2.1 | 2.1 | 2.1 | 2.9 | 1.4 | 1.6 | 1.2 | 1.7 | 3.2 | 2.3 | 1.9 | 2 | 1.9 | 2.8 | 2.2 | 2 | 2.9 | 2 | 3.2 | 1.9 | 2.5 | 1.5 |
| | | | | DE | | | * | | FG | | | * | | | | | * | | 5* | | U | |
| Mean (Those Who Use Apps) | 4.5 | 4.8 | 4.2 | 4.9 | 4.2 | 3.7 | 4.5 | 3.7 | 5.5 | 4.5 | 4.4 | 4.3 | 4.4 | 4.9 | 4.7 | 4.2 | 4.3 | 4.3 | 5.4 | 4.3 | 4.9 | 3.6 |
| | | | * | * | * | * | ** | * | G* | | * | * | * | * | * | * | ** | * | * | * | * | * |

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

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Socialogues

GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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: All Respondents (unwtd) | 503 | 203 | 300 | 253 | 177 | 73 | 31 | 53 | 419 | 253 | 250 | 278 | 136 | 89 | 245 | 258 | 102 | 401 | 155 | 348 | 411 | 92 |
| Base: All Respondents (wtd) | 500 | 240 | 260 | 287 | 143 | 70 | 39 | 51 | 409 | 216 | 284 | 282 | 129 | 89 | 236 | 264 | 96 | 404 | 149 | 351 | 382 | 118 |
| | 90 | 33 | 57 | 53 | 29 | 8 | 13 | 12 | 65 | 35 | 55 | 58 | 22 | 11 | 35 | 55 | 15 | 76 | 25 | 65 | 62 | 28 |
| | 18% | 14% | 22% | 19% | 20% | 11% | 34% | 23% | 16% | 16% | 19% | 20% | 17% | 12% | 15% | 21% | 15% | 19% | 17% | 19% | 16% | 24% |
| 1 | | A | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 51 | 28 | 23 | 33 | 13 | 6 | 5 | 6 | 40 | 21 | 31 | 30 | 13 | 9 | 23 | 29 | 8 | 43 | 16 | 35 | 40 | 12 |
| | 10% | 12% | 9% | 11% | 9% | 8% | 13% | 13% | 10% | 10% | 11% | 11% | 10% | 10% | 10% | 11% | 9% | 11% | 11% | 10% | 10% | 10% |
| 2 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 80 | 36 | 44 | 51 | 17 | 11 | 8 | 4 | 69 | 28 | 52 | 44 | 17 | 20 | 29 | 51 | 16 | 65 | 21 | 59 | 60 | 20 |
| | 16% | 15% | 17% | 18% | 12% | 16% | 19% | 8% | 17% | 13% | 18% | 16% | 13% | 22% | 12% | 19% | 16% | 16% | 14% | 17% | 16% | 17% |
| 3 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 68 | 27 | 41 | 41 | 17 | 10 | 4 | 7 | 56 | 30 | 37 | 40 | 16 | 12 | 36 | 32 | 16 | 52 | 22 | 46 | 57 | 10 |
| | 14% | 11% | 16% | 14% | 12% | 14% | 10% | 14% | 14% | 14% | 13% | 14% | 12% | 13% | 15% | 12% | 17% | 13% | 15% | 13% | 15% | 9% |
| 4 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 24 | 9 | 15 | 10 | 11 | 3 | 1 | 4 | 20 | 12 | 12 | 11 | 10 | 4 | 11 | 13 | 3 | 22 | 5 | 19 | 18 | 7 |
| | 5% | 4% | 6% | 4% | 8% | 4% | 2% | 7% | 5% | 6% | 4% | 4% | 7% | 5% | 5% | 5% | 3% | 5% | 3% | 5% | 5% | 6% |
| 5 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 45 | 29 | 17 | 30 | 13 | 3 | 1 | 1 | 43 | 15 | 30 | 16 | 16 | 13 | 27 | 18 | 6 | 39 | 8 | 37 | 31 | 14 |
| | 9% | 12% | 6% | 10% | 9% | 4% | 2% | 3% | 10% | 7% | 10% | 6% | 12% | 15% | 11% | 7% | 6% | 10% | 6% | 10% | 8% | 12% |
| 6 | | | | | | * | ** | * | | | | K | K* | | | | * | | | | * | |
| | 19 | 11 | 8 | 12 | 4 | 3 | 1 | - | 18 | 9 | 10 | 12 | 3 | 4 | 10 | 9 | 4 | 15 | 5 | 14 | 19 | - |
| | 4% | 5% | 3% | 4% | 3% | 4% | 2% | - | 4% | 4% | 4% | 4% | 2% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 5% | - |
| 7 | | | | | | * | ** | * | | | | | | * | | | * | | | | U | * |
| | 3 | 2 | 1 | 3 | - | - | - | 1 | 2 | 2 | 2 | 2 | 2 | - | 2 | 1 | 1 | 2 | 1 | 2 | 3 | - |
| | 1% | 1% | 1% | 1% | - | - | - | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | * | 1% | 1% | 1% | 1% | 1% | - |
| 8 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 2 | 1 | 1 | 2 | 1 | - | - | - | 2 | 1 | 2 | - | 1 | 1 | 2 | 1 | - | 2 | 1 | 1 | 2 | - |
| | * | * | 1% | 1% | 1% | - | - | - | 1% | * | 1% | - | 1% | 1% | 1% | 1% | * | - | 1% | 1% | * | 1% |
| 9 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 1 | - | 1 | 1 | 1 | - | - | 1 | 1 | - | 1 | 1 | - | - | 1 | - | - | 1 | - | 1 | 1 | 1 |
| | * | - | 1% | * | 1% | - | - | 1% | * | - | 1% | 1% | - | - | 1% | - | - | * | - | * | * | 1% |
| 10 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 15 | 10 | 5 | 10 | 4 | 1 | 2 | - | 13 | 10 | 5 | 8 | 4 | 3 | 7 | 8 | 7 | 8 | 8 | 7 | 12 | 3 |
| | 3% | 4% | 2% | 3% | 3% | 1% | 6% | - | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | 8% | 2% | 5% | 2% | 3% | 3% |
| 11 | | | | | | * | ** | * | | | | | | * | | | Q* | | | | * | |
| | 1 | - | 1 | - | 1 | - | - | - | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | - | 1 | 1 | - |
| | * | - | * | - | 1% | - | - | - | * | * | - | * | - | - | - | * | - | * | - | * | * | - |
| 12 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 2 | 1 | 1 | 2 | - | - | - | - | 2 | 1 | 1 | 1 | - | 1 | 2 | - | 1 | 1 | - | 2 | 2 | - |
| | * | * | * | 1% | - | - | - | - | * | * | * | * | - | 1% | 1% | - | 1% | * | - | * | * | - |
| 15 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 7 | 6 | 1 | 4 | 3 | - | - | - | 7 | 2 | 5 | 5 | 2 | - | 3 | 4 | 3 | 4 | 4 | 3 | 5 | 2 |
| | 1% | 3% | * | 2% | 2% | - | - | - | 2% | 1% | 2% | 2% | 1% | - | 1% | 2% | 3% | 1% | 3% | 1% | 1% | 2% |
| 20 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 5 | 4 | 1 | 4 | 1 | - | - | - | 5 | 1 | 4 | 3 | 1 | 1 | - | 5 | 1 | 4 | 1 | 4 | 2 | 3 |
| | 1% | 2% | * | 1% | 1% | - | - | - | 1% | * | 1% | 1% | 1% | 1% | - | 2% | 1% | 1% | 1% | 1% | * | 3% |
| 25 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 1 | - | 1 | 1 | - | - | - | - | 1 | - | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - |
| | * | - | * | * | - | - | - | - | * | - | * | - | 1% | - | - | - | * | - | * | * | * | - |
| 27 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | - |
| | * | * | - | * | - | - | - | - | * | * | - | * | - | - | - | * | - | * | 1% | - | * | - |
| 37 | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 2 | 2 | - | 2 | - | - | - | - | 2 | - | 2 | 2 | - | - | - | 2 | - | 2 | - | 2 | - | 2 |
| | * | 1% | - | 1% | - | - | - | - | 1% | - | 1% | 1% | - | - | - | 1% | - | 1% | - | 1% | - | 2% |
| 100 | | | | | | * | ** | * | | | | | | * | | | * | | | | T* | |
| | 1 | - | 1 | 1 | - | - | - | - | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | - |
| | * | - | * | * | - | - | - | - | * | * | - | * | - | - | - | * | - | * | * | - | * | - |
| I don't have a smart/mobile phone or tablet | | | | | | * | ** | * | | | | | | * | | | * | | | | * | |
| | 82 | 41 | 41 | 26 | 29 | 26 | 5 | 15 | 62 | 47 | 34 | 47 | 23 | 12 | 48 | 34 | 17 | 65 | 29 | 53 | 66 | 16 |
| | 16% | 17% | 16% | 9% | 20% | 37% | 12% | 30% | 15% | 22% | 12% | 17% | 18% | 13% | 20% | 13% | 17% | 16% | 19% | 15% | 17% | 13% |
| Sigma | | | | | | C | CD* | ** | H* | J | | | | * | O | | * | | | | * | |
| | 500 | 240 | 260 | 287 | 143 | 70 | 39 | 51 | 409 | 216 | 284 | 282 | 129 | 89 | 236 | 264 | 96 | 404 | 149 | 351 | 382 | 118 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Summary | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 3 | 3.5 | 2.5 | 3.5 | 2.5 | 1.6 | 1.7 | 1.4 | 3.3 | 2.9 | 3 | 3.1 | 2.7 | 2.8 | 2.6 | 3.2 | 3.2 | 2.9 | 3.3 | 2.8 | 2.8 | 3.4 |
| | | | | E | E | * | ** | * | G | | | | | * | | | * | | * | | * | * |
| Mean (Those Who Use Apps) | 4.5 | 5 | 4 | 4.9 | 4.1 | 3 | 3.1 | 2.9 | 4.7 | 4.6 | 4.4 | 4.9 | 4.2 | 3.7 | 4.1 | 4.9 | 4.7 | 4.5 | 5.2 | 4.2 | 4.3 | 5.3 |
| | | | | | | * | ** | ** | | | | | * | * | | * | * | * | * | * | * | * |

Socialogue

GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

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: All Respondents (unwtd) | | | | | | | | | | | | | | | | | | | | | | | |
| Base: All Respondents (wtd) | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | | 507 | 252 | 255 | 211 | 176 | 120 | 80 | 203 | 224 | 298 | 209 | 17 | 138 | 352 | 257 | 250 | 68 | 439 | 101 | 406 | 369 | 138 |
| 1 | | 500 | 253 | 247 | 211 | 183 | 107 | 77 | 202 | 220 | 292 | 208 | 16 | 132 | 351 | 254 | 246 | 66 | 434 | 98 | 402 | 366 | 134 |
| | | 56 | 28 | 28 | 26 | 18 | 12 | 11 | 23 | 22 | 26 | 31 | 3 | 23 | 31 | 19 | 37 | 7 | 49 | 9 | 47 | 30 | 26 |
| | | 11% | 11% | 11% | 12% | 10% | 12% | 15% | 12% | 10% | 9% | 15% | 18% | 17% | 9% | 7% | 15% | 10% | 11% | 9% | 12% | 8% | 20% |
| 2 | | | | | | | * | | | | | I | ** | M | | N | * | | * | | | | |
| | | 133 | 66 | 67 | 59 | 51 | 24 | 23 | 51 | 60 | 74 | 59 | 5 | 33 | 96 | 63 | 70 | 16 | 117 | 23 | 110 | 95 | 38 |
| | | 27% | 26% | 27% | 28% | 28% | 23% | 29% | 25% | 27% | 25% | 29% | 25% | 27% | 25% | 25% | 29% | 25% | 27% | 24% | 27% | 26% | 28% |
| 3 | | 67 | 43 | 25 | 32 | 19 | 16 | 8 | 32 | 28 | 46 | 22 | 3 | 13 | 51 | 41 | 26 | 10 | 57 | 15 | 53 | 52 | 15 |
| | | 13% | 17% | 10% | 15% | 11% | 15% | 10% | 16% | 13% | 16% | 10% | 18% | 10% | 15% | 16% | 11% | 15% | 13% | 15% | 13% | 14% | 11% |
| | | | B | | | | * | | | | | ** | | | | * | | * | | | | | |
| 4 | | 58 | 32 | 26 | 27 | 23 | 8 | 7 | 22 | 29 | 33 | 25 | 2 | 13 | 42 | 32 | 26 | 12 | 46 | 19 | 39 | 46 | 12 |
| | | 12% | 13% | 11% | 13% | 12% | 7% | 9% | 11% | 13% | 11% | 12% | 12% | 10% | 12% | 13% | 10% | 18% | 11% | 20% | 10% | 12% | 9% |
| | | | | | | | * | | | | | ** | | | | * | | 5* | | | | | |
| 5 | | 13 | 5 | 8 | 8 | 4 | 1 | 2 | 7 | 4 | 6 | 7 | - | 3 | 10 | 6 | 7 | 3 | 10 | 3 | 10 | 9 | 4 |
| | | 3% | 2% | 3% | 4% | 2% | 1% | 3% | 3% | 2% | 2% | 3% | - | 2% | 3% | 2% | 3% | 4% | 2% | 3% | 2% | 2% | 3% |
| | | | | | | | * | | | | | ** | | | | * | | * | | | | | |
| 6 | | 33 | 22 | 11 | 14 | 13 | 6 | 1 | 9 | 23 | 22 | 11 | - | 5 | 28 | 23 | 10 | 5 | 28 | 7 | 26 | 28 | 5 |
| | | 7% | 9% | 5% | 7% | 7% | 6% | 1% | 5% | 10% | 8% | 5% | - | 4% | 8% | 9% | 4% | 7% | 6% | 7% | 7% | 8% | 4% |
| | | | | | | | * | | | FG | | ** | | | O | * | * | * | * | | | | |
| 7 | | 6 | 2 | 4 | 2 | 4 | - | 1 | 1 | 4 | 5 | 1 | 1 | - | 5 | 2 | 4 | - | 6 | - | 6 | 4 | 2 |
| | | 1% | 1% | 2% | 1% | 2% | - | 1% | * | 2% | 2% | * | 6% | - | 1% | 1% | 2% | - | 1% | - | 1% | 1% | 2% |
| | | | | | | | * | | | | | ** | | | | * | | * | | | | | |
| 8 | | 3 | 2 | 1 | - | 1 | 2 | 1 | - | 2 | 3 | - | - | 3 | - | 1 | 2 | - | 3 | - | 3 | 2 | 1 |
| | | 1% | 1% | * | - | 1% | 2% | 1% | - | 1% | 1% | - | - | 2% | - | * | 1% | - | 1% | - | 1% | 1% | 1% |
| | | | | | | | * | | | | | ** | | M | | * | * | * | * | | | | |
| 9 | | 1 | - | 1 | 1 | - | - | 1 | - | - | 1 | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | 1 | - |
| | | * | * | * | * | - | - | * | - | - | * | - | - | * | - | - | - | * | - | * | * | * | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 10 | | 28 | 10 | 18 | 15 | 6 | 6 | 2 | 17 | 9 | 15 | 13 | - | 5 | 23 | 15 | 13 | 2 | 26 | 3 | 25 | 21 | 7 |
| | | 6% | 4% | 7% | 7% | 3% | 6% | 2% | 8% | 4% | 5% | 6% | - | 4% | 6% | 6% | 5% | 3% | 6% | 3% | 6% | 6% | 5% |
| | | | | | | | * | | H | | | ** | | | | * | * | * | * | | | | |
| 11 | | 1 | - | 1 | - | 1 | - | - | 1 | 1 | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - |
| | | * | - | * | - | 1% | - | - | 1% | * | - | - | - | * | * | - | - | * | - | * | * | - | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 12 | | 1 | - | 1 | 3 | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - |
| | | * | - | * | - | - | - | * | - | - | * | - | - | 1% | - | - | * | - | * | - | * | * | - |
| | | | | | | | * | | | | | ** | | 1% | - | - | * | * | * | * | * | - | |
| 13 | | 1 | - | 1 | 3 | - | - | 1 | - | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - |
| | | * | - | * | - | - | - | * | - | - | * | - | - | 1% | - | - | * | - | * | - | * | * | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 14 | | 1 | - | 1 | - | 1 | - | 1 | - | - | 1 | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | 1 | - |
| | | * | - | * | - | * | - | 1% | - | - | - | * | - | * | * | - | - | * | - | * | * | * | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 15 | | 3 | 3 | - | - | 1 | 2 | - | 1 | 2 | 3 | - | - | 3 | 3 | - | - | 3 | 2 | 1 | 3 | - | - |
| | | 1% | 1% | - | - | * | 2% | - | * | 1% | 1% | - | - | 1% | 1% | - | - | 1% | 2% | * | 1% | - | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 16 | | 12 | 5 | 7 | 4 | 7 | 1 | 1 | 2 | 9 | 7 | 4 | - | 2 | 10 | 8 | 4 | 3 | 9 | 4 | 8 | 10 | 2 |
| | | 2% | 2% | 3% | 2% | 4% | 1% | 1% | 1% | 4% | 3% | 2% | - | 1% | 3% | 3% | 2% | 4% | 2% | 4% | 2% | 3% | 1% |
| | | | | | | | * | | G | | | ** | | | | * | * | * | * | | | | |
| 17 | | 2 | 2 | - | - | 2 | - | - | 2 | 1 | 1 | - | - | 1 | 1 | 1 | - | 2 | - | 2 | 2 | - | - |
| | | * | 1% | - | - | 1% | - | - | 1% | * | 1% | - | - | 1% | * | * | * | 1% | - | 1% | 1% | 1% | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 18 | | 1 | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | 1 | - | - | 1 | 1 | - | 1 | - | - |
| | | * | * | - | - | 1% | - | 1% | - | - | 1% | - | - | 1% | * | * | - | * | 1% | - | * | - | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 19 | | 2 | 1 | 1 | 2 | - | - | 1 | 1 | - | - | 2 | 1 | - | 1 | - | 2 | - | 2 | - | 2 | - | 2 |
| | | * | * | * | 1% | - | - | 1% | * | - | - | 6% | - | * | - | 1% | - | * | - | * | - | 1% | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 20 | | 1 | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | 1 | - | - | 1 | 1 | - | 1 | - | - |
| | | * | * | - | - | 1% | - | 1% | - | - | 1% | - | - | 1% | * | * | - | * | 1% | - | * | - | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 21 | | 2 | 1 | 1 | 2 | - | - | 1 | 1 | - | - | 2 | 1 | - | 1 | - | 2 | - | 2 | - | 2 | - | 2 |
| | | * | * | * | 1% | - | - | 1% | * | - | - | 6% | - | * | - | 1% | - | * | - | * | - | 1% | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 22 | | 1 | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | 1 | - | - | 1 | 1 | - | 1 | - | - |
| | | * | * | - | - | 1% | - | 1% | - | - | 1% | - | - | 1% | * | * | - | * | 1% | - | * | - | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 23 | | 2 | 1 | 1 | 2 | - | - | 1 | 1 | - | - | 2 | 1 | - | 1 | - | 2 | - | 2 | - | 2 | - | 2 |
| | | * | * | * | 1% | - | - | 1% | * | - | - | 6% | - | * | - | 1% | - | * | - | * | - | 1% | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 24 | | 1 | 1 | - | - | 1 | - | 1 | - | - | 1 | - | - | 1 | 1 | - | - | 1 | - | 1 | - | 1 | - |
| | | * | * | - | - | 1% | - | 1% | - | - | 1% | - | - | 1% | * | * | - | * | 1% | - | * | - | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 25 | | 1 | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - |
| | | * | * | - | - | 1% | - | - | 1% | - | 1% | - | - | * | - | * | - | * | - | * | - | 1% | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 26 | | 1 | - | 1 | 1 | - | - | 1 | - | - | 1 | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | - |
| | | * | * | * | * | - | - | 1% | - | - | * | - | - | * | - | 1% | - | * | - | 1% | - | * | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 27 | | 1 | - | 1 | - | - | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | - |
| | | * | * | - | - | 1% | - | - | - | * | - | - | - | * | * | - | 1% | - | 1% | - | * | - | - |
| | | | | | | | * | | | | | ** | | | | * | * | * | * | | | | |
| 28 | | 71 | 29 | 42 | 16 | 30 | 26 | 18 | 30 | 29 | 47 | 24 | 2 | 29 | 40 | 34 | 37 | 6 | 65 | 10 | 61 | 55 | 16 |
| | | 14% | 11% | 17% | 8% | 16% | 24% | | | | | | | | | | | | | | | | |

Minimum Base: 20 (**). Small Base: 100 (*)

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

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Socialogue
GN1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?
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 | |
| | A | B | 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 |
| | | | | | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U |
| Base: All Respondents (unwtd) | 508 | 295 | 213 | 290 | 177 | 41 | 20 | 183 | 305 | 262 | 246 | 159 | 78 | 271 | 275 | 233 | 67 | 441 | 169 | 339 | 351 | 157 | |
| Base: All Respondents (wtd) | 500 | 252 | 248 | 262 | 181 | 56 | 20 | 180 | 299 | 253 | 247 | 158 | 78 | 264 | 262 | 238 | 68 | 432 | 162 | 338 | 333 | 167 | |
| 0 | 35 | 13 | 23 | 12 | 14 | 10 | 3 | 5 | 27 | 17 | 18 | 12 | 6 | 17 | 20 | 15 | 7 | 29 | 13 | 22 | 22 | 13 | |
| | 7% | 5% | 9% | 4% | 8% | 17% | 13% | 3% | 9% | 7% | 7% | 8% | 8% | 6% | 8% | 6% | 10% | 7% | 8% | 7% | 7% | 8% | |
| 1 | 36 | 22 | 13 | 21 | 12 | 3 | 1 | 14 | 21 | 22 | 14 | 13 | 8 | 14 | 21 | 15 | 5 | 31 | 11 | 25 | 24 | 12 | |
| | 7% | 9% | 5% | 8% | 7% | 5% | 4% | 8% | 7% | 9% | 5% | 8% | 10% | 5% | 8% | 6% | 8% | 7% | 7% | 7% | 7% | 7% | |
| 2 | 71 | 35 | 37 | 38 | 26 | 7 | - | 29 | 43 | 32 | 39 | 18 | 14 | 40 | 40 | 31 | 10 | 61 | 30 | 41 | 48 | 23 | |
| | 14% | 14% | 15% | 15% | 14% | 12% | - | 16% | 14% | 13% | 16% | 11% | 18% | 15% | 15% | 13% | 14% | 14% | 19% | 12% | 14% | 14% | |
| 3 | 57 | 32 | 25 | 34 | 21 | 2 | - | 22 | 35 | 32 | 25 | 17 | 9 | 31 | 31 | 26 | 8 | 49 | 27 | 30 | 44 | 13 | |
| | 11% | 13% | 10% | 13% | 11% | 4% | - | 12% | 12% | 13% | 10% | 11% | 11% | 12% | 12% | 11% | 12% | 11% | 17% | 9% | 13% | 8% | |
| 4 | 24 | 14 | 10 | 18 | 3 | 3 | - | 6 | 18 | 9 | 15 | 3 | 3 | 19 | 11 | 13 | 4 | 20 | 9 | 15 | 18 | 6 | |
| | 5% | 6% | 4% | 7% | 2% | 5% | - | 4% | 6% | 3% | 6% | 2% | 3% | 7% | 4% | 6% | 5% | 5% | 6% | 4% | 6% | 3% | |
| 5 | 55 | 24 | 31 | 33 | 20 | 2 | 2 | 13 | 40 | 29 | 26 | 5 | 7 | 43 | 31 | 24 | 8 | 47 | 20 | 35 | 35 | 20 | |
| | 11% | 10% | 12% | 13% | 11% | 3% | 8% | 7% | 13% | 12% | 10% | 3% | 10% | 16% | 12% | 10% | 11% | 11% | 12% | 10% | 11% | 12% | |
| 6 | 10 | 7 | 3 | 7 | 3 | - | - | - | 10 | 3 | 7 | 1 | 1 | 8 | 5 | 5 | 1 | 9 | 2 | 8 | 6 | 4 | |
| | 2% | 3% | 1% | 3% | 2% | - | - | - | 3% | 1% | 3% | 1% | 1% | 3% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | |
| 7 | 4 | 3 | 1 | 3 | 1 | - | - | 1 | 3 | - | 4 | 2 | - | 2 | - | 2 | - | 4 | 1 | 3 | 3 | 1 | |
| | 1% | 1% | 0% | 1% | 1% | - | - | 0% | 1% | - | 1% | 1% | - | 1% | 1% | 1% | - | 1% | 0% | 1% | 1% | 1% | |
| 8 | 6 | 4 | 2 | 5 | 1 | - | - | 1 | 5 | 1 | 5 | 2 | 2 | 2 | 3 | 3 | - | 6 | 1 | 5 | 2 | 4 | |
| | 1% | 1% | 1% | 2% | 1% | - | - | 1% | 2% | 0% | 2% | 1% | 3% | 1% | 1% | 1% | - | 1% | 0% | 2% | 0% | 3% | |
| 9 | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | |
| | 0% | 0% | 0% | 0% | 0% | - | - | - | 0% | 0% | - | - | - | 0% | 0% | - | - | 0% | - | 0% | 0% | - | |
| 10 | 12 | 7 | 5 | 6 | 5 | 1 | 2 | 1 | 9 | 7 | 5 | 3 | 2 | 8 | 5 | 7 | 3 | 9 | 5 | 7 | 9 | 3 | |
| | 2% | 3% | 2% | 2% | 3% | 2% | 10% | 0% | 3% | 3% | 2% | 2% | 2% | 3% | 2% | 3% | 4% | 2% | 3% | 2% | 3% | 2% | |
| 11 | 1 | - | 1 | - | - | - | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | |
| | 0% | 0% | 0% | 0% | 0% | - | - | - | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | |
| 12 | 3 | 3 | - | 2 | 2 | - | - | 1 | 2 | 2 | 1 | 1 | - | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | |
| | 1% | 1% | - | 1% | 1% | - | - | 0% | 1% | 1% | 0% | 0% | - | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | |
| 15 | 3 | - | 3 | 2 | 1 | - | - | - | 3 | - | 3 | 1 | - | 2 | 1 | 2 | 1 | 2 | - | 3 | 1 | 2 | |
| | 1% | - | 1% | 1% | 1% | - | - | - | 1% | - | 1% | 1% | - | 1% | 0% | 1% | 2% | 0% | - | 1% | 0% | 1% | |
| 19 | 2 | 1 | 1 | 1 | 1 | 1 | - | - | 2 | - | 2 | 1 | - | 1 | 1 | 1 | - | 2 | - | 2 | 1 | 1 | |
| | 0% | 0% | 0% | 0% | 1% | - | - | - | 1% | - | 1% | 1% | - | 0% | 0% | 0% | - | 0% | - | 1% | 0% | 1% | |
| 20 | 8 | 5 | 3 | 2 | 2 | 3 | - | 2 | 6 | 5 | 3 | - | 2 | 6 | 6 | 2 | 1 | 7 | 4 | 4 | 8 | - | |
| | 2% | 2% | 1% | 1% | 1% | 5% | - | 1% | 2% | 2% | 1% | - | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | - | |
| 23 | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | |
| | 0% | 0% | 0% | 0% | 0% | - | - | - | 0% | 0% | - | - | - | 0% | 0% | - | 1% | - | 1% | - | 0% | - | |
| 24 | 1 | 1 | - | 1 | - | - | 1 | - | - | - | 1 | 1 | - | - | - | 1 | - | 1 | - | 1 | - | 1 | |
| | 0% | 0% | 0% | 0% | 0% | - | 4% | - | - | - | 0% | 1% | - | - | - | 0% | - | 0% | - | 0% | - | 1% | |
| 25 | 1 | - | 1 | 1 | - | - | - | 1 | - | - | 1 | 1 | - | - | - | 1 | - | 1 | 1 | - | 1 | - | |
| | 0% | 0% | 0% | 0% | 0% | - | - | 1% | - | - | 0% | 1% | - | - | - | 0% | - | 0% | 1% | - | 0% | - | |
| 30 | 1 | 1 | - | 1 | - | - | 1 | - | - | - | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | |
| | 0% | 0% | 0% | 0% | 0% | - | 4% | - | - | - | 0% | - | - | 0% | - | 0% | - | 0% | - | 0% | - | 1% | |
| 40 | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | |
| | 0% | 0% | 0% | 0% | 0% | - | - | - | 0% | 0% | - | - | - | 0% | 0% | - | - | 0% | - | 0% | 0% | - | |
| 45 | 1 | - | 1 | - | 1 | - | - | - | 1 | 1 | - | - | - | 1 | - | 1 | - | 1 | 1 | - | 1 | - | |
| | 0% | 0% | 0% | 0% | 1% | - | - | - | 0% | 0% | - | - | - | 0% | - | 0% | - | 0% | 1% | - | 0% | - | |
| 60 | 1 | 1 | - | 1 | - | - | - | - | 1 | 1 | - | - | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | |
| | 0% | 0% | 0% | 0% | 0% | - | - | - | 0% | 0% | - | - | - | 0% | 0% | - | 1% | - | 1% | - | 0% | - | |
| 100 | 1 | 1 | - | 1 | - | - | - | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - | 1 | - | |
| | 0% | 0% | 0% | 0% | 0% | - | - | - | 0% | 0% | 0% | - | 1% | - | 0% | - | 1% | - | 1% | - | 0% | - | |
| 9800 | 1 | 1 | - | 1 | - | - | - | 1 | - | 1 | - | - | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | |
| | 0% | 0% | 0% | 0% | 0% | - | - | 0% | 0% | 0% | - | - | - | 0% | - | 0% | - | 0% | - | 0% | 0% | - | |
| I don't have a smart/mobile phone or tablet | 164 | 77 | 88 | 69 | 69 | 26 | 11 | 84 | 69 | 89 | 75 | 78 | 24 | 62 | 80 | 84 | 18 | 147 | 32 | 132 | 104 | 61 | |
| | 33% | 30% | 35% | 26% | 38% | 47% | 56% | 47% | 23% | 35% | 30% | 49% | 31% | 24% | 30% | 36% | 26% | 34% | 20% | 39% | 31% | 36% | |
| Sigma | 500 | 252 | 248 | 262 | 181 | 56 | 20 | 180 | 299 | 253 | 247 | 158 | 78 | 264 | 262 | 238 | 68 | 432 | 162 | 338 | 333 | 167 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Summary | | | | | | | | | | | | | | | | | | | | | | | |
| Mean (Total Population) | 18 | 33.1 | 2.7 | 32.1 | 2.5 | 2 | 3.8 | 42.9 | 4 | 32.2 | 3.4 | 1.8 | 3.4 | 32 | 3.4 | 34.1 | 5 | 20 | 4.3 | 24.6 | 25.7 | 2.6 | |
| Mean (Those Who Use Apps) | 30 | 51.3 | 4.8 | 46.3 | 4.7 | 5.7 | 12.2 | 84.8 | 5.8 | 55.6 | 5.5 | 4.2 | 5.6 | 45.6 | 5.5 | 58.7 | 7.8 | 33.7 | 5.9 | 45.2 | 41.4 | 4.7 | |
| | | | | | | | | | | | | | | | | | | | | | | | |

Sociologie

Q1. How many apps do you regularly use on your smart/mobile phone and/or tablet that are for brands, products, stores or companies?

Proportions/Means: - Column Proportions:

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

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

Columns Means:

Columns Tested (5N): A/B/C/D/E/F/G/H/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 | Yes | No | Total | Mean | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | | | | |
| Base: All Respondents (unwtd) | 1001 | 484 | 517 | 329 | 330 | 342 | 144 | 453 | 404 | 600 | 395 | 373 | 352 | 276 | 525 | 476 | 116 | 885 | 136 | 865 | 661 | 340 | | | |
| Base: All Respondents (wtd) | 500 | 247 | 253 | 162 | 158 | 160 | 81 | 209 | 210 | 300 | 200 | 200 | 232 | 127 | 141 | 257 | 243 | 54 | 446 | 65 | 435 | 325 | 175 | | |
| 1 | 72 | 33 | 39 | 22 | 26 | 24 | 8 | 33 | 30 | 47 | 25 | 34 | 31 | 23 | 36 | 36 | 6 | 66 | 5 | 66 | 46 | 26 | | | |
| | 14% | 13% | 15% | 12% | 16% | 15% | 10% | 16% | 14% | 16% | 12% | 15% | 12% | 16% | 14% | 15% | 11% | 15% | 8% | 15% | 14% | 15% | | | |
| 2 | 21 | 9 | 12 | 11 | 6 | 5 | 5 | 8 | 8 | 13 | 9 | 10 | 6 | 6 | 11 | 10 | 1 | 20 | 1 | 20 | 14 | 7 | | | |
| | 4% | 4% | 5% | 6% | 4% | 3% | 6% | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 4% | 4% | 3% | 4% | 2% | 5% | 4% | 4% | | | |
| 3 | 31 | 14 | 16 | 14 | 13 | 4 | 3 | 12 | 16 | 20 | 11 | 13 | 10 | 8 | 14 | 16 | 4 | 26 | 2 | 28 | 22 | 8 | | | |
| | 6% | 6% | 7% | 8% | 8% | 2% | 4% | 6% | 7% | 7% | 5% | 6% | 8% | 5% | 6% | 7% | 8% | 6% | 4% | 7% | 7% | 5% | | | |
| 4 | 36 | 14 | 22 | 15 | 14 | 7 | 5 | 17 | 13 | 22 | 14 | 14 | 8 | 13 | 17 | 18 | 6 | 30 | 5 | 30 | 24 | 12 | | | |
| | 7% | 6% | 9% | 8% | 9% | 5% | 7% | 8% | 6% | 7% | 7% | 6% | 7% | 9% | 7% | 8% | 11% | 7% | 8% | 7% | 7% | 7% | | | |
| 5 | 23 | 12 | 11 | 11 | 8 | 3 | 5 | 8 | 9 | 13 | 10 | 9 | 7 | 7 | 11 | 12 | 2 | 21 | 3 | 20 | 16 | 7 | | | |
| | 5% | 5% | 5% | 4% | 6% | 5% | 2% | 8% | 6% | 5% | 4% | 5% | 4% | 5% | 5% | 4% | 5% | 4% | 5% | 5% | 5% | 4% | | | |
| 6 | 36 | 19 | 17 | 17 | 12 | 7 | 3 | 14 | 19 | 21 | 15 | 11 | 10 | 15 | 21 | 15 | 6 | 30 | 8 | 28 | 28 | 8 | | | |
| | 7% | 8% | 7% | 9% | 8% | 4% | 4% | 7% | 9% | 7% | 7% | 5% | 8% | 10% | 8% | 6% | 11% | 7% | 13% | 6% | 9% | 5% | | | |
| 7 | 15 | 8 | 7 | 6 | 6 | 3 | 1 | 7 | 7 | 9 | 5 | 6 | 5 | 6 | 9 | 6 | 1 | 13 | 2 | 13 | 12 | 3 | | | |
| | 3% | 3% | 3% | 3% | 3% | 4% | 2% | 2% | 3% | 3% | 3% | 2% | 4% | 3% | 4% | 2% | 2% | 3% | 3% | 3% | 4% | 2% | | | |
| 8 | 4 | 1 | 3 | 2 | * | 2 | 1 | * | 2 | 1 | 3 | 2 | 1 | 1 | 2 | 2 | - | 4 | - | 4 | 3 | 1 | | | |
| | 1% | * | 1% | 1% | * | 1% | 2% | * | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | - | 1% | 1% | * | | | |
| 9 | 5 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 4 | 1 | 2 | 1 | 2 | 4 | 1 | 1 | 4 | 3 | 2 | 3 | 2 | | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | * | 2% | 1% | 4% | * | 1% | 1% | | | |
| 10 | 2 | 1 | 1 | 1 | 1 | - | 1 | * | 2 | 1 | 1 | - | 2 | * | 1 | 1 | 1 | 1 | 1 | 1 | 2 | * | | | |
| | * | 1% | * | 1% | 1% | 1% | - | 1% | * | 1% | - | - | 2% | * | 1% | * | 2% | * | 2% | * | 1% | * | | | |
| 11 | 27 | 11 | 16 | 19 | 6 | 2 | 2 | 13 | 12 | 14 | 13 | 5 | 10 | 12 | 16 | 11 | 4 | 23 | 5 | 22 | 20 | 7 | | | |
| | 5% | 4% | 6% | 10% | 4% | 1% | 3% | 6% | 6% | 5% | 6% | 2% | 8% | 9% | 6% | 4% | 7% | 5% | 8% | 5% | 6% | 4% | | | |
| 12 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | * | - | 1 | * | 1 | - | 1 | * | 1 | - | 1 | * | | | |
| | * | 1% | - | - | * | 1% | - | - | 1% | * | * | - | 1% | * | * | - | 1% | * | 2% | - | * | * | | | |
| 13 | 7 | 5 | 2 | 3 | 2 | 2 | * | 3 | 4 | 4 | 4 | 1 | 2 | 5 | 6 | 2 | 2 | 5 | 3 | 5 | 6 | 1 | | | |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | * | 1% | 4% | 2% | 1% | 4% | 1% | 4% | 1% | 2% | 1% | | | |
| 14 | 1 | * | 1 | 1 | * | - | - | - | 1 | 1 | - | - | - | 1 | 1 | - | * | 1 | * | 1 | 1 | - | | | |
| | * | * | * | * | * | - | - | - | 1% | * | - | - | - | 1% | * | - | 1% | * | 1% | * | * | * | | | |
| 15 | 5 | 2 | 4 | 3 | 2 | - | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 5 | 1 | 5 | 2 | 3 | | | |
| | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | | | |
| 16 | 1 | 1 | * | * | 1 | - | - | - | 1 | * | - | - | 1 | * | 1 | 1 | * | - | 1 | - | 1 | 1 | * | | |
| | * | * | * | * | * | - | - | - | * | * | - | - | * | * | * | * | * | - | * | - | * | * | | | |
| 17 | * | * | * | * | * | - | - | - | * | * | - | - | * | * | * | * | * | - | * | - | * | * | | | |
| 18 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | - | * | * | - | * | - | * | - | * | - | * | | | |
| 19 | 5 | 1 | 4 | 4 | * | 1 | 1 | 2 | 2 | 2 | 3 | 1 | - | 4 | 3 | 2 | * | 4 | 1 | 4 | 3 | 2 | | | |
| | 1% | * | 1% | 2% | * | * | 2% | 1% | 1% | 1% | 2% | 1% | - | 3% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | | | |
| 20 | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| 21 | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| 22 | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| 23 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - | | | |
| | * | * | - | - | * | - | - | - | 1 | 1 | - | - | 1 | - | - | 1 | - | 1 | - | 1 | 1 | - | | | |
| 24 | 5 | 3 | 3 | 2 | 2 | 1 | - | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 5 | * | 1 | 4 | 2 | 3 | 5 | * | | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | * | 2% | 1% | 4% | 1% | 1% | * | | | |
| 25 | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| 26 | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| 27 | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| | * | * | - | - | - | - | - | - | * | * | - | - | * | * | - | - | - | - | - | - | - | * | | | |
| 28 | 1 | - | 1 | - | 1 | - | - | - | 1 | - | 1 | 1 | - | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | - | 1% | - | 1% | - | - | - | 1% | - | 1% | 1% | - | - | 1% | - | 1% | - | 1% | - | 1% | 1% | - | | |
| 29 | 1 | - | 1 | * | * | - | 1 | * | 1 | 1 | * | * | * | * | * | 1 | - | 1 | - | 1 | * | 1 | * | | |
| | * | - | * | * | * | - | 1% | * | * | * | * | * | * | * | * | * | - | * | - | * | * | * | * | | |
| 30 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 31 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 32 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 33 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 34 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 35 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 36 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 37 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 38 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 39 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 40 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |
| 41 | 1 | 1 | - | - | 1 | - | - | - | 1 | 1 | - | 1 | 1 | - | 1 | - | 1 | - | 1 | - | 1 | 1 | - | | |
| | * | * | - | - | * | - | - | - | * | * | - | * | * | - | * | - | * | - | * | - | * | * | - | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 9320 | 4851 | 4469 | 4435 | 3180 | 1705 | 2417 | 3711 | 3135 | 4728 | 4592 | 2293 | 2971 | 4056 | 5240 | 4080 | 1284 | 8036 | 2239 | 7081 | 6794 | 2526 |
| Base: Used One Or More Apps Regularly (wtd) | 6158 | 3171 | 2987 | 3177 | 1969 | 1012 | 1702 | 2423 | 1968 | 2970 | 3188 | 2014 | 2104 | 2040 | 3212 | 2946 | 844 | 5313 | 1361 | 4797 | 4283 | 1875 |
| To keep informed about the brand, product, store or company | 2622 | 1339 | 1284 | 1373 | 819 | 430 | 608 | 1033 | 961 | 1303 | 1319 | 764 | 859 | 1000 | 1392 | 1231 | 464 | 2158 | 737 | 1885 | 1907 | 715 |
| | 43% | 42% | 43% | 43% | 42% | 42% | 36% | 43% | 49% | 44% | 41% | 38% | 41% | 49% | 43% | 42% | 55% | 41% | 54% | 39% | 45% | 38% |
| To get discounts and coupons | | | | | | | | F | FG | | | | | KL | | | Q | | S | | U | |
| | 2520 | 1211 | 1309 | 1391 | 800 | 329 | 650 | 1008 | 844 | 1213 | 1306 | 733 | 859 | 928 | 1324 | 1195 | 353 | 2166 | 567 | 1953 | 1814 | 706 |
| | 41% | 38% | 44% | 44% | 41% | 33% | 38% | 42% | 43% | 41% | 41% | 36% | 41% | 45% | 41% | 41% | 42% | 41% | 42% | 41% | 42% | 38% |
| | | | A | DE | E | | | F | F | | | | K | KL | | | | | | | U | |
| They're easier and quicker than going to their website or their social media page | 2338 | 1219 | 1119 | 1297 | 718 | 323 | 559 | 904 | 856 | 1096 | 1242 | 693 | 848 | 797 | 1230 | 1107 | 367 | 1971 | 616 | 1722 | 1685 | 653 |
| | 38% | 38% | 37% | 41% | 36% | 32% | 33% | 37% | 43% | 37% | 39% | 34% | 40% | 39% | 38% | 38% | 43% | 37% | 45% | 36% | 39% | 35% |
| They have tools that help me | | | | DE | E | | | F | FG | | | | K | K | | | Q | | S | | U | |
| | 2133 | 1174 | 958 | 1081 | 710 | 342 | 521 | 851 | 749 | 1001 | 1132 | 640 | 810 | 682 | 1160 | 973 | 363 | 1770 | 581 | 1552 | 1530 | 603 |
| | 35% | 37% | 32% | 34% | 36% | 34% | 31% | 35% | 38% | 34% | 35% | 32% | 39% | 33% | 36% | 33% | 43% | 33% | 43% | 32% | 36% | 32% |
| | | B | | | | | | F | F | | | | KM | | O | | Q | | S | | U | |
| They have fun, interesting and cool content | 1655 | 861 | 794 | 1052 | 454 | 149 | 461 | 624 | 558 | 721 | 933 | 539 | 536 | 580 | 822 | 832 | 237 | 1417 | 416 | 1239 | 1141 | 514 |
| | 27% | 27% | 27% | 33% | 23% | 15% | 27% | 26% | 28% | 24% | 29% | 27% | 25% | 28% | 26% | 28% | 28% | 27% | 31% | 26% | 27% | 27% |
| To participate in their contests | | | | DE | E | | | | | I | | | | L | | N | | | S | | | |
| | 1225 | 614 | 611 | 692 | 381 | 152 | 369 | 473 | 358 | 546 | 679 | 388 | 433 | 405 | 622 | 604 | 200 | 1026 | 308 | 918 | 831 | 394 |
| | 20% | 19% | 20% | 22% | 19% | 15% | 22% | 20% | 18% | 18% | 21% | 19% | 21% | 20% | 19% | 20% | 24% | 19% | 23% | 19% | 19% | 21% |
| | | | | DE | E | | H | | | I | | | | | | | Q | | S | | | |
| To offer opinions and suggestions | 1103 | 593 | 510 | 594 | 363 | 147 | 306 | 397 | 386 | 543 | 560 | 321 | 340 | 442 | 630 | 473 | 234 | 870 | 383 | 720 | 814 | 289 |
| | 18% | 19% | 17% | 19% | 18% | 14% | 18% | 16% | 20% | 18% | 18% | 16% | 16% | 22% | 20% | 16% | 28% | 16% | 28% | 15% | 19% | 15% |
| | | | | E | E | | | G | | | | | | KL | O | | Q | | S | | U | |
| | 1020 | 548 | 472 | 583 | 297 | 139 | 223 | 408 | 377 | 505 | 514 | 288 | 297 | 435 | 572 | 448 | 234 | 786 | 378 | 642 | 762 | 258 |
| They make me feel connected to the brand, product, store or company | 17% | 17% | 16% | 18% | 15% | 14% | 13% | 17% | 19% | 17% | 16% | 14% | 14% | 21% | 18% | 15% | 28% | 15% | 28% | 13% | 18% | 14% |
| | | | | DE | | | F | F | | | | | | KL | O | | Q | | S | | U | |
| None of the above | 568 | 297 | 271 | 235 | 191 | 142 | 208 | 220 | 128 | 286 | 282 | 236 | 191 | 141 | 294 | 273 | 34 | 534 | 54 | 514 | 354 | 214 |
| | 9% | 9% | 9% | 7% | 10% | 14% | 12% | 9% | 6% | 10% | 9% | 12% | 9% | 7% | 9% | 9% | 4% | 10% | 4% | 11% | 8% | 11% |
| Sigma | | | | C | CD | GH | H | | | | | LM | M | | | | P | | R | | T | |
| | 15184 | 7856 | 7328 | 8299 | 4732 | 2152 | 3904 | 5919 | 5217 | 7215 | 7969 | 4603 | 5172 | 5409 | 8046 | 7138 | 2485 | 12698 | 4039 | 11145 | 10838 | 4346 |
| | 247% | 248% | 245% | 261% | 240% | 213% | 229% | 244% | 265% | 243% | 250% | 229% | 246% | 265% | 251% | 242% | 294% | 239% | 297% | 232% | 253% | 232% |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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 States |
|---|-------|-------------|------------------|---------|----------------------|--------------|---------------------|------------|-------------------|------------------|----------------------|--------------------------|------------------------|-----------------------|--------------------------|--------------|-----------|------------|-----------------|------------------|---------------------|-----------|---------------------|---------------------|-----------------|
| | | 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: Used One Or More Apps Regularly (unwtd) | 9320 | 187 | 530 | 139 | 432 | 374 | 879 | 412 | 429 | 469 | 102 | 661 | 392 | 382 | 507 | 233 | 212 | 231 | 391 | 320 | 375 | 585 | 285 | 316 | 477 |
| Base: Used One Or More Apps Regularly (wtd) | 6158 | 162 | 270 | 127 | 211 | 197 | 394 | 211 | 226 | 236 | 103 | 327 | 386 | 185 | 246 | 204 | 215 | 235 | 362 | 328 | 373 | 295 | 327 | 300 | 237 |
| To keep informed about the brand, product, store or company | 2622 | 55 | 97 | 39 | 92 | 66 | 215 | 79 | 74 | 80 | 51 | 191 | 235 | 65 | 58 | 96 | 83 | 105 | 114 | 160 | 187 | 115 | 117 | 184 | 64 |
| | 43% | 34% | 36% | 31% | 44% | 34% | 55% | 37% | 33% | 34% | 49% | 58% | 61% | 35% | 24% | 47% | 39% | 45% | 32% | 49% | 50% | 39% | 36% | 61% | 27% |
| | | N | NX | | BCEHIMNRX | NX | ABCEGHIMNPRUVX | NX | N | NX | ABCEGHIMNRVX* | ABCEGHIMNOPQRSTUVX | ABCEGHIMNOPQRSTUVX | NX | | ABCEHIMNRX | NX | ABCEHIMNRX | N | ABCEGHIMNPRUVX | ABCEGHIMNPRUVX | NX | N | ABCEGHIMNOPQRSTUVX | |
| To get discounts and coupons | 2520 | 54 | 95 | 53 | 61 | 76 | 140 | 83 | 86 | 115 | 39 | 149 | 150 | 111 | 114 | 67 | 90 | 80 | 129 | 127 | 209 | 133 | 81 | 158 | 119 |
| | 41% | 33% | 35% | 42% | 29% | 38% | 35% | 40% | 38% | 49% | 38% | 46% | 39% | 60% | 47% | 33% | 42% | 34% | 36% | 39% | 56% | 45% | 25% | 53% | 50% |
| | | | V | DV | | DV | V | DV | DV | ABDEFGHLOQRSV | V* | ABDEFHLOORV | DV | ABCEFGHIUKLNOPQRSUVX | ABDEFHLOORV | | DV | | V | DV | ABCEFGHIUKLNOPQRSUV | ABDFHOQRV | | ABCEFGHIUKLOPQRSUV | ABDEFGHIULOQRSV |
| They're easier and quicker than going to their website or their social media page | 2338 | 65 | 134 | 31 | 80 | 81 | 180 | 65 | 115 | 113 | 29 | 148 | 153 | 52 | 46 | 78 | 58 | 62 | 137 | 156 | 92 | 98 | 136 | 141 | 88 |
| | 38% | 40% | 50% | 24% | 38% | 41% | 46% | 31% | 51% | 48% | 29% | 45% | 40% | 28% | 19% | 38% | 27% | 27% | 38% | 47% | 25% | 33% | 42% | 47% | 37% |
| | | CGMNPQT | CDEGILMNO PORTUX | | CGMNPQT | CGJMNPQTU | CGJMNPQTU | N | ACDEGILMNO PORTUX | CDEGILMNO PORTUX | N* | CDGJMNPQTUX | CGJMNPQT | N | | CMNPQT | N | N | CMNPQT | CDGJMNPQRTUX | N | NT | CGJMNPQT | CDGJMNPQRTUX | CGMNPQT |
| They have tools that help me | 2133 | 74 | 102 | 37 | 86 | 66 | 171 | 78 | 103 | 71 | 32 | 126 | 121 | 42 | 14 | 94 | 67 | 90 | 129 | 132 | 56 | 92 | 171 | 106 | 72 |
| | 35% | 45% | 38% | 29% | 41% | 34% | 43% | 37% | 45% | 30% | 31% | 38% | 31% | 23% | 6% | 46% | 31% | 38% | 36% | 40% | 15% | 31% | 52% | 35% | 30% |
| | | CEULMNPTUWX | IMNTX | NT | CEILMNPTUX | MNT | CEILMNPTUX | IMNTX | BCEGIUKLMN PRTUWX | MNT | NT* | ILMTUTX | MNT | NT | | CEULMNPTUWX | MNT | IMNTX | MNT | CLMNTUX | N | MNT | BCDEGIUKLMNPQRSTUWX | MNT | MNT |
| They have fun, interesting and cool content | 1655 | 43 | 73 | 19 | 59 | 43 | 156 | 31 | 75 | 50 | 9 | 141 | 134 | 22 | 57 | 53 | 60 | 42 | 111 | 111 | 71 | 49 | 79 | 113 | 54 |
| | 27% | 26% | 27% | 15% | 28% | 22% | 39% | 14% | 33% | 21% | 9% | 43% | 35% | 12% | 23% | 26% | 28% | 18% | 31% | 34% | 19% | 17% | 24% | 38% | 23% |
| | | CGJMU | CGJMQTU | | CGJMQTU | GJM | ABCEDEGIJMN OPQTUVX | | CEGIJMNQTU VX | GJM | * | ABCEDEGHIL MNOPQRSTU VX | BCEGIJMNQTUVX | | GJMU | GJMU | CGJMQTU | J | CEGIJMQTUX | CEGIJMNQTU VX | JM | J | GJM | ABCEDEGIJMN OPQTUVX | GJMU |
| To participate in their contests | 1225 | 39 | 49 | 30 | 47 | 49 | 35 | 40 | 25 | 32 | 38 | 117 | 62 | 54 | 2 | 40 | 58 | 61 | 114 | 94 | 20 | 74 | 35 | 65 | 47 |
| | 20% | 24% | 18% | 23% | 22% | 25% | 9% | 19% | 11% | 13% | 37% | 36% | 16% | 29% | 1% | 19% | 27% | 26% | 31% | 29% | 5% | 25% | 11% | 22% | 20% |
| | | FHILNTV | FHNTV | FHINTV | FHILNTV | BFHILNTV | N | FHINTV | NT | NT | ABCEDEFGHIL NOTUVWX* | ABCEDEFGHIL MNOPQRSTU VX | FHNT | BDFGHILNOT VWX | | FHNTV | BFGHILNTV | BFHILNTV | BDFGHILNOT VWX | BFGHILNTVX | N | BFGHILNTV | N | FHINTV | FHINTV |
| To offer opinions and suggestions | 1103 | 28 | 36 | 19 | 62 | 20 | 62 | 36 | 29 | 25 | 17 | 142 | 68 | 31 | 8 | 52 | 44 | 42 | 70 | 85 | 53 | 53 | 6 | 78 | 39 |
| | 18% | 17% | 13% | 15% | 29% | 10% | 16% | 17% | 13% | 11% | 16% | 43% | 18% | 17% | 3% | 25% | 20% | 18% | 19% | 26% | 14% | 18% | 2% | 26% | 16% |
| | | NV | NV | NV | ABCEFGHIJLMNPQRSTUVX | NV | NV | EINV | NV | NV | NV* | ABCEDEFGHIJLMNPQRSTU VX | EINV | EINV | | BEFGHIMNTV X | BEHINV | EINV | EHINV | ABCEFGHILMNQTUVX | NV | EHINV | | ABCEFGHIJLMNQTUVX | EINV |
| They make me feel connected to the brand, product, store or company | 1020 | 14 | 31 | 5 | 40 | 28 | 81 | 19 | 27 | 30 | 11 | 155 | 118 | 52 | 6 | 35 | 19 | 27 | 75 | 75 | 47 | 40 | 7 | 49 | 29 |
| | 17% | 8% | 11% | 4% | 19% | 14% | 21% | 9% | 12% | 13% | 10% | 47% | 31% | 28% | 3% | 17% | 9% | 12% | 21% | 23% | 13% | 14% | 2% | 16% | 12% |
| | | NV | CNV | | ABCGHIJNPQTUVX | CGNV | ABCGHIJNPQTUVX | NV | CNV | CNV | NV* | ABCEDEFGHIJLMNPQRSTU VX | ABCEDEFGHIJNOPQRSTU VX | ABCEDEGHUJNOPQRSTU VX | | ACGNPV | NV | CNV | ABCEGHUJNPQTUVX | ABCEGHUJNPQTUVX | CNV | CGNV | | ACGNPV | CNV |
| None of the above | 568 | 12 | 28 | 12 | 18 | 27 | 13 | 27 | 19 | 25 | 8 | 9 | 15 | 10 | 80 | 11 | 28 | 26 | 37 | 20 | 37 | 24 | 44 | 4 | 33 |
| | 9% | 7% | 10% | 10% | 8% | 14% | 3% | 13% | 9% | 11% | 8% | 3% | 4% | 6% | 33% | 5% | 13% | 11% | 10% | 6% | 10% | 8% | 13% | 1% | 14% |
| | | KW | FKLMW | FKLW | FKLW | ADFHKLMO SUW | | FHKLMO SUW | FKLW | FKLMOSW | KW* | | W | KW | ABCEDEFGHIJLMOPQRSTU VWX | W | FKLMOSUW | FKLMW | FKLW | KW | FKLMW | FKLW | FKLMOSW | | ADFHKLMO SUW |
| Sigma | 15184 | 383 | 645 | 246 | 544 | 456 | 1053 | 457 | 553 | 542 | 234 | 1177 | 1056 | 440 | 385 | 525 | 507 | 537 | 916 | 960 | 773 | 678 | 675 | 899 | 543 |
| | 247% | 236% | 239% | 193% | 258% | 231% | 267% | 217% | 244% | 230% | 228% | 360% | 274% | 238% | 157% | 257% | 236% | 228% | 253% | 293% | 207% | 230% | 206% | 299% | 230% |
| | | | | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

Proportions/Mean: - 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 | BRIC | Middle |
|---|-------|-------|-------|--------|------|-------|--------|--------|
| | | A | B | C | D | E | F | G |
| | | | | | | | | |
| Base: Used One Or More Apps Regularly (unwtd) | 9320 | 851 | 852 | 3015 | 3575 | 3281 | 2203 | 1027 |
| Base: Used One Or More Apps Regularly (wtd) | 6158 | 434 | 578 | 1925 | 2230 | 1773 | 1167 | 990 |
| To keep informed about the brand, product, store or company | 2622 | 130 | 243 | 703 | 1088 | 592 | 603 | 459 |
| | 43% | 30% | 42% | 37% | 49% | 33% | 52% | 46% |
| | | | ACE | AE | ABCE | | ABCEG | ACE |
| To get discounts and coupons | 2520 | 194 | 181 | 792 | 938 | 784 | 430 | 415 |
| | 41% | 45% | 31% | 41% | 42% | 44% | 37% | 42% |
| | | BF | | BF | BF | BCF | B | BF |
| They're easier and quicker than going to their website or their social media page | 2338 | 169 | 223 | 697 | 815 | 622 | 470 | 434 |
| | 38% | 39% | 39% | 36% | 37% | 35% | 40% | 44% |
| | | | | | | | CE | ACDE |
| They have tools that help me | 2133 | 138 | 254 | 694 | 680 | 537 | 473 | 367 |
| | 35% | 32% | 44% | 36% | 30% | 30% | 41% | 37% |
| | | | ACDEG | ADE | | | ACDE | ADE |
| They have fun, interesting and cool content | 1655 | 96 | 154 | 395 | 675 | 373 | 398 | 335 |
| | 27% | 22% | 27% | 20% | 30% | 21% | 34% | 34% |
| | | | CE | | ACE | | ABCDE | ABCE |
| To participate in their contests | 1225 | 96 | 126 | 385 | 346 | 310 | 259 | 273 |
| | 20% | 22% | 22% | 20% | 16% | 18% | 22% | 28% |
| | | DE | DE | DE | | | DE | ABCDEF |
| To offer opinions and suggestions | 1103 | 59 | 141 | 259 | 410 | 230 | 307 | 233 |
| | 18% | 14% | 24% | 13% | 18% | 13% | 26% | 24% |
| | | | ACDE | | ACE | | ACDE | ACDE |
| They make me feel connected to the brand, product, store or company | 1020 | 57 | 89 | 209 | 466 | 218 | 303 | 199 |
| | 17% | 13% | 15% | 11% | 21% | 12% | 26% | 20% |
| | | | C | | ABCE | | ABCDEG | ABCE |
| None of the above | 568 | 59 | 41 | 199 | 208 | 248 | 66 | 61 |
| | 9% | 14% | 7% | 10% | 9% | 14% | 6% | 6% |
| | | BCDFG | | BFG | FG | BCDFG | | |
| Sigma | 15184 | 999 | 1452 | 4332 | 5625 | 3913 | 3310 | 2775 |
| | 247% | 230% | 251% | 225% | 252% | 221% | 284% | 280% |
| | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 187 | 93 | 94 | 83 | 53 | 51 | 69 | 83 | 35 | 85 | 102 | 52 | 71 | 64 | 106 | 81 | 31 | 156 | 42 | 145 | 131 | 56 |
| Base: Used One Or More Apps Regularly (wtd) | 162 | 87 | 76 | 79 | 41 | 43 | 68 | 75 | 20 | 69 | 93 | 85 | 53 | 24 | 89 | 74 | 23 | 139 | 30 | 132 | 104 | 58 |
| They have tools that help me | 74 | 43 | 30 | 34 | 21 | 18 | 27 | 38 | 8 | 32 | 41 | 33 | 30 | 10 | 47 | 26 | 18 | 55 | 23 | 51 | 55 | 19 |
| | 45% | 50% | 40% | 43% | 52% | 43% | 40% | 51% | 42% | 47% | 44% | 38% | 57% | 44% | 53% | 36% | 80% | 40% | 75% | 39% | 53% | 32% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | K* | * | O* | * | ** | | S* | | U* | * |
| They're easier and quicker than going to their website or their social media page | 65 | 42 | 23 | 34 | 14 | 18 | 26 | 29 | 11 | 26 | 39 | 32 | 23 | 11 | 40 | 25 | 14 | 51 | 16 | 49 | 44 | 21 |
| | 40% | 48% | 31% | 43% | 33% | 41% | 38% | 38% | 55% | 38% | 42% | 37% | 43% | 45% | 46% | 34% | 61% | 37% | 53% | 37% | 42% | 36% |
| | B* | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | | * | | * | * |
| To keep informed about the brand, product, store or company | 55 | 24 | 31 | 23 | 16 | 16 | 26 | 18 | 12 | 20 | 36 | 26 | 19 | 10 | 35 | 20 | 13 | 42 | 16 | 39 | 38 | 17 |
| | 34% | 28% | 41% | 29% | 39% | 38% | 38% | 24% | 60% | 29% | 38% | 30% | 36% | 42% | 39% | 27% | 56% | 30% | 53% | 30% | 36% | 30% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | | S* | | * | * |
| To get discounts and coupons | 54 | 21 | 33 | 22 | 21 | 11 | 19 | 26 | 10 | 25 | 29 | 22 | 20 | 12 | 30 | 24 | 9 | 46 | 11 | 43 | 37 | 17 |
| | 33% | 25% | 43% | 28% | 52% | 25% | 28% | 34% | 49% | 36% | 31% | 26% | 37% | 51% | 34% | 33% | 37% | 33% | 36% | 33% | 35% | 30% |
| | * | * | A* | * | CE* | * | * | * | ** | * | * | * | * | K* | * | * | ** | | * | | * | * |
| They have fun, interesting and cool content | 43 | 17 | 26 | 28 | 11 | 4 | 19 | 18 | 6 | 12 | 31 | 26 | 12 | 4 | 19 | 24 | 7 | 36 | 9 | 34 | 24 | 18 |
| | 26% | 19% | 34% | 36% | 27% | 9% | 29% | 24% | 28% | 17% | 33% | 31% | 23% | 19% | 21% | 33% | 29% | 26% | 29% | 26% | 23% | 32% |
| | * | * | * | E* | E* | * | * | * | ** | * | J* | * | * | * | * | * | ** | | * | | * | * |
| To participate in their contests | 39 | 15 | 24 | 18 | 12 | 10 | 18 | 18 | 3 | 14 | 25 | 17 | 16 | 6 | 19 | 20 | 2 | 37 | 4 | 36 | 24 | 16 |
| | 24% | 17% | 32% | 22% | 29% | 23% | 26% | 25% | 17% | 20% | 27% | 20% | 30% | 26% | 22% | 27% | 8% | 27% | 12% | 27% | 23% | 27% |
| | * | * | A* | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | | * | | * | * |
| To offer opinions and suggestions | 28 | 12 | 16 | 14 | 9 | 5 | 12 | 12 | 4 | 11 | 17 | 13 | 10 | 4 | 13 | 15 | 2 | 26 | 3 | 25 | 19 | 8 |
| | 17% | 14% | 21% | 18% | 22% | 11% | 18% | 16% | 21% | 16% | 18% | 15% | 20% | 19% | 14% | 20% | 8% | 18% | 9% | 19% | 18% | 14% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | | * | | * | * |
| They make me feel connected to the brand, product, store or company | 14 | 7 | 6 | 5 | 4 | 5 | 4 | 9 | 1 | 5 | 8 | 5 | 7 | 2 | 12 | 2 | 4 | 10 | 5 | 8 | 11 | 3 |
| | 8% | 9% | 8% | 6% | 9% | 13% | 6% | 12% | 4% | 8% | 9% | 6% | 13% | 9% | 13% | 3% | 18% | 7% | 17% | 6% | 11% | 5% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | * | * | O* | * | ** | | * | | * | * |
| None of the above | 12 | 7 | 5 | 6 | 4 | 2 | 5 | 6 | 1 | 6 | 6 | 7 | 3 | 2 | 4 | 8 | * | 12 | 1 | 11 | 4 | 8 |
| | 7% | 8% | 6% | 8% | 9% | 5% | 7% | 9% | 4% | 9% | 6% | 8% | 6% | 9% | 4% | 11% | 1% | 8% | 2% | 9% | 4% | 13% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | | * | | * | T* |
| Sigma | 383 | 190 | 194 | 183 | 112 | 88 | 155 | 174 | 54 | 151 | 232 | 180 | 141 | 62 | 219 | 165 | 69 | 314 | 87 | 296 | 256 | 127 |
| | 236% | 219% | 256% | 233% | 274% | 207% | 229% | 232% | 279% | 219% | 249% | 211% | 264% | 264% | 247% | 223% | 298% | 226% | 287% | 224% | 246% | 219% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN2. Why do you use apps for brands, products, stores or companies?
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 | 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: Used One Or More Apps Regularly (unwtd) | 530 | 225 | 305 | 219 | 184 | 127 | 93 | 256 | 181 | 266 | 264 | 141 | 149 | 240 | 284 | 246 | 70 | 460 | 103 | 427 | 379 | 151 | 366 | 164 | 157 | 180 | 103 | 41 | 49 | | |
| Base: Used One Or More Apps Regularly (wtd) | 270 | 127 | 143 | 138 | 79 | 53 | 52 | 142 | 77 | 116 | 155 | 67 | 155 | 48 | 140 | 130 | 33 | 237 | 46 | 225 | 184 | 86 | 174 | 96 | 74 | 95 | 54 | 22 | 26 | | |
| They're easier and quicker than going to their website or their social media page | 134 | 52 | 82 | 79 | 33 | 21 | 19 | 80 | 35 | 53 | 82 | 28 | 81 | 25 | 65 | 69 | 17 | 118 | 23 | 111 | 89 | 45 | 85 | 49 | 32 | 46 | 33 | 12 | 12 | | |
| | 50% | 41% | 57% | 57% | 42% | 41% | 36% | 56% | 46% | 46% | 53% | 42% | 53% | 52% | 46% | 53% | 51% | 50% | 51% | 49% | 48% | 53% | 49% | 52% | 43% | 48% | 61% | 54% | 48% | | |
| They have tools that help me | 102 | 53 | 49 | 50 | 29 | 23 | 21 | 53 | 27 | 43 | 58 | 21 | 61 | 20 | 58 | 44 | 16 | 85 | 25 | 77 | 71 | 31 | 64 | 38 | 25 | 41 | 17 | 7 | 11 | | |
| | 38% | 42% | 34% | 36% | 36% | 44% | 41% | 38% | 35% | 37% | 38% | 31% | 39% | 42% | 41% | 34% | 50% | 36% | 54% | 34% | 39% | 36% | 37% | 39% | 35% | 43% | 32% | 32% | 43% | | |
| To keep informed about the brand, product, store or company | 97 | 47 | 50 | 48 | 25 | 24 | 18 | 51 | 28 | 47 | 49 | 21 | 59 | 16 | 48 | 49 | 16 | 80 | 23 | 74 | 69 | 28 | 55 | 41 | 25 | 37 | 17 | 7 | 11 | | |
| | 36% | 37% | 35% | 35% | 31% | 46% | 35% | 36% | 37% | 41% | 32% | 32% | 38% | 34% | 34% | 38% | 50% | 34% | 51% | 33% | 37% | 33% | 32% | 43% | 34% | 39% | 32% | 31% | 41% | | |
| To get discounts and coupons | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 95 | 34 | 61 | 54 | 25 | 16 | 16 | 52 | 27 | 44 | 52 | 20 | 57 | 18 | 43 | 52 | 16 | 80 | 19 | 76 | 65 | 30 | 62 | 33 | 24 | 35 | 17 | 10 | 10 | | |
| | 35% | 27% | 43% | 39% | 32% | 30% | 30% | 37% | 36% | 38% | 33% | 30% | 37% | 37% | 31% | 40% | 48% | 34% | 42% | 34% | 36% | 34% | 36% | 34% | 32% | 37% | 32% | 45% | 37% | | |
| They have fun, interesting and cool content | 73 | 32 | 41 | 45 | 22 | 7 | 16 | 38 | 19 | 23 | 50 | 19 | 40 | 15 | 40 | 33 | 10 | 64 | 17 | 56 | 50 | 24 | 44 | 30 | 22 | 28 | 13 | 3 | 7 | | |
| | 27% | 25% | 29% | 33% | 27% | 13% | 30% | 27% | 25% | 20% | 33% | 28% | 26% | 31% | 29% | 25% | 29% | 27% | 37% | 25% | 27% | 27% | 25% | 31% | 30% | 30% | 23% | 14% | 28% | | |
| To participate in their contests | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 49 | 19 | 30 | 23 | 15 | 11 | 9 | 31 | 10 | 26 | 23 | 12 | 27 | 10 | 25 | 24 | 10 | 39 | 10 | 39 | 36 | 13 | 33 | 16 | 14 | 19 | 11 | 3 | 3 | | |
| | 18% | 15% | 21% | 16% | 19% | 21% | 17% | 22% | 12% | 23% | 15% | 18% | 17% | 21% | 18% | 18% | 31% | 16% | 22% | 17% | 20% | 15% | 19% | 17% | 19% | 20% | 20% | 15% | 10% | | |
| To offer opinions and suggestions | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 36 | 16 | 20 | 13 | 11 | 11 | 5 | 23 | 8 | 21 | 15 | 8 | 21 | 7 | 16 | 20 | 9 | 26 | 12 | 24 | 25 | 11 | 22 | 14 | 9 | 12 | 8 | 4 | 3 | | |
| | 13% | 13% | 14% | 10% | 14% | 21% | 10% | 16% | 10% | 19% | 9% | 12% | 14% | 14% | 11% | 15% | 29% | 11% | 27% | 11% | 14% | 12% | 12% | 15% | 12% | 13% | 15% | 18% | 10% | | |
| They make me feel connected to the brand, product, store or company | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 31 | 10 | 21 | 19 | 6 | 6 | 5 | 16 | 10 | 15 | 16 | 6 | 18 | 7 | 14 | 17 | 6 | 25 | 8 | 23 | 25 | 6 | 23 | 8 | 7 | 11 | 8 | 3 | 2 | | |
| | 11% | 8% | 14% | 14% | 7% | 11% | 9% | 11% | 13% | 13% | 11% | 9% | 11% | 16% | 10% | 13% | 19% | 10% | 17% | 10% | 13% | 7% | 13% | 9% | 9% | 11% | 16% | 16% | 7% | | |
| None of the above | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 28 | 21 | 7 | 9 | 11 | 8 | 6 | 16 | 7 | 14 | 14 | 8 | 16 | 4 | 19 | 10 | 1 | 27 | 4 | 24 | 22 | 7 | 20 | 8 | 10 | 8 | 5 | 3 | 2 | | |
| | 10% | 17% | 5% | 7% | 14% | 15% | 11% | 11% | 9% | 12% | 9% | 12% | 10% | 9% | 13% | 7% | 4% | 11% | 9% | 11% | 12% | 8% | 12% | 8% | 13% | 8% | 10% | 14% | 8% | | |
| Sigma | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 645 | 285 | 360 | 341 | 177 | 127 | 113 | 360 | 172 | 286 | 359 | 142 | 380 | 123 | 328 | 317 | 102 | 543 | 141 | 504 | 451 | 194 | 407 | 238 | 168 | 236 | 129 | 53 | 60 | | |
| | 239% | 224% | 252% | 247% | 223% | 242% | 220% | 254% | 224% | 248% | 232% | 212% | 245% | 255% | 233% | 245% | 311% | 229% | 310% | 224% | 245% | 225% | 234% | 248% | 227% | 249% | 240% | 239% | 230% | | |

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GN2. Why do you use apps for brands, products, stores or companies?
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: Used One Or More Apps Regularly (unwtld) | 139 | 74 | 65 | 55 | 51 | 33 | 37 | 65 | 37 | 57 | 82 | 13 | 78 | 48 | 93 | 46 | 10 | 129 | 13 | 126 | 104 | 35 | 56 | 37 | 46 | 87 | 52 |
| Base: Used One Or More Apps Regularly (wtld) | 127 | 68 | 60 | 52 | 48 | 27 | 37 | 60 | 31 | 57 | 71 | 28 | 55 | 44 | 85 | 42 | 8 | 119 | 11 | 116 | 90 | 37 | 49 | 36 | 42 | 83 | 45 |
| To get discounts and coupons | 53 | 28 | 25 | 19 | 19 | 15 | 17 | 28 | 8 | 24 | 29 | 15 | 25 | 14 | 37 | 16 | 1 | 52 | 2 | 51 | 35 | 18 | 19 | 11 | 23 | 35 | 18 |
| | 42% | 41% | 42% | 36% | 40% | 55% | 46% | 47% | 26% | 43% | 41% | 52% | 45% | 32% | 43% | 39% | 17% | 44% | 21% | 44% | 39% | 49% | 39% | 31% | 56% | 42% | 41% |
| | * | * | * | * | * | ** | ** | H* | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| To keep informed about the brand, product, store or company | 39 | 17 | 23 | 20 | 9 | 10 | 12 | 16 | 11 | 19 | 20 | 4 | 16 | 19 | 25 | 14 | 3 | 36 | 4 | 35 | 31 | 8 | 15 | 15 | 9 | 26 | 14 |
| | 31% | 24% | 38% | 39% | 19% | 35% | 34% | 27% | 35% | 34% | 28% | 13% | 30% | 43% | 29% | 34% | 36% | 31% | 36% | 30% | 35% | 22% | 31% | 41% | 22% | 31% | 30% |
| | * | * | * | D* | * | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| They have tools that help me | 37 | 24 | 13 | 22 | 13 | 2 | 11 | 12 | 14 | 14 | 23 | 5 | 16 | 17 | 25 | 12 | 2 | 35 | 5 | 33 | 28 | 10 | 19 | 8 | 10 | 21 | 16 |
| | 29% | 36% | 21% | 42% | 28% | 6% | 30% | 21% | 44% | 25% | 32% | 17% | 29% | 38% | 29% | 29% | 23% | 30% | 42% | 28% | 31% | 25% | 38% | 23% | 24% | 26% | 35% |
| | * | * | * | * | * | ** | ** | * | G* | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| They're easier and quicker than going to their website or their social media page | 31 | 18 | 13 | 13 | 13 | 4 | 10 | 12 | 8 | 14 | 17 | 3 | 19 | 9 | 19 | 12 | 2 | 28 | 4 | 27 | 23 | 8 | 12 | 9 | 9 | 20 | 11 |
| | 24% | 26% | 21% | 26% | 28% | 15% | 28% | 21% | 27% | 24% | 24% | 9% | 35% | 20% | 22% | 20% | 27% | 24% | 39% | 23% | 25% | 21% | 25% | 21% | 24% | 24% | |
| | * | * | * | * | * | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| To participate in their contests | 30 | 15 | 15 | 13 | 12 | 5 | 7 | 18 | 5 | 11 | 19 | 7 | 13 | 9 | 18 | 11 | 2 | 28 | 1 | 29 | 19 | 10 | 13 | 8 | 8 | 17 | 13 |
| | 23% | 22% | 24% | 24% | 24% | 20% | 20% | 30% | 15% | 19% | 27% | 25% | 24% | 21% | 21% | 27% | 22% | 23% | 6% | 25% | 21% | 27% | 28% | 22% | 19% | 20% | 28% |
| | * | * | * | * | * | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| They have fun, interesting and cool content | 19 | 8 | 11 | 14 | 4 | 1 | 1 | 13 | 5 | 8 | 11 | 2 | 9 | 8 | 9 | 10 | 4 | 16 | 2 | 17 | 16 | 4 | 10 | 3 | 7 | 9 | 10 |
| | 15% | 12% | 18% | 27% | 9% | 4% | 4% | 22% | 17% | 15% | 16% | 9% | 16% | 18% | 11% | 24% | 44% | 13% | 18% | 15% | 17% | 10% | 20% | 7% | 17% | 11% | 22% |
| | * | * | * | D* | * | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| To offer opinions and suggestions | 19 | 10 | 9 | 5 | 9 | 5 | 8 | 9 | 3 | 8 | 12 | 2 | 10 | 7 | 11 | 9 | 2 | 18 | 1 | 18 | 14 | 5 | 8 | 4 | 8 | 13 | 6 |
| | 15% | 14% | 16% | 11% | 18% | 18% | 21% | 14% | 10% | 14% | 16% | 7% | 18% | 17% | 12% | 20% | 18% | 15% | 7% | 16% | 16% | 13% | 15% | 11% | 18% | 15% | 14% |
| | * | * | * | * | * | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| They make me feel connected to the brand, product, store or company | 5 | 4 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 4 | - | 2 | 3 | 3 | 3 | 1 | 4 | 1 | 4 | 4 | 1 | 5 | 1 | - | 1 | 5 |
| | 4% | 5% | 3% | 5% | 4% | 3% | 5% | 3% | 6% | 3% | 5% | - | 4% | 6% | 3% | 6% | 12% | 4% | 9% | 4% | 5% | 2% | 9% | 2% | - | 1% | 10% |
| | * | * | * | * | * | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | Y* |
| None of the above | 12 | 6 | 6 | 1 | 8 | 3 | 5 | 5 | 2 | 6 | 7 | 5 | 4 | 4 | 11 | 2 | - | 12 | 1 | 12 | 11 | 1 | 4 | 6 | 2 | 9 | 3 |
| | 10% | 9% | 11% | 2% | 17% | 11% | 14% | 8% | 8% | 10% | 9% | 16% | 7% | 9% | 12% | 4% | - | 10% | 6% | 10% | 12% | 3% | 9% | 17% | 4% | 11% | 7% |
| | * | * | * | * | C* | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | * |
| Sigma | 246 | 130 | 116 | 111 | 90 | 46 | 73 | 114 | 58 | 105 | 141 | 42 | 114 | 90 | 156 | 90 | 16 | 230 | 20 | 226 | 181 | 65 | 105 | 65 | 76 | 151 | 95 |
| | 193% | 192% | 195% | 213% | 187% | 167% | 201% | 191% | 188% | 186% | 199% | 149% | 208% | 204% | 184% | 213% | 199% | 193% | 184% | 194% | 201% | 174% | 214% | 180% | 181% | 183% | 213% |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 432 | 236 | 196 | 209 | 151 | 72 | 81 | 335 | 16 | 187 | 245 | 60 | 249 | 123 | 216 | 216 | 69 | 363 | 97 | 335 | 304 | 128 |
| Base: Used One Or More Apps Regularly (wtd) | 211 | 104 | 107 | 125 | 63 | 22 | 52 | 153 | 6 | 78 | 133 | 57 | 116 | 38 | 89 | 122 | 30 | 181 | 42 | 169 | 136 | 75 |
| To keep informed about the brand, product, store or company | 92 | 48 | 44 | 50 | 31 | 11 | 20 | 69 | 3 | 38 | 54 | 19 | 53 | 20 | 45 | 47 | 17 | 75 | 22 | 70 | 64 | 28 |
| | 44% | 47% | 41% | 40% | 48% | 50% | 38% | 45% | 50% | 49% | 41% | 34% | 46% | 51% | 50% | 39% | 57% | 41% | 53% | 41% | 47% | 37% |
| | | | | | | * | * | | ** | | | * | | K | O | | Q* | | * | | | |
| They have tools that help me | 86 | 47 | 39 | 49 | 29 | 7 | 13 | 70 | 3 | 36 | 50 | 15 | 54 | 17 | 41 | 45 | 14 | 72 | 20 | 65 | 61 | 25 |
| | 41% | 45% | 36% | 39% | 46% | 32% | 26% | 45% | 55% | 45% | 38% | 26% | 46% | 46% | 46% | 37% | 46% | 40% | 49% | 39% | 45% | 34% |
| They're easier and quicker than going to their website or their social media page | 80 | 39 | 41 | 52 | 20 | 7 | 18 | 59 | 3 | 29 | 51 | 22 | 43 | 15 | 30 | 50 | 9 | 71 | 16 | 64 | 50 | 30 |
| | 38% | 37% | 38% | 42% | 32% | 33% | 34% | 39% | 53% | 37% | 38% | 39% | 37% | 38% | 33% | 41% | 30% | 39% | 37% | 38% | 37% | 40% |
| | | | | | | * | * | | ** | | | * | | | | | * | | * | | | |
| To offer opinions and suggestions | 62 | 34 | 28 | 32 | 25 | 6 | 15 | 45 | 2 | 24 | 38 | 17 | 33 | 12 | 31 | 31 | 9 | 53 | 15 | 47 | 44 | 18 |
| | 29% | 33% | 26% | 25% | 39% | 25% | 29% | 30% | 27% | 31% | 29% | 30% | 28% | 31% | 35% | 26% | 30% | 29% | 36% | 28% | 32% | 24% |
| To get discounts and coupons | | | | | C | * | * | | ** | | | * | | | | | * | | * | | | |
| | 61 | 31 | 30 | 33 | 22 | 6 | 13 | 46 | 2 | 24 | 37 | 13 | 33 | 14 | 32 | 29 | 7 | 54 | 13 | 47 | 45 | 16 |
| | 29% | 30% | 28% | 26% | 35% | 25% | 25% | 30% | 37% | 31% | 28% | 24% | 29% | 37% | 36% | 23% | 23% | 30% | 31% | 28% | 33% | 21% |
| They have fun, interesting and cool content | | | | | | * | * | | ** | | | * | | | O | | * | | * | | U | |
| | 59 | 29 | 30 | 43 | 12 | 4 | 14 | 43 | 2 | 15 | 44 | 17 | 34 | 8 | 21 | 38 | 5 | 54 | 8 | 51 | 32 | 27 |
| | 28% | 28% | 28% | 34% | 20% | 16% | 28% | 28% | 29% | 19% | 34% | 29% | 29% | 22% | 24% | 31% | 17% | 30% | 20% | 30% | 24% | 36% |
| To participate in their contests | | | | DE | | * | * | | ** | | I | * | | | | | * | | * | | T | |
| | 47 | 22 | 25 | 22 | 19 | 6 | 12 | 33 | 1 | 19 | 28 | 13 | 23 | 10 | 23 | 24 | 5 | 42 | 9 | 38 | 28 | 19 |
| | 22% | 21% | 23% | 18% | 30% | 27% | 24% | 22% | 24% | 24% | 21% | 24% | 20% | 27% | 26% | 20% | 18% | 23% | 22% | 22% | 21% | 25% |
| They make me feel connected to the brand, product, store or company | | | | C | * | * | * | | ** | | | * | | | | | * | | * | | | |
| | 40 | 22 | 18 | 19 | 14 | 6 | 9 | 29 | 1 | 15 | 25 | 7 | 25 | 7 | 20 | 20 | 9 | 30 | 13 | 27 | 27 | 12 |
| | 19% | 21% | 17% | 16% | 22% | 28% | 18% | 19% | 19% | 19% | 19% | 13% | 22% | 19% | 23% | 16% | 32% | 17% | 30% | 16% | 20% | 16% |
| None of the above | | | | | | C* | * | | ** | | | * | | | | | Q* | | S* | | | |
| | 18 | 8 | 10 | 12 | 4 | 2 | 8 | 10 | - | 4 | 14 | 7 | 9 | 2 | 5 | 12 | 2 | 16 | 2 | 16 | 9 | 8 |
| | 8% | 8% | 9% | 10% | 7% | 7% | 15% | 7% | - | 5% | 11% | 12% | 8% | 6% | 6% | 10% | 6% | 9% | 4% | 9% | 7% | 11% |
| Sigma | | | | | | * | G* | | ** | | | * | | | | | * | | * | | | |
| | 544 | 280 | 263 | 313 | 176 | 55 | 122 | 405 | 16 | 202 | 342 | 131 | 307 | 106 | 248 | 296 | 77 | 467 | 118 | 425 | 361 | 183 |
| | 258% | 270% | 247% | 250% | 278% | 243% | 236% | 264% | 294% | 259% | 258% | 230% | 265% | 278% | 279% | 243% | 260% | 258% | 284% | 252% | 266% | 244% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN2. Why do you use apps for brands, products, stores or companies?
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: Used One Or More Apps Regularly (unwtd) | 374 | 204 | 170 | 158 | 126 | 90 | 58 | 152 | 164 | 178 | 196 | 117 | 185 | 72 | 201 | 173 | 39 | 335 | 56 | 318 | 268 | 106 | 23 | 30 | 33 | 56 | - | 154 | 78 | |
| Base: Used One Or More Apps Regularly (wtd) | 197 | 103 | 95 | 97 | 67 | 34 | 32 | 81 | 84 | 87 | 110 | 63 | 90 | 45 | 105 | 93 | 20 | 177 | 30 | 167 | 141 | 57 | 12 | 16 | 16 | 29 | - | 83 | 42 | |
| They're easier and quicker than going to their website or their social media page | 81 | 39 | 42 | 45 | 24 | 13 | 12 | 29 | 39 | 32 | 49 | 22 | 38 | 20 | 39 | 42 | 6 | 75 | 10 | 70 | 59 | 21 | 4 | 5 | 6 | 13 | - | 34 | 18 | |
| | 41% | 38% | 45% | 46% | 35% | 37% | 38% | 36% | 47% | 36% | 44% | 35% | 43% | 46% | 37% | 45% | 28% | 42% | 34% | 42% | 42% | 37% | 33% | 31% | 39% | 45% | - | 41% | 44% | |
| To get discounts and coupons | 76 | 33 | 43 | 42 | 23 | 10 | 10 | 36 | 30 | 33 | 43 | 22 | 34 | 19 | 34 | 42 | 7 | 69 | 10 | 65 | 53 | 23 | 4 | 7 | 6 | 13 | - | 29 | 17 | |
| | 38% | 32% | 45% | 44% | 35% | 30% | 30% | 44% | 36% | 38% | 39% | 36% | 38% | 43% | 32% | 45% | 32% | 39% | 34% | 39% | 37% | 41% | 37% | 43% | 37% | 45% | - | 35% | 39% | |
| They have tools that help me | | | | | | * | * | | | | | | | * | | | * | | * | | | ** | ** | * | * | - | | * | | |
| | 66 | 37 | 29 | 30 | 21 | 15 | 9 | 23 | 34 | 30 | 36 | 18 | 32 | 16 | 38 | 29 | 7 | 59 | 12 | 54 | 50 | 17 | 3 | 8 | 8 | 10 | - | 26 | 12 | |
| To keep informed about the brand, product, store or company | 34% | 36% | 31% | 31% | 32% | 44% | 28% | 29% | 40% | 34% | 33% | 29% | 35% | 36% | 36% | 31% | 37% | 33% | 39% | 33% | 35% | 29% | 25% | 49% | 49% | 35% | - | 32% | 27% | |
| | | | | | | C* | * | | G | | | | | * | | | * | | * | | ** | ** | b* | * | - | | * | | | |
| | 66 | 36 | 30 | 34 | 18 | 14 | 11 | 29 | 26 | 25 | 41 | 22 | 29 | 15 | 31 | 35 | 7 | 59 | 10 | 56 | 44 | 22 | 2 | 5 | 4 | 9 | - | 29 | 17 | |
| | 34% | 35% | 32% | 35% | 28% | 40% | 35% | 35% | 31% | 29% | 37% | 35% | 33% | 33% | 30% | 38% | 37% | 33% | 34% | 33% | 31% | 39% | 21% | 32% | 23% | 32% | - | 35% | 40% | |
| To participate in their contests | 49 | 22 | 27 | 26 | 16 | 7 | 7 | 21 | 21 | 15 | 34 | 15 | 23 | 11 | 25 | 24 | 4 | 45 | 8 | 41 | 32 | 17 | 3 | 5 | 3 | 6 | - | 18 | 14 | |
| | 25% | 22% | 28% | 26% | 24% | 21% | 22% | 26% | 25% | 17% | 31% | 24% | 25% | 25% | 24% | 26% | 22% | 25% | 27% | 24% | 23% | 30% | 23% | 29% | 19% | 23% | - | 22% | 33% | |
| They have fun, interesting and cool content | | | | | | * | * | | | | I | | | * | | | * | | * | | | ** | ** | * | * | - | | * | | |
| | 43 | 24 | 18 | 26 | 10 | 8 | 7 | 17 | 18 | 17 | 26 | 12 | 19 | 11 | 23 | 20 | 3 | 40 | 7 | 36 | 28 | 15 | 4 | 3 | 4 | 7 | - | 17 | 9 | |
| | 22% | 24% | 19% | 26% | 14% | 22% | 23% | 21% | 22% | 19% | 24% | 19% | 21% | 26% | 22% | 21% | 14% | 22% | 24% | 21% | 20% | 26% | 33% | 16% | 22% | 23% | - | 21% | 21% | |
| | | | | | | D | | | * | * | | | | * | | | * | | * | | ** | ** | * | * | - | | * | | | |
| They make me feel connected to the brand, product, store or company | 28 | 14 | 14 | 17 | 8 | 3 | 6 | 10 | 12 | 10 | 18 | 8 | 14 | 7 | 12 | 16 | 4 | 24 | 5 | 23 | 19 | 9 | 2 | 2 | 3 | 3 | - | 14 | 5 | |
| | 14% | 13% | 15% | 18% | 12% | 8% | 18% | 13% | 14% | 11% | 17% | 12% | 15% | 15% | 11% | 18% | 21% | 13% | 18% | 14% | 14% | 16% | 13% | 12% | 18% | 11% | - | 17% | 11% | |
| To offer opinions and suggestions | | | | | | * | * | | | | | | | * | | | * | | * | | | ** | ** | * | * | - | | * | | |
| | 20 | 12 | 9 | 9 | 8 | 3 | 5 | 9 | 7 | 7 | 13 | 6 | 9 | 5 | 11 | 10 | 3 | 17 | 4 | 16 | 13 | 8 | 1 | 3 | 1 | 1 | - | 8 | 6 | |
| | 10% | 12% | 9% | 10% | 12% | 9% | 15% | 11% | 9% | 8% | 12% | 9% | 10% | 12% | 10% | 11% | 17% | 10% | 14% | 10% | 9% | 14% | 8% | 22% | 9% | 4% | - | 10% | 13% | |
| | | | | | | * | * | | | | | | | * | | | * | | * | | ** | ** | * | * | - | | * | | | |
| None of the above | 27 | 16 | 11 | 11 | 9 | 8 | 5 | 12 | 9 | 12 | 15 | 11 | 11 | 5 | 15 | 12 | 3 | 24 | 2 | 25 | 19 | 8 | 2 | 1 | 4 | 4 | - | 12 | 3 | |
| | 14% | 15% | 12% | 11% | 13% | 22% | 17% | 15% | 11% | 14% | 14% | 17% | 13% | 10% | 14% | 13% | 13% | 14% | 6% | 15% | 13% | 14% | 19% | 9% | 27% | 13% | - | 14% | 8% | |
| Sigma | | | | | | C* | * | | | | | | | * | | | * | | * | | ** | ** | b* | * | - | | * | | | |
| | 456 | 232 | 224 | 239 | 136 | 80 | 72 | 186 | 198 | 180 | 276 | 136 | 210 | 110 | 226 | 230 | 44 | 412 | 70 | 386 | 316 | 140 | 25 | 38 | 40 | 66 | - | 187 | 100 | |
| | 231% | 226% | 236% | 248% | 205% | 234% | 226% | 229% | 234% | 207% | 250% | 216% | 234% | 246% | 216% | 248% | 221% | 232% | 230% | 231% | 225% | 246% | 212% | 243% | 243% | 230% | - | 226% | 237% | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 879 | 438 | 441 | 391 | 372 | 116 | 51 | 201 | 627 | 625 | 254 | 67 | 207 | 605 | 612 | 267 | 100 | 779 | 343 | 536 | 774 | 105 |
| Base: Used One Or More Apps Regularly (wtd) | 394 | 194 | 200 | 162 | 164 | 69 | 42 | 142 | 210 | 288 | 107 | 219 | 130 | 46 | 226 | 169 | 50 | 344 | 113 | 281 | 324 | 70 |
| To keep informed about the brand, product, store or company | 215 | 112 | 103 | 94 | 88 | 34 | 17 | 75 | 124 | 170 | 45 | 119 | 69 | 27 | 125 | 90 | 23 | 193 | 60 | 156 | 189 | 26 |
| | 55% | 58% | 52% | 58% | 54% | 49% | 40% | 53% | 59% | 59% | 42% | 55% | 53% | 58% | 56% | 53% | 45% | 56% | 53% | 55% | 58% | 37% |
| | | * | * | * | * | * | ** | * | | J | * | * | | | | * | ** | | * | | | ** |
| They're easier and quicker than going to their website or their social media page | 180 | 93 | 88 | 84 | 67 | 29 | 19 | 59 | 103 | 125 | 55 | 98 | 59 | 23 | 112 | 68 | 27 | 154 | 60 | 120 | 145 | 36 |
| | 46% | 48% | 44% | 52% | 41% | 43% | 45% | 41% | 49% | 43% | 52% | 45% | 46% | 50% | 50% | 40% | 53% | 45% | 53% | 43% | 45% | 50% |
| | | * | * | * | * | * | ** | * | | | * | * | | | | * | ** | | * | | | ** |
| They have tools that help me | 171 | 82 | 89 | 76 | 67 | 28 | 14 | 60 | 98 | 115 | 56 | 93 | 60 | 19 | 95 | 76 | 22 | 149 | 52 | 119 | 128 | 44 |
| | 43% | 42% | 44% | 47% | 41% | 41% | 32% | 42% | 47% | 40% | 52% | 42% | 46% | 41% | 42% | 45% | 45% | 43% | 46% | 42% | 39% | 62% |
| | | * | * | * | * | * | ** | * | | | * | * | | | | * | ** | | * | | | ** |
| They have fun, interesting and cool content | 156 | 84 | 72 | 79 | 64 | 13 | 16 | 53 | 87 | 104 | 52 | 86 | 48 | 21 | 87 | 69 | 17 | 138 | 47 | 109 | 128 | 28 |
| | 39% | 43% | 36% | 48% | 39% | 19% | 38% | 37% | 41% | 36% | 49% | 39% | 37% | 47% | 38% | 41% | 35% | 40% | 41% | 39% | 40% | 39% |
| | | * | * | E* | E* | * | ** | * | | | * | * | | L | | * | ** | | * | | | ** |
| To get discounts and coupons | 140 | 68 | 71 | 66 | 62 | 12 | 3 | 40 | 97 | 105 | 35 | 61 | 58 | 21 | 84 | 56 | 23 | 117 | 38 | 102 | 126 | 14 |
| | 35% | 35% | 36% | 40% | 38% | 18% | 7% | 28% | 46% | 36% | 33% | 28% | 45% | 45% | 37% | 33% | 46% | 34% | 34% | 36% | 39% | 20% |
| | | * | * | E* | E* | * | ** | * | G | | * | * | K | K | | * | ** | | * | | | ** |
| They make me feel connected to the brand, product, store or company | 81 | 45 | 36 | 35 | 34 | 13 | 2 | 31 | 48 | 58 | 23 | 34 | 31 | 16 | 57 | 24 | 10 | 71 | 33 | 48 | 72 | 9 |
| | 21% | 23% | 18% | 21% | 20% | 19% | 6% | 22% | 23% | 20% | 21% | 16% | 24% | 34% | 25% | 14% | 21% | 21% | 29% | 17% | 22% | 12% |
| | | * | * | * | * | * | ** | * | | | * | * | | KL | | * | ** | | * | | | ** |
| To offer opinions and suggestions | 62 | 37 | 24 | 31 | 22 | 8 | 6 | 12 | 43 | 44 | 18 | 27 | 23 | 11 | 45 | 17 | 15 | 47 | 29 | 32 | 55 | 7 |
| | 16% | 19% | 12% | 19% | 13% | 12% | 15% | 8% | 21% | 15% | 16% | 12% | 18% | 25% | 20% | 10% | 30% | 14% | 26% | 11% | 17% | 9% |
| | | * | * | * | * | * | ** | * | G | | * | * | | KL | | * | ** | | S* | | | ** |
| To participate in their contests | 35 | 19 | 16 | 18 | 14 | 2 | 1 | 15 | 19 | 29 | 5 | 13 | 14 | 8 | 25 | 10 | 10 | 25 | 18 | 17 | 34 | 1 |
| | 9% | 10% | 8% | 11% | 9% | 3% | 2% | 11% | 9% | 10% | 5% | 6% | 11% | 17% | 11% | 6% | 20% | 7% | 16% | 6% | 10% | 1% |
| | | * | * | * | * | * | ** | * | | | * | * | | KL | | * | ** | | S* | | | ** |
| None of the above | 13 | 4 | 8 | 1 | 9 | 2 | 1 | 6 | 6 | 11 | 2 | 7 | 5 | * | 3 | 10 | - | 13 | 1 | 12 | 11 | 2 |
| | 3% | 2% | 4% | 1% | 6% | 3% | 3% | 4% | 3% | 4% | 2% | 3% | 4% | 1% | 1% | 6% | - | 4% | 1% | 4% | 3% | 2% |
| | | * | * | * | * | * | ** | * | | | * | * | M | | | * | ** | | * | | | ** |
| Sigma | 1053 | 546 | 507 | 484 | 427 | 142 | 78 | 351 | 624 | 762 | 291 | 538 | 369 | 146 | 632 | 420 | 147 | 905 | 337 | 715 | 888 | 165 |
| | 267% | 281% | 253% | 298% | 261% | 207% | 187% | 246% | 297% | 265% | 273% | 246% | 284% | 318% | 280% | 249% | 294% | 263% | 298% | 255% | 274% | 233% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 412 | 212 | 200 | 190 | 132 | 90 | 82 | 196 | 134 | 149 | 263 | 127 | 131 | 154 | 231 | 181 | 20 | 392 | 36 | 376 | 269 | 143 |
| Base: Used One Or More Apps Regularly (wtd) | 211 | 113 | 98 | 104 | 66 | 41 | 42 | 102 | 66 | 74 | 137 | 54 | 92 | 65 | 114 | 96 | 10 | 201 | 18 | 192 | 134 | 77 |
| To get discounts and coupons | 83 | 39 | 45 | 40 | 27 | 16 | 18 | 44 | 21 | 28 | 55 | 18 | 42 | 23 | 46 | 37 | 4 | 80 | 5 | 78 | 56 | 28 |
| | 40% | 34% | 46% | 38% | 42% | 40% | 42% | 43% | 32% | 38% | 40% | 33% | 46% | 36% | 40% | 38% | 35% | 40% | 29% | 41% | 42% | 36% |
| | | | A | | | * | * | | | | | | K | | | | ** | | * | | | |
| To keep informed about the brand, product, store or company | 79 | 45 | 34 | 41 | 20 | 17 | 15 | 35 | 29 | 28 | 51 | 15 | 37 | 27 | 45 | 34 | 4 | 75 | 8 | 71 | 50 | 29 |
| | 37% | 40% | 34% | 40% | 31% | 42% | 36% | 34% | 44% | 37% | 38% | 27% | 41% | 42% | 39% | 36% | 39% | 37% | 46% | 37% | 38% | 37% |
| | | | | | | * | * | | | | | | K | K | | | ** | | * | | | |
| They have tools that help me | 78 | 46 | 32 | 39 | 25 | 14 | 13 | 38 | 27 | 25 | 53 | 22 | 31 | 25 | 42 | 36 | 4 | 74 | 7 | 72 | 51 | 27 |
| | 37% | 41% | 33% | 38% | 39% | 33% | 32% | 37% | 40% | 34% | 39% | 41% | 33% | 39% | 37% | 37% | 40% | 37% | 35% | 37% | 38% | 35% |
| | | | | | | * | * | | | | | | | | | | ** | | * | | | |
| They're easier and quicker than going to their website or their social media page | 65 | 37 | 28 | 35 | 20 | 10 | 9 | 34 | 21 | 24 | 40 | 13 | 30 | 21 | 32 | 32 | 2 | 62 | 6 | 59 | 45 | 20 |
| | 31% | 32% | 29% | 33% | 30% | 25% | 22% | 34% | 32% | 33% | 29% | 24% | 33% | 33% | 28% | 33% | 21% | 31% | 31% | 31% | 33% | 26% |
| | | | | | | * | * | | | | | | | | | | ** | | * | | | |
| To participate in their contests | 40 | 19 | 21 | 18 | 13 | 9 | 4 | 23 | 12 | 18 | 22 | 10 | 19 | 12 | 20 | 20 | 4 | 36 | 5 | 35 | 26 | 15 |
| | 19% | 17% | 22% | 17% | 20% | 23% | 10% | 23% | 19% | 24% | 16% | 18% | 20% | 18% | 18% | 20% | 37% | 18% | 28% | 18% | 19% | 19% |
| | | | | | | * | * | F | | | | | | | | | ** | | * | | | |
| To offer opinions and suggestions | 36 | 20 | 16 | 16 | 12 | 7 | 5 | 19 | 12 | 16 | 20 | 8 | 17 | 11 | 22 | 14 | 3 | 33 | 6 | 29 | 26 | 9 |
| | 17% | 17% | 16% | 16% | 18% | 18% | 11% | 19% | 18% | 21% | 15% | 15% | 18% | 17% | 19% | 14% | 28% | 16% | 35% | 15% | 20% | 12% |
| | | | | | | * | * | | | | | | | | | | ** | | S* | | | |
| They have fun, interesting and cool content | 31 | 20 | 11 | 23 | 6 | 2 | 6 | 16 | 8 | 10 | 21 | 9 | 12 | 10 | 16 | 14 | 1 | 29 | 3 | 28 | 19 | 11 |
| | 14% | 18% | 11% | 22% | 10% | 4% | 15% | 16% | 12% | 13% | 15% | 17% | 13% | 15% | 14% | 15% | 12% | 15% | 16% | 14% | 14% | 15% |
| | | | | DE | | * | * | | | | | | | | | | ** | | * | | | |
| They make me feel connected to the brand, product, store or company | 19 | 8 | 10 | 10 | 4 | 5 | 2 | 10 | 6 | 7 | 12 | 5 | 9 | 5 | 11 | 7 | 1 | 17 | 2 | 17 | 12 | 6 |
| | 9% | 7% | 11% | 9% | 6% | 11% | 6% | 10% | 9% | 9% | 8% | 8% | 10% | 8% | 10% | 7% | 11% | 9% | 8% | 9% | 9% | 8% |
| | | | | | | * | * | | | | | | | | | | ** | | * | | | |
| None of the above | 27 | 15 | 12 | 11 | 9 | 6 | 5 | 14 | 9 | 12 | 16 | 9 | 9 | 9 | 15 | 12 | 1 | 26 | 2 | 25 | 17 | 11 |
| | 13% | 13% | 13% | 11% | 14% | 16% | 11% | 13% | 13% | 16% | 11% | 17% | 10% | 14% | 13% | 13% | 13% | 13% | 10% | 13% | 13% | 14% |
| | | | | | | * | * | | | | | | | | | | ** | | * | | | |
| Sigma | 457 | 249 | 208 | 233 | 138 | 87 | 78 | 234 | 146 | 167 | 290 | 108 | 206 | 143 | 251 | 206 | 24 | 433 | 44 | 413 | 302 | 155 |
| | 217% | 220% | 214% | 223% | 210% | 212% | 184% | 228% | 220% | 225% | 212% | 200% | 224% | 221% | 219% | 214% | 236% | 216% | 239% | 215% | 226% | 202% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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
A | Female
B | Under 35
C | 35 to 49
D | 50 to 64
E | Low
F | Medium
G | High
H | Married
I | Other
J | Low
K | Medium
L | High
M | Yes
N | No
O | Yes
P | No
Q | Yes
R | No
S | Total
T | Non
U | |
| Base: Used One Or More Apps Regularly (unwtd) | 429 | 238 | 191 | 192 | 167 | 70 | 120 | 139 | 170 | 144 | 285 | 77 | 269 | 83 | 315 | 114 | 44 | 385 | 99 | 330 | 328 | 101 | |
| Base: Used One Or More Apps Regularly (wtd) | 226 | 126 | 101 | 110 | 87 | 29 | 64 | 73 | 90 | 72 | 154 | 44 | 126 | 57 | 165 | 61 | 25 | 201 | 54 | 173 | 171 | 55 | |
| They're easier and quicker than going to their website or their social media page | 115 | 65 | 50 | 61 | 42 | 12 | 34 | 31 | 50 | 38 | 78 | 18 | 66 | 32 | 81 | 35 | 16 | 100 | 33 | 83 | 86 | 29 | |
| | 51% | 52% | 50% | 56% | 48% | 42% | 53% | 43% | 56% | 52% | 50% | 40% | 52% | 56% | 49% | 56% | 61% | 50% | 61% | 48% | 50% | 53% | |
| They have tools that help me | | | | | | * | | | G | | | * | | K* | | | * | | S* | | | * | |
| | 103 | 57 | 45 | 50 | 38 | 15 | 27 | 38 | 38 | 33 | 70 | 13 | 60 | 30 | 67 | 35 | 12 | 90 | 23 | 80 | 73 | 30 | |
| To get discounts and coupons | 45% | 45% | 45% | 45% | 43% | 51% | 41% | 53% | 42% | 45% | 45% | 30% | 47% | 53% | 41% | 57% | 48% | 45% | 42% | 46% | 43% | 54% | |
| | | | | | | * | | | | | | * | | K | K* | | N | * | | * | | * | |
| | 86 | 51 | 35 | 51 | 28 | 7 | 24 | 30 | 32 | 22 | 63 | 18 | 44 | 24 | 68 | 18 | 12 | 74 | 24 | 62 | 68 | 18 | |
| | 38% | 41% | 35% | 47% | 32% | 22% | 38% | 41% | 35% | 31% | 41% | 42% | 35% | 42% | 41% | 30% | 46% | 37% | 45% | 36% | 40% | 33% | |
| They have fun, interesting and cool content | | | | DE | | * | | | | | I | * | | * | O | | * | | * | | | * | |
| | 75 | 44 | 30 | 40 | 25 | 9 | 22 | 20 | 33 | 22 | 52 | 15 | 42 | 18 | 50 | 25 | 8 | 67 | 18 | 57 | 51 | 23 | |
| | 33% | 35% | 30% | 37% | 28% | 32% | 34% | 27% | 37% | 31% | 34% | 33% | 33% | 32% | 30% | 41% | 30% | 33% | 33% | 33% | 30% | 42% | |
| | | | | | | * | | | | | | * | | * | | N | * | | * | | | T* | |
| To keep informed about the brand, product, store or company | 74 | 37 | 37 | 40 | 25 | 9 | 20 | 22 | 32 | 22 | 52 | 15 | 38 | 21 | 52 | 22 | 13 | 61 | 25 | 49 | 53 | 21 | |
| | 33% | 30% | 37% | 37% | 29% | 31% | 32% | 30% | 35% | 30% | 34% | 35% | 30% | 37% | 31% | 37% | 52% | 30% | 48% | 28% | 31% | 38% | |
| To offer opinions and suggestions | | | | | | * | | | | | | * | | * | | | Q* | | S* | | | * | |
| | 29 | 20 | 9 | 13 | 12 | 3 | 8 | 10 | 11 | 9 | 20 | 5 | 13 | 11 | 24 | 5 | 9 | 20 | 14 | 15 | 23 | 6 | |
| | 13% | 16% | 9% | 12% | 14% | 11% | 12% | 14% | 12% | 12% | 13% | 12% | 10% | 20% | 15% | 8% | 37% | 10% | 26% | 9% | 13% | 11% | |
| | B | | | | | * | | | | | | * | | L* | | | Q* | | S* | | | * | |
| They make me feel connected to the brand, product, store or company | 27 | 17 | 10 | 16 | 7 | 4 | 11 | 9 | 7 | 6 | 21 | 4 | 15 | 8 | 21 | 5 | 8 | 19 | 13 | 14 | 18 | 9 | |
| | 12% | 14% | 10% | 15% | 8% | 12% | 17% | 12% | 8% | 8% | 14% | 9% | 12% | 13% | 13% | 9% | 30% | 10% | 25% | 8% | 10% | 16% | |
| To participate in their contests | | | | | | * | H | | | | | * | | * | | | Q* | | S* | | | * | |
| | 25 | 16 | 9 | 13 | 9 | 3 | 8 | 9 | 9 | 10 | 16 | 3 | 15 | 7 | 19 | 7 | 6 | 19 | 10 | 16 | 19 | 6 | |
| | 11% | 13% | 9% | 12% | 10% | 10% | 12% | 12% | 10% | 13% | 10% | 7% | 12% | 13% | 11% | 11% | 23% | 10% | 18% | 9% | 11% | 12% | |
| | | | | | | * | | | | | | * | | * | | | Q* | | S* | | | * | |
| None of the above | 19 | 12 | 8 | 5 | 12 | 3 | 6 | 6 | 7 | 8 | 12 | 6 | 9 | 4 | 16 | 3 | 1 | 19 | 2 | 18 | 17 | 3 | |
| | 9% | 9% | 8% | 4% | 13% | 12% | 9% | 9% | 8% | 11% | 8% | 14% | 7% | 7% | 10% | 6% | 2% | 9% | 4% | 10% | 10% | 5% | |
| Sigma | | | | C | C* | | | | | | | * | | * | | | * | | * | | | * | |
| | 553 | 320 | 233 | 290 | 197 | 66 | 160 | 175 | 219 | 170 | 383 | 97 | 302 | 154 | 398 | 156 | 83 | 470 | 162 | 392 | 408 | 146 | |
| | 244% | 255% | 231% | 264% | 226% | 223% | 249% | 241% | 244% | 235% | 249% | 222% | 239% | 273% | 241% | 254% | 329% | 234% | 302% | 227% | 238% | 264% | |
| | | | | | | | | | | | | | | | | | | | | | | | |

Sociallogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 102 | 57 | 45 | 51 | 32 | 19 | 32 | 47 | 4 | 35 | 67 | 24 | 58 | 20 | 47 | 55 | 13 | 89 | 13 | 89 | 64 | 38 |
| Base: Used One Or More Apps Regularly (wtd) | 103 | 56 | 47 | 56 | 28 | 18 | 34 | 45 | 3 | 32 | 70 | 22 | 65 | 16 | 45 | 57 | 12 | 90 | 13 | 89 | 62 | 41 |
| To keep informed about the brand, product, store or company | 51 | 27 | 24 | 26 | 15 | 10 | 15 | 23 | 3 | 14 | 37 | 9 | 34 | 8 | 25 | 26 | 9 | 41 | 8 | 42 | 33 | 18 |
| | 49% | 48% | 51% | 46% | 52% | 54% | 45% | 51% | 100% | 43% | 52% | 39% | 52% | 52% | 55% | 45% | 75% | 46% | 63% | 47% | 53% | 43% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | * |
| To get discounts and coupons | 39 | 18 | 21 | 23 | 11 | 5 | 15 | 16 | 1 | 14 | 25 | 8 | 25 | 6 | 21 | 18 | 5 | 34 | 7 | 32 | 20 | 19 |
| | 38% | 33% | 44% | 42% | 38% | 26% | 46% | 36% | 24% | 42% | 36% | 36% | 39% | 36% | 46% | 32% | 44% | 37% | 51% | 36% | 32% | 47% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | * |
| To participate in their contests | 38 | 17 | 21 | 22 | 10 | 6 | 16 | 13 | 1 | 13 | 25 | 8 | 25 | 5 | 16 | 22 | 2 | 36 | 2 | 36 | 17 | 21 |
| | 37% | 30% | 46% | 39% | 35% | 31% | 48% | 29% | 24% | 40% | 36% | 37% | 38% | 32% | 36% | 38% | 18% | 40% | 17% | 40% | 28% | 51% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | T* |
| They have tools that help me | 32 | 20 | 12 | 22 | 7 | 3 | 11 | 11 | 2 | 7 | 26 | 8 | 21 | 3 | 16 | 17 | 6 | 26 | 5 | 27 | 20 | 12 |
| | 31% | 36% | 26% | 39% | 26% | 17% | 32% | 25% | 54% | 21% | 36% | 34% | 33% | 22% | 35% | 29% | 52% | 29% | 41% | 30% | 33% | 30% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | * |
| They're easier and quicker than going to their website or their social media page | 29 | 23 | 6 | 20 | 5 | 4 | 10 | 9 | 3 | 4 | 26 | 4 | 23 | 3 | 14 | 15 | 6 | 24 | 4 | 26 | 15 | 15 |
| | 29% | 41% | 14% | 36% | 17% | 23% | 31% | 19% | 73% | 11% | 37% | 17% | 35% | 18% | 31% | 27% | 45% | 26% | 30% | 29% | 24% | 36% |
| | B* | * | * | * | * | ** | * | * | ** | * | J* | ** | * | ** | * | * | ** | * | ** | * | * | * |
| To offer opinions and suggestions | 17 | 6 | 10 | 6 | 6 | 5 | 7 | 8 | - | 7 | 10 | 2 | 12 | 2 | 10 | 6 | 4 | 12 | 4 | 12 | 9 | 8 |
| | 16% | 11% | 22% | 10% | 21% | 28% | 22% | 18% | - | 21% | 14% | 11% | 19% | 12% | 23% | 11% | 33% | 14% | 32% | 14% | 14% | 20% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | * |
| They make me feel connected to the brand, product, store or company | 11 | 5 | 5 | 7 | 1 | 3 | 6 | 3 | - | 3 | 7 | 3 | 7 | 1 | 5 | 5 | 2 | 8 | 2 | 8 | 4 | 6 |
| | 10% | 9% | 11% | 12% | 3% | 17% | 19% | 7% | - | 9% | 11% | 13% | 10% | 6% | 11% | 9% | 17% | 9% | 16% | 9% | 7% | 15% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | * |
| They have fun, interesting and cool content | 9 | 4 | 5 | 6 | 2 | 2 | 6 | 2 | - | 2 | 7 | 2 | 6 | 2 | 1 | 8 | 1 | 8 | 1 | 8 | 3 | 6 |
| | 9% | 7% | 12% | 10% | 5% | 10% | 17% | 5% | - | 8% | 10% | 7% | 9% | 10% | 3% | 14% | 11% | 9% | 10% | 9% | 5% | 15% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | N* | ** | * | ** | * | * | * |
| None of the above | 8 | 3 | 5 | 2 | 5 | 2 | 2 | 5 | - | 5 | 4 | 3 | 3 | 2 | 4 | 4 | 1 | 7 | 1 | 7 | 5 | 4 |
| | 8% | 5% | 12% | 3% | 16% | 9% | 5% | 10% | - | 14% | 3% | 13% | 5% | 14% | 9% | 7% | 6% | 8% | 5% | 8% | 7% | 9% |
| | * | * | * | * | C* | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | * |
| Sigma | 234 | 123 | 110 | 134 | 60 | 40 | 89 | 90 | 10 | 68 | 166 | 46 | 156 | 32 | 113 | 121 | 37 | 197 | 35 | 199 | 126 | 107 |
| | 228% | 221% | 236% | 238% | 214% | 217% | 263% | 201% | 274% | 209% | 237% | 207% | 241% | 202% | 249% | 211% | 300% | 218% | 263% | 223% | 204% | 265% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 661 | 402 | 259 | 389 | 212 | 60 | 200 | 254 | 207 | 410 | 251 | - | 65 | 596 | 399 | 262 | 208 | 453 | 398 | 263 | 565 | 96 |
| Base: Used One Or More Apps Regularly (wtd) | 327 | 171 | 157 | 195 | 100 | 32 | 101 | 124 | 103 | 196 | 131 | - | 33 | 294 | 182 | 145 | 100 | 227 | 189 | 138 | 274 | 54 |
| To keep informed about the brand, product, store or company | 191 | 94 | 97 | 108 | 64 | 19 | 53 | 77 | 61 | 116 | 75 | - | 14 | 177 | 111 | 80 | 64 | 127 | 120 | 71 | 164 | 27 |
| | 58% | 55% | 62% | 55% | 64% | 59% | 53% | 62% | 59% | 59% | 57% | - | 43% | 60% | 61% | 55% | 64% | 56% | 64% | 51% | 60% | 50% |
| | | | | | C | * | | | | | | | * | L | | | | | S | | | * |
| They make me feel connected to the brand, product, store or company | 155 | 81 | 74 | 90 | 49 | 16 | 38 | 60 | 57 | 94 | 61 | - | 11 | 144 | 94 | 61 | 52 | 103 | 100 | 55 | 135 | 20 |
| | 47% | 47% | 47% | 46% | 49% | 51% | 37% | 49% | 56% | 48% | 46% | - | 32% | 49% | 51% | 42% | 51% | 46% | 53% | 40% | 49% | 36% |
| | | | | | * | | | F | F | | | | * | L | O | | | | S | | U | * |
| To get discounts and coupons | 149 | 78 | 72 | 91 | 46 | 12 | 49 | 54 | 47 | 88 | 62 | - | 16 | 133 | 87 | 62 | 49 | 100 | 92 | 57 | 130 | 19 |
| | 46% | 45% | 46% | 47% | 46% | 38% | 49% | 44% | 45% | 45% | 47% | - | 49% | 45% | 48% | 43% | 49% | 44% | 49% | 42% | 48% | 36% |
| | | | | | | * | | | | | | | * | | | | | | | | U | * |
| They're easier and quicker than going to their website or their social media page | 148 | 77 | 71 | 92 | 43 | 13 | 37 | 58 | 53 | 88 | 59 | - | 11 | 137 | 80 | 67 | 48 | 100 | 90 | 58 | 125 | 23 |
| | 45% | 45% | 45% | 47% | 43% | 41% | 37% | 47% | 51% | 45% | 45% | - | 34% | 46% | 44% | 46% | 47% | 44% | 48% | 42% | 46% | 42% |
| | | | | | * | | | F | F | | | | * | | | | | | | | | * |
| To offer opinions and suggestions | 142 | 70 | 72 | 85 | 44 | 12 | 40 | 53 | 49 | 87 | 54 | - | 9 | 132 | 87 | 55 | 48 | 94 | 96 | 46 | 123 | 19 |
| | 43% | 41% | 46% | 44% | 44% | 38% | 39% | 43% | 47% | 45% | 41% | - | 28% | 45% | 48% | 38% | 48% | 41% | 51% | 33% | 45% | 36% |
| | | | | | | * | | | | | | | * | L | O | | | | S | | | * |
| They have fun, interesting and cool content | 141 | 76 | 65 | 95 | 37 | 9 | 35 | 61 | 44 | 82 | 59 | - | 12 | 129 | 81 | 59 | 45 | 96 | 82 | 58 | 119 | 22 |
| | 43% | 45% | 41% | 49% | 37% | 29% | 35% | 49% | 43% | 42% | 45% | - | 37% | 44% | 45% | 41% | 45% | 42% | 44% | 42% | 43% | 41% |
| | | | | DE | * | | | F | | | | | * | | | | | | | | | * |
| They have tools that help me | 126 | 64 | 62 | 75 | 40 | 12 | 34 | 51 | 41 | 76 | 50 | - | 11 | 115 | 74 | 52 | 38 | 88 | 74 | 51 | 106 | 20 |
| | 38% | 37% | 40% | 38% | 40% | 37% | 34% | 41% | 40% | 39% | 38% | - | 32% | 39% | 40% | 36% | 38% | 39% | 39% | 37% | 39% | 37% |
| | | | | | * | | | | | | | | * | | | | | | | | | * |
| To participate in their contests | 117 | 61 | 55 | 75 | 31 | 11 | 38 | 41 | 37 | 69 | 47 | - | 13 | 104 | 66 | 50 | 43 | 74 | 73 | 44 | 104 | 13 |
| | 36% | 36% | 35% | 38% | 31% | 34% | 38% | 33% | 36% | 35% | 36% | - | 38% | 35% | 36% | 35% | 42% | 33% | 38% | 32% | 38% | 24% |
| | | | | | * | | | | | | | | * | | | | Q | | | | U | * |
| None of the above | 9 | 7 | 2 | 5 | 3 | 1 | 4 | 2 | 3 | 5 | 4 | - | 2 | 7 | 6 | 3 | 1 | 8 | 4 | 5 | 5 | 4 |
| | 3% | 4% | 2% | 2% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | - | 7% | 2% | 3% | 2% | 1% | 3% | 2% | 4% | 2% | 7% |
| | | | | | * | | | | | | | | M* | | | | | | | | | T* |
| Sigma | 1177 | 607 | 570 | 716 | 357 | 105 | 328 | 458 | 391 | 705 | 472 | - | 99 | 1078 | 686 | 491 | 388 | 790 | 731 | 446 | 1011 | 166 |
| | 360% | 356% | 364% | 367% | 356% | 330% | 326% | 370% | 381% | 360% | 359% | - | 300% | 367% | 377% | 338% | 386% | 348% | 386% | 323% | 370% | 309% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 392 | 165 | 227 | 221 | 145 | 26 | 43 | 194 | 155 | 220 | 172 | 125 | 34 | 233 | 196 | 196 | 71 | 321 | 129 | 263 | 350 | 42 |
| Base: Used One Or More Apps Regularly (wtd) | 386 | 186 | 199 | 225 | 129 | 32 | 47 | 192 | 147 | 207 | 179 | 131 | 35 | 220 | 199 | 187 | 71 | 314 | 127 | 258 | 340 | 45 |
| To keep informed about the brand, product, store or company | 235 | 111 | 124 | 134 | 76 | 25 | 28 | 109 | 98 | 130 | 104 | 77 | 22 | 136 | 121 | 114 | 53 | 181 | 90 | 144 | 208 | 27 |
| | 61% | 59% | 62% | 59% | 59% | 79% | 59% | 57% | 67% | 63% | 58% | 59% | 61% | 62% | 61% | 61% | 75% | 58% | 71% | 56% | 61% | 58% |
| | | | | | | ** | * | | | | | | * | | | | Q* | | S | | | * |
| They're easier and quicker than going to their website or their social media page | 153 | 70 | 83 | 94 | 47 | 11 | 14 | 67 | 71 | 82 | 71 | 42 | 20 | 90 | 79 | 74 | 38 | 115 | 64 | 89 | 134 | 18 |
| | 40% | 37% | 42% | 42% | 37% | 35% | 31% | 35% | 48% | 40% | 40% | 32% | 58% | 41% | 40% | 39% | 53% | 37% | 50% | 35% | 39% | 40% |
| | | | | | | ** | * | | FG | | | | K* | | | | Q* | | S | | | * |
| To get discounts and coupons | 150 | 55 | 95 | 98 | 47 | 5 | 14 | 78 | 59 | 78 | 72 | 45 | 14 | 91 | 72 | 78 | 26 | 124 | 46 | 104 | 132 | 18 |
| | 39% | 29% | 48% | 44% | 36% | 16% | 29% | 40% | 40% | 38% | 40% | 34% | 39% | 42% | 36% | 42% | 37% | 39% | 36% | 40% | 39% | 39% |
| | | | A | | | ** | * | | | | | | * | | | | * | | | | | * |
| They have fun, interesting and cool content | 134 | 54 | 80 | 88 | 36 | 10 | 19 | 63 | 51 | 71 | 63 | 45 | 16 | 72 | 62 | 72 | 24 | 110 | 45 | 89 | 115 | 19 |
| | 35% | 29% | 40% | 39% | 28% | 33% | 41% | 33% | 35% | 34% | 35% | 35% | 46% | 33% | 31% | 38% | 34% | 35% | 35% | 35% | 34% | 41% |
| | | | A | D | | ** | * | | | | | | * | | | | * | | | | | * |
| They have tools that help me | 121 | 63 | 58 | 74 | 37 | 10 | 17 | 59 | 45 | 64 | 57 | 38 | 15 | 68 | 63 | 58 | 31 | 90 | 52 | 69 | 110 | 11 |
| | 31% | 34% | 29% | 33% | 29% | 31% | 36% | 31% | 31% | 31% | 32% | 29% | 42% | 31% | 32% | 31% | 43% | 29% | 41% | 27% | 32% | 24% |
| | | | | | | ** | * | | | | | | * | | | | Q* | | S | | | * |
| They make me feel connected to the brand, product, store or company | 118 | 58 | 61 | 75 | 31 | 12 | 10 | 58 | 50 | 62 | 56 | 31 | 13 | 74 | 67 | 51 | 38 | 80 | 59 | 59 | 113 | 5 |
| | 31% | 31% | 30% | 33% | 24% | 39% | 22% | 30% | 34% | 30% | 31% | 24% | 37% | 34% | 34% | 27% | 54% | 25% | 46% | 23% | 33% | 11% |
| | | | | | | ** | * | | | | | | * | K | | | Q* | | S | | U | * |
| To offer opinions and suggestions | 68 | 42 | 26 | 39 | 21 | 9 | 11 | 28 | 29 | 36 | 32 | 17 | 11 | 40 | 44 | 24 | 20 | 48 | 31 | 37 | 62 | 6 |
| | 18% | 22% | 13% | 17% | 16% | 27% | 23% | 15% | 20% | 17% | 18% | 13% | 30% | 18% | 22% | 13% | 28% | 15% | 24% | 14% | 18% | 13% |
| | | B | | | | ** | * | | | | | | K* | | O | | Q* | | S | | | * |
| To participate in their contests | 62 | 33 | 30 | 43 | 15 | 4 | 9 | 34 | 19 | 28 | 34 | 18 | 8 | 36 | 32 | 30 | 15 | 48 | 23 | 39 | 54 | 9 |
| | 16% | 17% | 15% | 19% | 12% | 12% | 20% | 18% | 13% | 14% | 19% | 14% | 22% | 16% | 16% | 16% | 21% | 15% | 18% | 15% | 16% | 19% |
| | | | | | | ** | * | | | | | | * | | | | * | | | | | * |
| None of the above | 15 | 11 | 5 | 8 | 7 | - | 1 | 8 | 7 | 7 | 8 | 6 | 3 | 6 | 11 | 4 | 1 | 14 | 2 | 13 | 14 | 1 |
| | 4% | 6% | 2% | 4% | 5% | - | 2% | 4% | 5% | 3% | 5% | 5% | 8% | 3% | 6% | 2% | 1% | 5% | 2% | 5% | 4% | 2% |
| | | | | | | ** | * | | | | | | * | | | | * | | | | | * |
| Sigma | 1056 | 495 | 561 | 653 | 318 | 85 | 123 | 504 | 429 | 558 | 498 | 319 | 121 | 616 | 551 | 504 | 246 | 810 | 411 | 645 | 943 | 113 |
| | 274% | 265% | 282% | 290% | 246% | 270% | 262% | 263% | 292% | 270% | 278% | 245% | 344% | 280% | 277% | 270% | 346% | 257% | 323% | 250% | 277% | 247% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 382 | 202 | 180 | 167 | 140 | 75 | 83 | 169 | 130 | 155 | 227 | 105 | 217 | 60 | 194 | 188 | 41 | 341 | 67 | 315 | 255 | 127 |
| Base: Used One Or More Apps Regularly (wtd) | 185 | 98 | 87 | 86 | 65 | 34 | 40 | 82 | 63 | 77 | 108 | 75 | 81 | 28 | 91 | 94 | 20 | 165 | 32 | 154 | 119 | 66 |
| To get discounts and coupons | 111 | 57 | 54 | 56 | 37 | 18 | 23 | 50 | 39 | 48 | 63 | 44 | 50 | 17 | 54 | 57 | 14 | 97 | 19 | 93 | 71 | 40 |
| | 60% | 58% | 62% | 65% | 57% | 52% | 57% | 61% | 61% | 63% | 58% | 59% | 61% | 60% | 59% | 61% | 68% | 59% | 59% | 60% | 60% | 60% |
| | | | | | | * | * | | | | | | | * | | | * | | * | | | |
| To keep informed about the brand, product, store or company | 65 | 34 | 31 | 35 | 19 | 11 | 9 | 32 | 25 | 25 | 40 | 23 | 32 | 11 | 34 | 31 | 6 | 59 | 11 | 54 | 43 | 22 |
| | 35% | 35% | 36% | 41% | 29% | 33% | 21% | 39% | 39% | 33% | 37% | 30% | 39% | 37% | 38% | 33% | 31% | 36% | 34% | 35% | 36% | 34% |
| | | | | D | | * | * | F | F | | | | | * | | | * | | * | | | |
| To participate in their contests | 54 | 23 | 31 | 28 | 16 | 10 | 11 | 27 | 16 | 25 | 29 | 26 | 20 | 8 | 25 | 29 | 4 | 49 | 6 | 47 | 34 | 19 |
| | 29% | 23% | 35% | 32% | 24% | 31% | 28% | 32% | 25% | 32% | 27% | 34% | 24% | 28% | 27% | 31% | 22% | 30% | 20% | 31% | 29% | 29% |
| | | | A | | | * | * | | | | | | | * | | | * | | * | | | |
| They're easier and quicker than going to their website or their social media page | 52 | 31 | 21 | 24 | 20 | 9 | 10 | 22 | 21 | 21 | 31 | 20 | 24 | 9 | 25 | 27 | 5 | 47 | 11 | 41 | 37 | 16 |
| | 28% | 32% | 24% | 27% | 30% | 27% | 24% | 27% | 33% | 27% | 29% | 26% | 30% | 30% | 28% | 29% | 26% | 28% | 34% | 27% | 31% | 24% |
| | | | | | | * | * | | | | | | | * | | | * | | * | | | |
| They make me feel connected to the brand, product, store or company | 52 | 27 | 25 | 25 | 15 | 11 | 8 | 27 | 18 | 20 | 32 | 21 | 23 | 8 | 26 | 26 | 6 | 46 | 12 | 40 | 32 | 20 |
| | 28% | 28% | 29% | 29% | 24% | 34% | 19% | 32% | 29% | 27% | 29% | 28% | 29% | 26% | 29% | 27% | 29% | 28% | 38% | 26% | 27% | 30% |
| | | | | | | * | * | F | | | | | | * | | | * | | * | | | |
| They have tools that help me | 42 | 26 | 16 | 19 | 16 | 8 | 9 | 17 | 17 | 14 | 28 | 12 | 21 | 9 | 23 | 19 | 3 | 39 | 10 | 32 | 30 | 13 |
| | 23% | 27% | 18% | 22% | 24% | 23% | 22% | 21% | 26% | 18% | 26% | 16% | 26% | 32% | 26% | 20% | 17% | 24% | 33% | 21% | 25% | 19% |
| | | | | | | * | * | | | | | | K | K* | | | * | | S* | | | |
| To offer opinions and suggestions | 31 | 14 | 17 | 13 | 11 | 7 | 4 | 15 | 13 | 14 | 17 | 11 | 13 | 7 | 17 | 14 | 5 | 26 | 6 | 25 | 24 | 7 |
| | 17% | 15% | 19% | 15% | 17% | 19% | 9% | 18% | 20% | 19% | 15% | 15% | 16% | 23% | 18% | 15% | 22% | 16% | 20% | 16% | 20% | 11% |
| | | | | | | * | * | | F | | | | | * | | | * | | * | | U | |
| They have fun, interesting and cool content | 22 | 12 | 10 | 12 | 8 | 3 | 3 | 10 | 10 | 9 | 13 | 9 | 10 | 3 | 12 | 10 | 3 | 19 | 6 | 16 | 15 | 8 |
| | 12% | 12% | 12% | 13% | 12% | 9% | 7% | 12% | 15% | 12% | 12% | 12% | 13% | 11% | 13% | 11% | 17% | 11% | 19% | 11% | 12% | 11% |
| | | | | | | * | * | | | | | | | * | | | * | | * | | | |
| None of the above | 10 | 6 | 4 | 5 | 4 | 1 | 4 | 4 | 2 | 3 | 7 | 5 | 4 | 2 | 5 | 6 | 1 | 9 | 1 | 9 | 6 | 4 |
| | 6% | 6% | 5% | 6% | 6% | 4% | 11% | 5% | 3% | 4% | 7% | 7% | 5% | 5% | 5% | 6% | 6% | 6% | 4% | 6% | 5% | 6% |
| | | | | | | * | H* | | | | | | | * | | | * | | * | | | |
| Sigma | 440 | 230 | 210 | 216 | 145 | 79 | 79 | 203 | 158 | 181 | 260 | 171 | 197 | 72 | 221 | 219 | 48 | 392 | 82 | 359 | 293 | 148 |
| | 238% | 236% | 240% | 250% | 224% | 233% | 199% | 247% | 250% | 235% | 239% | 227% | 242% | 253% | 243% | 233% | 238% | 238% | 260% | 233% | 245% | 224% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 507 | 253 | 254 | 206 | 133 | 168 | 300 | 177 | 30 | 264 | 243 | 156 | 122 | 229 | 245 | 262 | 18 | 489 | 44 | 463 | 341 | 166 |
| Base: Used One Or More Apps Regularly (wtd) | 246 | 125 | 121 | 109 | 62 | 75 | 155 | 81 | 10 | 127 | 118 | 138 | 45 | 63 | 113 | 132 | 9 | 236 | 20 | 225 | 167 | 78 |
| To get discounts and coupons | 114 | 54 | 61 | 55 | 31 | 28 | 70 | 40 | 4 | 61 | 53 | 60 | 20 | 34 | 55 | 59 | 5 | 109 | 10 | 104 | 82 | 32 |
| | 47% | 43% | 50% | 51% | 51% | 37% | 45% | 50% | 35% | 48% | 45% | 44% | 45% | 53% | 49% | 45% | 53% | 46% | 48% | 46% | 49% | 41% |
| | | | | E | E | | | | ** | | | | | | | | ** | | ** | | | |
| To keep informed about the brand, product, store or company | 58 | 31 | 26 | 30 | 12 | 16 | 33 | 22 | 2 | 24 | 34 | 31 | 12 | 15 | 29 | 29 | 4 | 54 | 8 | 50 | 43 | 15 |
| | 24% | 25% | 22% | 28% | 19% | 21% | 22% | 28% | 19% | 19% | 28% | 22% | 27% | 24% | 26% | 22% | 45% | 23% | 38% | 22% | 25% | 20% |
| | | | | | | | | | ** | | I | | | | | | ** | | ** | | | |
| They have fun, interesting and cool content | 57 | 32 | 25 | 30 | 13 | 14 | 37 | 18 | 2 | 28 | 29 | 29 | 10 | 17 | 28 | 29 | 2 | 55 | 5 | 52 | 39 | 18 |
| | 23% | 26% | 21% | 27% | 21% | 19% | 24% | 23% | 18% | 22% | 24% | 21% | 23% | 28% | 25% | 22% | 18% | 23% | 24% | 23% | 23% | 23% |
| | | | | | | | | | ** | | | | | | | | ** | | ** | | | |
| They're easier and quicker than going to their website or their social media page | 46 | 22 | 24 | 26 | 10 | 10 | 29 | 13 | 3 | 24 | 22 | 25 | 7 | 14 | 18 | 28 | 2 | 44 | 6 | 40 | 32 | 14 |
| | 19% | 17% | 20% | 24% | 17% | 13% | 19% | 17% | 33% | 19% | 19% | 18% | 17% | 22% | 16% | 21% | 24% | 18% | 31% | 18% | 19% | 18% |
| | | | | E | | | | | ** | | | | | | | | ** | | ** | | | |
| They have tools that help me | 14 | 12 | 2 | 6 | 5 | 3 | 7 | 6 | 1 | 5 | 9 | 7 | 3 | 4 | 6 | 7 | - | 14 | 2 | 12 | 12 | 2 |
| | 6% | 10% | 2% | 5% | 8% | 5% | 4% | 7% | 13% | 4% | 7% | 5% | 6% | 6% | 6% | 6% | - | 6% | 10% | 5% | 7% | 2% |
| | | B | | | | | | | ** | | | | | | | | ** | | ** | | | |
| To offer opinions and suggestions | 8 | 5 | 3 | 5 | 2 | 2 | 4 | 3 | 1 | 3 | 5 | 4 | 1 | 2 | 6 | 2 | - | 8 | 1 | 7 | 5 | 3 |
| | 3% | 4% | 2% | 4% | 3% | 2% | 3% | 4% | 5% | 3% | 4% | 3% | 3% | 4% | 5% | 1% | - | 3% | 5% | 3% | 3% | 4% |
| | | | | | | | | | ** | | | | | | O | | ** | | ** | | | |
| They make me feel connected to the brand, product, store or company | 6 | 3 | 3 | 3 | 1 | 2 | 4 | 2 | - | 4 | 3 | 3 | 2 | 2 | 3 | 3 | - | 6 | - | 6 | 3 | 3 |
| | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 3% | - | 3% | 2% | 2% | 4% | 2% | 3% | 2% | - | 3% | - | 3% | 2% | 4% |
| | | | | | | | | | ** | | | | | | | | ** | | ** | | | |
| To participate in their contests | 2 | 2 | - | 2 | * | * | 1 | 1 | 1 | * | 2 | 1 | - | 1 | 2 | * | 1 | 1 | * | 2 | 1 | 1 |
| | 1% | 2% | - | 1% | * | * | 1% | 1% | 7% | * | 2% | 1% | - | 2% | 2% | * | 8% | 1% | 2% | 1% | 1% | 1% |
| | | | | | | | | | ** | | | | | | | | ** | | ** | | | |
| None of the above | 80 | 43 | 37 | 29 | 19 | 32 | 53 | 23 | 4 | 43 | 37 | 50 | 15 | 16 | 36 | 44 | 2 | 78 | 5 | 75 | 51 | 30 |
| | 33% | 34% | 31% | 27% | 31% | 42% | 34% | 28% | 43% | 34% | 31% | 36% | 33% | 25% | 32% | 33% | 23% | 33% | 26% | 33% | 30% | 38% |
| | | | | | | C | | | ** | | | M | | | | | ** | | ** | | | |
| Sigma | 385 | 204 | 181 | 185 | 94 | 107 | 238 | 129 | 17 | 193 | 192 | 210 | 71 | 105 | 184 | 201 | 16 | 369 | 37 | 348 | 268 | 117 |
| | 157% | 163% | 150% | 170% | 152% | 142% | 154% | 160% | 173% | 152% | 162% | 152% | 158% | 165% | 162% | 152% | 170% | 156% | 182% | 154% | 160% | 149% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 233 | 118 | 115 | 104 | 91 | 38 | 136 | 84 | 13 | 110 | 123 | 49 | 74 | 110 | 124 | 109 | 73 | 160 | 84 | 149 | 151 | 82 |
| Base: Used One Or More Apps Regularly (wtd) | 204 | 118 | 87 | 105 | 73 | 27 | 141 | 58 | 5 | 87 | 117 | 120 | 43 | 42 | 97 | 107 | 56 | 148 | 53 | 151 | 112 | 93 |
| To keep informed about the brand, product, store or company | 96 | 59 | 37 | 46 | 36 | 14 | 57 | 36 | 3 | 44 | 51 | 56 | 19 | 22 | 49 | 47 | 34 | 61 | 32 | 64 | 54 | 42 |
| | 47% | 50% | 42% | 44% | 50% | 51% | 41% | 62% | 53% | 51% | 44% | 47% | 43% | 52% | 50% | 44% | 61% | 41% | 60% | 42% | 49% | 45% |
| | * | * | * | * | * | ** | * | F* | ** | * | * | * | * | * | * | * | Q* | * | S* | * | * | * |
| They have tools that help me | 94 | 52 | 42 | 51 | 30 | 14 | 62 | 29 | 4 | 32 | 62 | 52 | 21 | 21 | 42 | 53 | 28 | 66 | 31 | 63 | 45 | 49 |
| | 46% | 44% | 48% | 48% | 41% | 51% | 44% | 50% | 71% | 37% | 53% | 44% | 50% | 50% | 43% | 49% | 50% | 45% | 59% | 42% | 41% | 53% |
| | * | * | * | * | * | ** | * | * | ** | * | * | * | * | * | * | * | * | * | * | * | * | * |
| They're easier and quicker than going to their website or their social media page | 78 | 43 | 35 | 37 | 28 | 12 | 45 | 29 | 4 | 32 | 46 | 38 | 19 | 21 | 40 | 37 | 27 | 51 | 28 | 50 | 51 | 27 |
| | 38% | 36% | 40% | 36% | 38% | 45% | 32% | 50% | 68% | 36% | 39% | 31% | 44% | 51% | 41% | 35% | 48% | 34% | 53% | 33% | 46% | 29% |
| | * | * | * | * | * | ** | * | F* | ** | * | * | * | * | K | * | * | * | * | S* | * | * | * |
| To get discounts and coupons | 67 | 38 | 28 | 30 | 25 | 12 | 46 | 19 | 2 | 32 | 34 | 37 | 16 | 14 | 32 | 34 | 14 | 52 | 14 | 53 | 43 | 24 |
| | 33% | 33% | 32% | 29% | 34% | 44% | 32% | 33% | 31% | 37% | 29% | 31% | 36% | 34% | 33% | 32% | 26% | 35% | 26% | 35% | 38% | 26% |
| | * | * | * | * | * | ** | * | * | ** | * | * | * | * | * | * | * | * | * | * | * | * | * |
| They have fun, interesting and cool content | 53 | 35 | 18 | 37 | 9 | 6 | 34 | 16 | 2 | 20 | 33 | 29 | 13 | 11 | 21 | 31 | 8 | 45 | 14 | 38 | 28 | 24 |
| | 26% | 30% | 20% | 35% | 13% | 24% | 24% | 28% | 36% | 22% | 28% | 24% | 31% | 26% | 22% | 29% | 14% | 30% | 27% | 25% | 25% | 26% |
| | * | * | * | D* | * | ** | * | * | ** | * | * | * | * | * | * | * | * | * | * | * | * | * |
| To offer opinions and suggestions | 52 | 30 | 22 | 21 | 23 | 7 | 32 | 19 | 1 | 30 | 22 | 31 | 10 | 11 | 32 | 20 | 14 | 38 | 17 | 35 | 34 | 18 |
| | 25% | 25% | 26% | 21% | 32% | 26% | 23% | 32% | 21% | 34% | 18% | 26% | 24% | 26% | 32% | 19% | 25% | 26% | 31% | 23% | 30% | 19% |
| | * | * | * | * | * | ** | * | * | ** | J* | * | * | * | * | * | * | * | * | * | * | * | * |
| To participate in their contests | 40 | 29 | 10 | 24 | 9 | 7 | 23 | 16 | 1 | 19 | 21 | 23 | 8 | 9 | 21 | 18 | 13 | 27 | 12 | 27 | 24 | 16 |
| | 19% | 25% | 12% | 23% | 13% | 25% | 16% | 27% | 23% | 22% | 18% | 20% | 18% | 21% | 22% | 17% | 23% | 18% | 23% | 18% | 22% | 17% |
| | * | * | * | * | * | ** | * | * | ** | * | * | * | * | * | * | * | * | * | * | * | * | * |
| They make me feel connected to the brand, product, store or company | 35 | 28 | 7 | 17 | 11 | 8 | 16 | 16 | 3 | 21 | 14 | 22 | 8 | 6 | 17 | 19 | 10 | 25 | 10 | 25 | 20 | 16 |
| | 17% | 24% | 8% | 16% | 15% | 28% | 11% | 28% | 55% | 25% | 12% | 18% | 19% | 14% | 17% | 17% | 18% | 17% | 19% | 17% | 18% | 17% |
| | B* | * | * | * | * | ** | * | F* | ** | * | * | * | * | * | * | * | * | * | * | * | * | * |
| None of the above | 11 | 3 | 8 | 4 | 6 | 1 | 8 | 3 | - | 7 | 4 | 7 | 1 | 2 | 9 | 2 | 1 | 10 | 1 | 10 | 5 | 6 |
| | 5% | 3% | 9% | 4% | 8% | 2% | 6% | 5% | - | 8% | 3% | 6% | 3% | 5% | 9% | 2% | 2% | 6% | 2% | 6% | 4% | 6% |
| | * | * | * | * | * | ** | * | * | ** | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Sigma | 525 | 318 | 207 | 266 | 177 | 81 | 323 | 182 | 20 | 237 | 287 | 295 | 115 | 115 | 263 | 261 | 149 | 375 | 159 | 365 | 304 | 220 |
| | 257% | 270% | 238% | 255% | 244% | 296% | 228% | 316% | 358% | 272% | 245% | 246% | 267% | 277% | 270% | 244% | 266% | 253% | 301% | 241% | 272% | 237% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN2. Why do you use apps for brands, products, stores or companies?
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: Used One Or More Apps Regularly (unwtd) | 212 | 121 | 91 | 101 | 64 | 47 | 150 | 52 | 10 | 97 | 115 | 32 | 138 | 42 | 89 | 123 | 24 | 188 | 40 | 172 | 113 | 99 |
| Base: Used One Or More Apps Regularly (wtd) | 215 | 111 | 104 | 117 | 56 | 42 | 158 | 48 | 9 | 87 | 128 | 48 | 132 | 35 | 81 | 134 | 21 | 194 | 34 | 181 | 101 | 114 |
| To get discounts and coupons | 90 | 44 | 46 | 54 | 20 | 17 | 65 | 21 | 5 | 33 | 58 | 19 | 56 | 15 | 30 | 60 | 8 | 83 | 13 | 77 | 42 | 48 |
| | 42% | 40% | 45% | 46% | 35% | 40% | 41% | 44% | 51% | 37% | 45% | 41% | 42% | 43% | 38% | 45% | 37% | 43% | 38% | 43% | 42% | 42% |
| | | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| To keep informed about the brand, product, store or company | 83 | 47 | 36 | 41 | 16 | 25 | 59 | 21 | 3 | 34 | 49 | 13 | 56 | 14 | 31 | 52 | 12 | 71 | 16 | 67 | 42 | 41 |
| | 39% | 43% | 34% | 35% | 29% | 61% | 37% | 44% | 38% | 39% | 38% | 27% | 42% | 41% | 38% | 39% | 57% | 37% | 48% | 37% | 42% | 36% |
| They have tools that help me | | * | * | * | * | CD* | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| | 67 | 41 | 26 | 36 | 19 | 12 | 47 | 18 | 3 | 25 | 42 | 13 | 44 | 11 | 24 | 43 | 11 | 56 | 14 | 53 | 31 | 36 |
| | 31% | 37% | 25% | 31% | 33% | 30% | 30% | 37% | 29% | 29% | 33% | 27% | 33% | 30% | 30% | 32% | 53% | 29% | 42% | 29% | 31% | 31% |
| They have fun, interesting and cool content | | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| | 60 | 34 | 26 | 40 | 11 | 9 | 41 | 16 | 3 | 17 | 43 | 19 | 31 | 10 | 17 | 43 | 8 | 52 | 9 | 51 | 24 | 36 |
| | 28% | 31% | 25% | 34% | 19% | 22% | 26% | 35% | 29% | 19% | 34% | 40% | 23% | 29% | 21% | 32% | 39% | 27% | 27% | 28% | 24% | 32% |
| They're easier and quicker than going to their website or their social media page | | * | * | D* | * | * | * | * | ** | * | I | * | * | * | * | * | ** | * | * | * | * | * |
| | 58 | 32 | 26 | 34 | 10 | 14 | 41 | 15 | 3 | 22 | 36 | 11 | 37 | 10 | 18 | 40 | 7 | 51 | 10 | 49 | 22 | 37 |
| | 27% | 29% | 25% | 29% | 18% | 34% | 26% | 32% | 28% | 26% | 28% | 23% | 28% | 29% | 22% | 30% | 34% | 26% | 28% | 27% | 21% | 32% |
| To participate in their contests | | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| | 58 | 25 | 33 | 31 | 16 | 10 | 43 | 13 | 2 | 24 | 34 | 11 | 36 | 10 | 17 | 41 | 4 | 53 | 7 | 51 | 27 | 31 |
| | 27% | 23% | 32% | 27% | 28% | 25% | 27% | 27% | 19% | 28% | 26% | 24% | 27% | 30% | 21% | 30% | 21% | 28% | 21% | 28% | 27% | 27% |
| To offer opinions and suggestions | | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| | 44 | 24 | 20 | 27 | 9 | 8 | 31 | 10 | 3 | 17 | 27 | 9 | 27 | 7 | 17 | 27 | 2 | 41 | 8 | 35 | 23 | 21 |
| | 20% | 21% | 19% | 23% | 15% | 20% | 20% | 21% | 32% | 20% | 21% | 19% | 21% | 21% | 20% | 20% | 12% | 21% | 25% | 20% | 23% | 18% |
| They make me feel connected to the brand, product, store or company | | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| | 19 | 14 | 5 | 9 | 2 | 7 | 9 | 8 | 2 | 7 | 12 | 3 | 11 | 5 | 7 | 12 | 5 | 14 | 7 | 12 | 11 | 8 |
| | 9% | 12% | 5% | 8% | 4% | 17% | 6% | 16% | 21% | 8% | 10% | 5% | 9% | 14% | 9% | 9% | 23% | 7% | 22% | 6% | 11% | 7% |
| None of the above | | * | * | * | * | D* | F* | * | ** | * | * | * | * | * | * | * | ** | * | S* | * | * | * |
| | 28 | 11 | 17 | 15 | 8 | 4 | 21 | 6 | 2 | 12 | 16 | 8 | 16 | 4 | 14 | 14 | 1 | 27 | 2 | 26 | 11 | 17 |
| | 13% | 10% | 16% | 13% | 15% | 10% | 13% | 12% | 18% | 14% | 13% | 16% | 12% | 12% | 17% | 10% | 4% | 14% | 5% | 15% | 11% | 15% |
| Sigma | | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| | 507 | 272 | 235 | 288 | 111 | 108 | 356 | 127 | 24 | 191 | 316 | 106 | 315 | 86 | 175 | 333 | 58 | 449 | 87 | 421 | 232 | 275 |
| | 236% | 246% | 226% | 247% | 197% | 260% | 225% | 267% | 264% | 219% | 248% | 222% | 238% | 248% | 217% | 248% | 278% | 232% | 256% | 232% | 231% | 241% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 231 | 114 | 117 | 102 | 61 | 68 | 16 | 117 | 98 | 122 | 109 | 35 | 128 | 68 | 125 | 106 | 26 | 205 | 43 | 188 | 168 | 63 |
| Base: Used One Or More Apps Regularly (wtd) | 235 | 104 | 131 | 127 | 55 | 53 | 18 | 127 | 90 | 114 | 121 | 66 | 119 | 50 | 113 | 122 | 24 | 211 | 39 | 196 | 158 | 77 |
| To keep informed about the brand, product, store or company | 105 | 40 | 65 | 57 | 23 | 25 | 5 | 56 | 45 | 53 | 52 | 22 | 58 | 25 | 51 | 54 | 18 | 87 | 27 | 78 | 72 | 33 |
| | 45% | 39% | 49% | 45% | 42% | 47% | 26% | 44% | 50% | 47% | 43% | 33% | 49% | 51% | 45% | 44% | 76% | 41% | 69% | 40% | 46% | 43% |
| | | * | * | * | * | * | ** | * | * | | * | * | * | * | * | * | ** | | S* | | | * |
| They have tools that help me | 90 | 39 | 51 | 50 | 18 | 23 | 7 | 49 | 35 | 37 | 53 | 28 | 42 | 20 | 42 | 49 | 10 | 80 | 14 | 76 | 56 | 34 |
| | 38% | 38% | 39% | 39% | 32% | 43% | 40% | 38% | 38% | 33% | 44% | 43% | 36% | 40% | 37% | 40% | 43% | 38% | 36% | 39% | 36% | 44% |
| To get discounts and coupons | | * | * | * | * | * | ** | * | * | | * | * | * | * | * | * | ** | | * | | | * |
| | 80 | 28 | 52 | 48 | 14 | 18 | 4 | 42 | 34 | 39 | 41 | 22 | 36 | 22 | 33 | 47 | 16 | 65 | 16 | 64 | 58 | 23 |
| | 34% | 27% | 40% | 38% | 25% | 34% | 20% | 33% | 38% | 35% | 34% | 33% | 31% | 44% | 30% | 38% | 65% | 31% | 43% | 32% | 37% | 29% |
| They're easier and quicker than going to their website or their social media page | | * | * | * | * | * | ** | * | * | | * | * | * | * | * | * | ** | | * | | | * |
| | 62 | 34 | 29 | 38 | 15 | 10 | 8 | 31 | 24 | 28 | 34 | 17 | 32 | 13 | 30 | 33 | 9 | 54 | 13 | 49 | 45 | 17 |
| | 27% | 32% | 22% | 30% | 27% | 18% | 42% | 24% | 26% | 25% | 28% | 26% | 27% | 26% | 26% | 27% | 36% | 25% | 34% | 25% | 28% | 22% |
| To participate in their contests | | * | * | * | * | * | ** | * | * | | * | * | * | * | * | * | ** | | * | | | * |
| | 61 | 24 | 38 | 39 | 12 | 11 | 6 | 35 | 20 | 30 | 31 | 18 | 31 | 12 | 28 | 34 | 11 | 50 | 14 | 48 | 41 | 20 |
| | 26% | 23% | 29% | 30% | 22% | 20% | 33% | 28% | 22% | 26% | 26% | 28% | 26% | 24% | 25% | 27% | 45% | 24% | 35% | 24% | 26% | 26% |
| They have fun, interesting and cool content | | * | * | * | * | * | ** | * | * | | * | * | * | * | * | * | ** | | * | | | * |
| | 42 | 11 | 31 | 28 | 7 | 8 | 3 | 23 | 16 | 14 | 28 | 13 | 20 | 9 | 12 | 30 | 9 | 33 | 10 | 32 | 26 | 16 |
| | 18% | 11% | 24% | 22% | 12% | 14% | 18% | 18% | 17% | 12% | 23% | 20% | 17% | 18% | 10% | 25% | 36% | 16% | 25% | 16% | 16% | 21% |
| To offer opinions and suggestions | | A* | * | * | * | * | ** | * | * | | * | * | * | * | * | N* | ** | | * | | | * |
| | 42 | 18 | 24 | 30 | 8 | 4 | 7 | 20 | 15 | 17 | 25 | 5 | 23 | 14 | 15 | 27 | 9 | 33 | 10 | 32 | 27 | 15 |
| | 18% | 17% | 18% | 24% | 14% | 7% | 38% | 16% | 17% | 15% | 21% | 7% | 20% | 28% | 14% | 22% | 36% | 16% | 26% | 16% | 17% | 20% |
| They make me feel connected to the brand, product, store or company | | * | E* | * | * | * | ** | * | * | | * | * | * | K* | * | * | ** | | * | | | * |
| | 27 | 3 | 25 | 22 | 2 | 4 | - | 18 | 10 | 12 | 16 | 7 | 13 | 7 | 9 | 19 | 7 | 20 | 7 | 21 | 16 | 11 |
| | 12% | 3% | 19% | 18% | 3% | 7% | - | 14% | 11% | 10% | 13% | 11% | 11% | 15% | 8% | 15% | 29% | 10% | 17% | 10% | 10% | 15% |
| None of the above | | A* | D* | * | * | * | ** | * | * | | * | * | * | * | * | * | ** | | * | | | * |
| | 26 | 16 | 10 | 11 | 7 | 8 | 1 | 14 | 11 | 12 | 13 | 7 | 14 | 5 | 11 | 15 | - | 26 | 1 | 25 | 17 | 9 |
| | 11% | 15% | 8% | 9% | 13% | 15% | 4% | 11% | 13% | 11% | 11% | 10% | 12% | 11% | 10% | 12% | - | 12% | 3% | 13% | 11% | 12% |
| Sigma | | * | * | * | * | * | ** | * | * | | * | * | * | * | * | * | ** | | * | | | * |
| | 537 | 212 | 324 | 323 | 105 | 108 | 40 | 287 | 209 | 243 | 293 | 140 | 269 | 128 | 231 | 306 | 88 | 448 | 112 | 425 | 358 | 178 |
| | 228% | 204% | 248% | 254% | 191% | 204% | 221% | 227% | 232% | 214% | 242% | 211% | 226% | 256% | 205% | 250% | 366% | 213% | 289% | 216% | 227% | 231% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 391 | 260 | 131 | 235 | 126 | 30 | 211 | 105 | 37 | 250 | 141 | 93 | 105 | 193 | 210 | 181 | 60 | 331 | 70 | 321 | 251 | 140 |
| Base: Used One Or More Apps Regularly (wtd) | 362 | 200 | 161 | 226 | 111 | 25 | 214 | 75 | 29 | 204 | 158 | 193 | 115 | 54 | 152 | 210 | 47 | 315 | 56 | 306 | 188 | 173 |
| They're easier and quicker than going to their website or their social media page | 137 | 79 | 57 | 83 | 44 | 9 | 75 | 39 | 11 | 82 | 54 | 64 | 46 | 26 | 55 | 82 | 18 | 118 | 24 | 113 | 76 | 61 |
| | 38% | 40% | 35% | 37% | 40% | 37% | 35% | 52% | 38% | 40% | 34% | 33% | 40% | 49% | 36% | 39% | 39% | 38% | 42% | 37% | 40% | 35% |
| | | | * | | * | ** | | F* | ** | | | * | * | K | | | * | | * | | | * |
| They have tools that help me | 129 | 80 | 49 | 68 | 48 | 13 | 79 | 32 | 16 | 81 | 48 | 71 | 39 | 19 | 64 | 65 | 23 | 106 | 26 | 103 | 80 | 49 |
| | 36% | 40% | 31% | 30% | 43% | 52% | 37% | 42% | 54% | 40% | 30% | 37% | 34% | 35% | 42% | 31% | 50% | 34% | 47% | 34% | 42% | 28% |
| | | | * | | * | ** | | * | ** | | | * | * | | | | * | | * | | U | * |
| To get discounts and coupons | 129 | 76 | 54 | 75 | 42 | 12 | 68 | 39 | 11 | 76 | 54 | 58 | 47 | 24 | 60 | 70 | 19 | 110 | 25 | 104 | 79 | 50 |
| | 36% | 38% | 33% | 33% | 38% | 48% | 32% | 52% | 39% | 37% | 34% | 30% | 41% | 45% | 39% | 33% | 41% | 35% | 45% | 34% | 42% | 29% |
| | | | * | | * | ** | | F* | ** | | | * | * | K | | | * | | * | | U | * |
| To keep informed about the brand, product, store or company | 114 | 58 | 57 | 70 | 38 | 6 | 67 | 26 | 9 | 71 | 43 | 52 | 40 | 23 | 45 | 69 | 15 | 99 | 16 | 99 | 56 | 59 |
| | 32% | 29% | 35% | 31% | 35% | 23% | 31% | 35% | 32% | 35% | 27% | 27% | 35% | 43% | 30% | 33% | 33% | 31% | 28% | 32% | 30% | 34% |
| | | | * | | * | ** | | * | ** | | | * | * | K | | | * | | * | | | * |
| To participate in their contests | 114 | 62 | 52 | 74 | 36 | 4 | 70 | 20 | 6 | 54 | 60 | 63 | 33 | 19 | 38 | 76 | 9 | 105 | 15 | 99 | 52 | 62 |
| | 31% | 31% | 32% | 33% | 32% | 15% | 33% | 27% | 20% | 26% | 38% | 32% | 28% | 35% | 25% | 36% | 20% | 33% | 27% | 32% | 28% | 36% |
| | | | * | | * | ** | | * | ** | | | * | * | | | | * | | * | | | * |
| They have fun, interesting and cool content | 111 | 54 | 57 | 73 | 32 | 5 | 75 | 18 | 7 | 61 | 50 | 48 | 46 | 17 | 47 | 64 | 20 | 90 | 15 | 95 | 58 | 53 |
| | 31% | 27% | 36% | 33% | 29% | 20% | 35% | 24% | 26% | 30% | 32% | 25% | 40% | 32% | 31% | 31% | 44% | 29% | 28% | 31% | 31% | 30% |
| | | | * | | * | ** | | * | ** | | | * | K* | | | | * | | * | | | * |
| They make me feel connected to the brand, product, store or company | 75 | 47 | 28 | 53 | 21 | 1 | 39 | 19 | 7 | 36 | 39 | 37 | 26 | 13 | 28 | 47 | 13 | 62 | 9 | 66 | 37 | 38 |
| | 21% | 23% | 17% | 24% | 19% | 4% | 18% | 25% | 24% | 18% | 25% | 19% | 23% | 24% | 19% | 22% | 27% | 20% | 17% | 22% | 20% | 22% |
| | | | * | | * | ** | | * | ** | | | * | * | | | | * | | * | | | * |
| To offer opinions and suggestions | 70 | 35 | 35 | 43 | 25 | 3 | 42 | 11 | 3 | 39 | 32 | 39 | 19 | 13 | 26 | 44 | 13 | 57 | 13 | 57 | 36 | 35 |
| | 19% | 17% | 22% | 19% | 22% | 13% | 20% | 15% | 12% | 19% | 20% | 20% | 16% | 24% | 17% | 21% | 28% | 18% | 24% | 19% | 19% | 20% |
| | | | * | | * | ** | | * | ** | | | * | * | | | | * | | * | | | * |
| None of the above | 37 | 16 | 21 | 31 | 5 | 1 | 19 | 8 | * | 17 | 19 | 21 | 12 | 4 | 13 | 24 | 1 | 36 | 4 | 33 | 17 | 20 |
| | 10% | 8% | 13% | 14% | 4% | 3% | 9% | 10% | 1% | 8% | 12% | 11% | 10% | 7% | 8% | 12% | 3% | 11% | 7% | 11% | 9% | 12% |
| | | | * | D | * | ** | | * | ** | | | * | * | | | | * | | * | | | * |
| Sigma | 916 | 505 | 411 | 571 | 291 | 54 | 534 | 211 | 71 | 516 | 400 | 452 | 307 | 157 | 375 | 541 | 133 | 784 | 148 | 769 | 491 | 426 |
| | 253% | 252% | 255% | 253% | 262% | 215% | 250% | 282% | 245% | 253% | 253% | 234% | 268% | 292% | 246% | 258% | 284% | 249% | 266% | 251% | 260% | 246% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 320 | 134 | 186 | 178 | 104 | 38 | 14 | 25 | 281 | 154 | 166 | 165 | 91 | 64 | 156 | 164 | 65 | 255 | 97 | 223 | 268 | 52 |
| Base: Used One Or More Apps Regularly (wtd) | 328 | 166 | 162 | 207 | 85 | 36 | 21 | 24 | 283 | 133 | 195 | 177 | 84 | 66 | 154 | 174 | 65 | 263 | 95 | 233 | 254 | 74 |
| To keep informed about the brand, product, store or company | 160 | 89 | 72 | 105 | 38 | 18 | 14 | 12 | 134 | 60 | 101 | 85 | 52 | 23 | 75 | 85 | 37 | 123 | 48 | 112 | 118 | 42 |
| | 49% | 53% | 44% | 51% | 45% | 49% | 67% | 51% | 47% | 45% | 52% | 48% | 62% | 35% | 49% | 49% | 57% | 47% | 51% | 48% | 47% | 57% |
| | | | | | | * | ** | ** | | | | | M* | * | | | * | | * | | | * |
| They're easier and quicker than going to their website or their social media page | 156 | 88 | 67 | 109 | 32 | 15 | 12 | 9 | 135 | 60 | 96 | 85 | 40 | 31 | 71 | 84 | 34 | 122 | 52 | 103 | 121 | 34 |
| | 47% | 53% | 41% | 53% | 37% | 40% | 56% | 38% | 48% | 45% | 49% | 48% | 47% | 47% | 46% | 48% | 51% | 46% | 55% | 44% | 48% | 46% |
| | | | | D | | * | ** | ** | | | | | * | * | | | * | | * | | | * |
| They have tools that help me | 132 | 65 | 66 | 86 | 37 | 9 | 10 | 7 | 115 | 52 | 80 | 69 | 36 | 26 | 65 | 67 | 33 | 99 | 47 | 85 | 108 | 24 |
| | 40% | 39% | 41% | 42% | 44% | 24% | 49% | 28% | 41% | 39% | 41% | 39% | 43% | 39% | 42% | 38% | 51% | 38% | 49% | 36% | 42% | 32% |
| | | | | E | E | * | ** | ** | | | | | * | * | | | * | | S* | | | * |
| To get discounts and coupons | 127 | 68 | 59 | 83 | 31 | 13 | 8 | 4 | 116 | 51 | 76 | 72 | 34 | 21 | 64 | 63 | 23 | 104 | 39 | 89 | 105 | 22 |
| | 39% | 41% | 36% | 40% | 36% | 37% | 36% | 15% | 41% | 38% | 39% | 41% | 40% | 32% | 42% | 36% | 35% | 40% | 41% | 38% | 41% | 30% |
| | | | | | | * | ** | ** | | | | | * | * | | | * | | * | | | * |
| They have fun, interesting and cool content | 111 | 62 | 49 | 87 | 22 | 2 | 14 | 7 | 89 | 33 | 78 | 65 | 29 | 17 | 52 | 59 | 20 | 91 | 27 | 83 | 81 | 30 |
| | 34% | 38% | 30% | 42% | 26% | 5% | 67% | 30% | 32% | 24% | 40% | 37% | 35% | 25% | 34% | 34% | 30% | 35% | 29% | 36% | 32% | 41% |
| | | | | DE | E | * | ** | ** | | | I | | * | * | | | * | | * | | | * |
| To participate in their contests | 94 | 49 | 45 | 58 | 27 | 9 | 5 | 8 | 81 | 36 | 57 | 57 | 26 | 12 | 44 | 49 | 18 | 76 | 33 | 61 | 77 | 16 |
| | 29% | 29% | 28% | 28% | 32% | 24% | 23% | 33% | 29% | 27% | 29% | 32% | 30% | 18% | 29% | 28% | 27% | 29% | 35% | 26% | 31% | 22% |
| | | | | | | * | ** | ** | | | | | * | * | | | * | | * | | | * |
| To offer opinions and suggestions | 85 | 49 | 36 | 69 | 12 | 4 | 9 | 8 | 67 | 24 | 61 | 58 | 22 | 5 | 39 | 46 | 17 | 68 | 26 | 59 | 60 | 26 |
| | 26% | 29% | 22% | 33% | 15% | 11% | 45% | 35% | 24% | 18% | 31% | 33% | 26% | 7% | 25% | 27% | 27% | 26% | 28% | 25% | 23% | 35% |
| | | | | DE | | * | ** | ** | | | I | | M | M* | * | | * | | * | | | * |
| They make me feel connected to the brand, product, store or company | 75 | 43 | 33 | 51 | 19 | 5 | 11 | 6 | 58 | 26 | 49 | 46 | 22 | 7 | 35 | 40 | 18 | 57 | 26 | 49 | 53 | 22 |
| | 23% | 26% | 20% | 25% | 22% | 13% | 53% | 25% | 20% | 19% | 25% | 26% | 26% | 10% | 23% | 23% | 28% | 22% | 27% | 21% | 21% | 30% |
| | | | | | | * | ** | ** | | | | M | M* | * | | | * | | * | | | * |
| None of the above | 20 | 4 | 16 | 11 | 7 | 3 | 1 | 3 | 16 | 10 | 10 | 12 | 3 | 5 | 4 | 16 | 2 | 19 | 4 | 16 | 12 | 8 |
| | 6% | 2% | 10% | 5% | 8% | 7% | 4% | 12% | 6% | 7% | 5% | 7% | 3% | 8% | 3% | 9% | 2% | 7% | 4% | 7% | 5% | 10% |
| | | | A | | | * | ** | ** | | | | | * | * | | N | * | | * | | | * |
| Sigma | 960 | 517 | 443 | 658 | 225 | 77 | 85 | 64 | 811 | 352 | 608 | 550 | 262 | 147 | 450 | 510 | 201 | 759 | 303 | 657 | 735 | 225 |
| | 293% | 312% | 273% | 318% | 265% | 211% | 400% | 266% | 287% | 263% | 313% | 310% | 312% | 222% | 292% | 293% | 309% | 289% | 319% | 282% | 290% | 303% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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
A | Female
B | Under 35
C | 35 to 49
D | 50 to 64
E | Low
F | Medium
G | High
H | Married
I | Other
J | Low
K | Medium
L | High
M | Yes
N | No
O | Yes
P | No
Q | Yes
R | No
S | Total
T | Non
U | |
| | | | | | | | | | | | | | | | | | | | | | | | |
| Base: Used One Or More Apps Regularly (unwtd) | 375 | 194 | 181 | 169 | 129 | 77 | 49 | 148 | 178 | 221 | 154 | 12 | 83 | 280 | 202 | 173 | 54 | 321 | 81 | 294 | 281 | 94 | |
| Base: Used One Or More Apps Regularly (wtd) | 373 | 195 | 177 | 169 | 135 | 69 | 48 | 148 | 176 | 219 | 153 | 12 | 80 | 281 | 201 | 171 | 52 | 320 | 79 | 294 | 281 | 92 | |
| To get discounts and coupons | 209 | 99 | 110 | 109 | 73 | 28 | 29 | 81 | 99 | 115 | 95 | 8 | 42 | 160 | 109 | 100 | 18 | 191 | 33 | 176 | 153 | 56 | |
| | 56% | 51% | 62% | 65% | 54% | 40% | 61% | 54% | 56% | 52% | 62% | 67% | 52% | 57% | 54% | 58% | 34% | 60% | 42% | 60% | 54% | 61% | |
| | | | A | E | | * | * | | | | | ** | * | | | | * | P | * | R | | * | |
| | 187 | 98 | 89 | 87 | 60 | 40 | 19 | 76 | 92 | 104 | 83 | 4 | 35 | 148 | 104 | 82 | 28 | 159 | 45 | 142 | 142 | 45 | |
| To keep informed about the brand, product, store or company | 50% | 50% | 50% | 51% | 44% | 59% | 39% | 51% | 52% | 47% | 54% | 34% | 44% | 53% | 52% | 48% | 53% | 50% | 57% | 48% | 51% | 49% | |
| | | | | | | * | * | | | | | ** | * | | | | * | | * | | | * | |
| They're easier and quicker than going to their website or their social media page | 92 | 46 | 46 | 42 | 31 | 20 | 10 | 30 | 51 | 53 | 39 | 4 | 17 | 71 | 56 | 36 | 17 | 75 | 21 | 72 | 74 | 18 | |
| | 25% | 24% | 26% | 25% | 23% | 29% | 22% | 20% | 29% | 24% | 26% | 33% | 21% | 25% | 28% | 21% | 32% | 24% | 26% | 24% | 26% | 20% | |
| | | | | | | * | * | | | | | ** | * | | | | * | | * | | | * | |
| | 71 | 37 | 34 | 33 | 28 | 11 | 8 | 26 | 38 | 43 | 28 | 2 | 15 | 55 | 34 | 37 | 7 | 65 | 13 | 58 | 53 | 18 | |
| They have fun, interesting and cool content | 19% | 19% | 19% | 20% | 21% | 16% | 16% | 18% | 21% | 20% | 18% | 17% | 18% | 20% | 17% | 22% | 13% | 20% | 17% | 20% | 19% | 20% | |
| | | | | | | * | * | | | | | ** | * | | | | * | | * | | | * | |
| They have tools that help me | 56 | 28 | 28 | 20 | 20 | 16 | 3 | 17 | 36 | 37 | 19 | 2 | 15 | 39 | 31 | 25 | 12 | 44 | 18 | 38 | 46 | 11 | |
| | 15% | 15% | 16% | 12% | 15% | 23% | 6% | 12% | 20% | 17% | 13% | 17% | 19% | 14% | 15% | 23% | 14% | 23% | 13% | 16% | 16% | 12% | |
| | | | | | | C* | * | | FG | | | ** | * | | | | * | | S* | | | * | |
| | 53 | 35 | 18 | 16 | 25 | 12 | 5 | 19 | 28 | 37 | 16 | 2 | 8 | 43 | 38 | 15 | 15 | 38 | 22 | 31 | 49 | 4 | |
| To offer opinions and suggestions | 14% | 18% | 10% | 9% | 19% | 17% | 11% | 13% | 16% | 17% | 10% | 17% | 10% | 15% | 19% | 9% | 29% | 12% | 28% | 10% | 17% | 4% | |
| | | B | | | C | * | * | | | | | ** | * | | O | | Q* | | S* | | U | * | |
| They make me feel connected to the brand, product, store or company | 47 | 24 | 23 | 19 | 16 | 12 | 4 | 14 | 29 | 30 | 17 | 2 | 5 | 40 | 30 | 17 | 11 | 35 | 18 | 28 | 38 | 9 | |
| | 13% | 12% | 13% | 11% | 12% | 17% | 8% | 9% | 17% | 14% | 11% | 17% | 6% | 14% | 15% | 10% | 22% | 11% | 23% | 10% | 14% | 10% | |
| | | | | | | * | * | | | | | ** | * | L | | | Q* | | S* | | | * | |
| | 20 | 11 | 9 | 7 | 11 | 3 | 1 | 8 | 11 | 10 | 10 | 1 | 4 | 15 | 14 | 6 | 8 | 12 | 7 | 13 | 18 | 2 | |
| To participate in their contests | 5% | 6% | 5% | 4% | 8% | 4% | 2% | 6% | 6% | 5% | 7% | 9% | 5% | 5% | 7% | 3% | 15% | 4% | 9% | 5% | 7% | 2% | |
| | | | | | | * | * | | | | | ** | * | | | | Q* | | * | | | * | |
| None of the above | 37 | 23 | 14 | 12 | 16 | 10 | 8 | 17 | 12 | 22 | 15 | 1 | 16 | 20 | 23 | 14 | 6 | 31 | 6 | 31 | 26 | 12 | |
| | 10% | 12% | 8% | 7% | 12% | 14% | 16% | 12% | 7% | 10% | 10% | 8% | 20% | 7% | 11% | 8% | 11% | 10% | 7% | 11% | 9% | 13% | |
| | | | | | | * | * | | | | | ** | M* | | | | * | | * | | | * | |
| | 773 | 401 | 371 | 344 | 279 | 150 | 87 | 289 | 397 | 451 | 321 | 25 | 157 | 591 | 440 | 332 | 121 | 652 | 183 | 590 | 598 | 175 | |
| Sigma | 207% | 206% | 210% | 204% | 206% | 219% | 181% | 195% | 225% | 206% | 210% | 217% | 195% | 210% | 219% | 194% | 231% | 204% | 233% | 201% | 213% | 190% | |
| | | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 585 | 309 | 276 | 271 | 197 | 117 | 376 | 171 | 38 | 243 | 342 | 327 | 60 | 198 | 315 | 270 | 63 | 522 | 65 | 520 | 342 | 243 |
| Base: Used One Or More Apps Regularly (wtd) | 295 | 158 | 138 | 150 | 92 | 54 | 193 | 84 | 18 | 112 | 184 | 132 | 72 | 92 | 151 | 144 | 30 | 265 | 32 | 263 | 163 | 132 |
| To get discounts and coupons | 133 | 70 | 63 | 77 | 39 | 18 | 86 | 40 | 7 | 48 | 86 | 56 | 36 | 41 | 67 | 66 | 13 | 121 | 12 | 122 | 75 | 58 |
| | 45% | 44% | 46% | 51% | 42% | 33% | 45% | 48% | 39% | 43% | 47% | 43% | 50% | 45% | 44% | 46% | 42% | 45% | 35% | 46% | 46% | 44% |
| | | | | E | | | | | * | | | | * | | | | * | | * | | | |
| To keep informed about the brand, product, store or company | 115 | 61 | 53 | 59 | 35 | 20 | 67 | 38 | 9 | 40 | 75 | 42 | 32 | 41 | 59 | 56 | 16 | 99 | 17 | 97 | 68 | 47 |
| | 39% | 39% | 39% | 40% | 39% | 38% | 35% | 45% | 50% | 36% | 41% | 32% | 45% | 45% | 39% | 39% | 53% | 37% | 54% | 37% | 41% | 36% |
| | | | | | | | F | | * | | | | K* | K | | | Q* | | S* | | | |
| They're easier and quicker than going to their website or their social media page | 98 | 52 | 46 | 51 | 34 | 13 | 66 | 26 | 6 | 33 | 65 | 39 | 31 | 28 | 50 | 48 | 12 | 86 | 14 | 84 | 59 | 39 |
| | 33% | 33% | 34% | 34% | 37% | 24% | 34% | 31% | 35% | 29% | 36% | 30% | 43% | 30% | 33% | 33% | 40% | 32% | 43% | 32% | 36% | 30% |
| | | | | | E | | | | * | | | | K* | | | | * | | * | | | |
| They have tools that help me | 92 | 54 | 37 | 42 | 34 | 16 | 61 | 23 | 8 | 37 | 54 | 39 | 23 | 30 | 54 | 38 | 12 | 79 | 15 | 76 | 59 | 33 |
| | 31% | 34% | 27% | 28% | 37% | 30% | 32% | 27% | 42% | 33% | 30% | 29% | 32% | 33% | 36% | 26% | 41% | 30% | 47% | 29% | 36% | 25% |
| | | | | | | | * | | * | | | | * | | | | O | | S* | | U | |
| To participate in their contests | 74 | 35 | 39 | 48 | 21 | 5 | 50 | 19 | 4 | 22 | 52 | 25 | 24 | 25 | 36 | 38 | 8 | 66 | 7 | 67 | 39 | 35 |
| | 25% | 22% | 28% | 32% | 23% | 9% | 26% | 23% | 22% | 19% | 28% | 19% | 33% | 27% | 24% | 26% | 27% | 25% | 22% | 25% | 24% | 27% |
| | | | | E | E | | | | * | | I | | K* | K | | | * | | * | | | |
| To offer opinions and suggestions | 53 | 24 | 29 | 28 | 18 | 8 | 37 | 13 | 3 | 23 | 30 | 17 | 15 | 20 | 29 | 25 | 7 | 46 | 7 | 46 | 31 | 22 |
| | 18% | 15% | 21% | 18% | 19% | 15% | 19% | 16% | 17% | 20% | 17% | 13% | 21% | 22% | 19% | 17% | 25% | 17% | 22% | 18% | 19% | 17% |
| | | | | | | | * | | * | | | | * | K | | | * | | * | | | |
| They have fun, interesting and cool content | 49 | 26 | 23 | 37 | 9 | 3 | 33 | 15 | 1 | 11 | 38 | 15 | 17 | 18 | 23 | 26 | 6 | 44 | 5 | 44 | 24 | 26 |
| | 17% | 17% | 17% | 25% | 10% | 6% | 17% | 18% | 8% | 10% | 21% | 11% | 24% | 19% | 15% | 18% | 20% | 16% | 16% | 17% | 15% | 19% |
| | | | | DE | | | | | * | | I | | K* | K | | | * | | * | | | |
| They make me feel connected to the brand, product, store or company | 40 | 21 | 20 | 22 | 13 | 5 | 22 | 14 | 4 | 17 | 24 | 17 | 8 | 15 | 25 | 16 | 7 | 33 | 7 | 34 | 25 | 15 |
| | 14% | 13% | 14% | 15% | 14% | 10% | 11% | 17% | 25% | 15% | 13% | 13% | 12% | 16% | 16% | 11% | 23% | 13% | 20% | 13% | 15% | 12% |
| | | | | | | | | | F* | | | | * | | | | Q* | | * | | | |
| None of the above | 24 | 13 | 11 | 6 | 10 | 8 | 19 | 4 | 1 | 9 | 15 | 13 | 5 | 6 | 13 | 11 | 1 | 22 | 1 | 22 | 9 | 14 |
| | 8% | 8% | 8% | 4% | 11% | 14% | 10% | 5% | 5% | 8% | 8% | 10% | 7% | 7% | 9% | 7% | 4% | 8% | 4% | 8% | 6% | 11% |
| | | | | | C | C | | | * | | | | * | | | | * | | * | | | T |
| Sigma | 678 | 357 | 321 | 370 | 212 | 96 | 441 | 193 | 43 | 238 | 440 | 262 | 191 | 224 | 355 | 323 | 82 | 596 | 86 | 593 | 388 | 290 |
| | 230% | 226% | 234% | 246% | 232% | 179% | 229% | 229% | 241% | 214% | 239% | 199% | 266% | 244% | 235% | 224% | 275% | 224% | 264% | 225% | 238% | 220% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 285 | 159 | 126 | 108 | 100 | 77 | 69 | 144 | 72 | 118 | 167 | 165 | 57 | 63 | 162 | 123 | 28 | 257 | 38 | 247 | 216 | 69 |
| Base: Used One Or More Apps Regularly (wtd) | 327 | 170 | 157 | 131 | 112 | 84 | 65 | 175 | 87 | 149 | 178 | 56 | 186 | 85 | 184 | 143 | 38 | 289 | 55 | 272 | 249 | 78 |
| They have tools that help me | 171 | 103 | 68 | 61 | 64 | 46 | 18 | 93 | 60 | 84 | 87 | 22 | 112 | 37 | 102 | 69 | 26 | 145 | 40 | 131 | 134 | 37 |
| | 52% | 61% | 43% | 47% | 57% | 55% | 28% | 53% | 69% | 56% | 49% | 39% | 60% | 43% | 55% | 49% | 69% | 50% | 71% | 48% | 54% | 47% |
| | | B* | * | * | * | * | ** | * | * | * | * | | K* | * | * | * | ** | | ** | | | ** |
| They're easier and quicker than going to their website or their social media page | 136 | 66 | 70 | 50 | 67 | 20 | 26 | 73 | 37 | 66 | 70 | 22 | 86 | 28 | 85 | 51 | 12 | 123 | 25 | 111 | 117 | 19 |
| | 42% | 39% | 44% | 38% | 59% | 23% | 40% | 42% | 43% | 44% | 39% | 39% | 46% | 33% | 46% | 35% | 33% | 43% | 45% | 41% | 47% | 25% |
| | | * | * | * | CE* | * | ** | * | * | * | * | | * | * | * | * | ** | | ** | | | ** |
| To keep informed about the brand, product, store or company | 117 | 60 | 57 | 43 | 45 | 28 | 22 | 62 | 32 | 52 | 65 | 24 | 59 | 33 | 75 | 42 | 20 | 96 | 30 | 87 | 100 | 16 |
| | 36% | 35% | 36% | 33% | 40% | 34% | 34% | 36% | 37% | 35% | 37% | 43% | 32% | 39% | 41% | 29% | 54% | 33% | 54% | 32% | 40% | 21% |
| | | * | * | * | * | * | ** | * | * | * | * | | * | * | * | * | ** | | ** | | | ** |
| To get discounts and coupons | 81 | 39 | 42 | 36 | 34 | 10 | 23 | 48 | 9 | 31 | 50 | 18 | 45 | 18 | 46 | 34 | 14 | 67 | 18 | 62 | 65 | 16 |
| | 25% | 23% | 27% | 28% | 30% | 12% | 35% | 28% | 11% | 21% | 28% | 32% | 24% | 21% | 25% | 24% | 36% | 23% | 33% | 23% | 26% | 21% |
| | | * | * | * | E* | * | ** | H* | * | * | * | | * | * | * | * | ** | | ** | | | ** |
| They have fun, interesting and cool content | 79 | 43 | 36 | 46 | 26 | 6 | 30 | 38 | 11 | 27 | 52 | 18 | 40 | 22 | 51 | 28 | 4 | 75 | 10 | 69 | 64 | 15 |
| | 24% | 26% | 23% | 35% | 24% | 7% | 46% | 22% | 13% | 18% | 29% | 31% | 21% | 26% | 28% | 19% | 11% | 26% | 19% | 25% | 26% | 19% |
| | | * | * | E* | E* | * | ** | * | * | * | * | | * | * | * | * | ** | | ** | | | ** |
| To participate in their contests | 35 | 19 | 16 | 12 | 20 | 2 | 11 | 14 | 9 | 9 | 26 | 9 | 18 | 7 | 21 | 14 | * | 34 | 1 | 34 | 29 | 6 |
| | 11% | 11% | 10% | 9% | 18% | 3% | 17% | 8% | 11% | 6% | 15% | 16% | 10% | 9% | 11% | 10% | 1% | 12% | 1% | 13% | 11% | 8% |
| | | * | * | * | E* | * | ** | * | * | * | * | | * | * | * | * | ** | | ** | | | ** |
| They make me feel connected to the brand, product, store or company | 7 | 3 | 3 | 3 | 3 | - | 2 | 4 | 1 | 2 | 4 | 3 | - | 4 | 4 | 2 | 1 | 6 | 1 | 6 | 6 | 1 |
| | 2% | 2% | 2% | 2% | 3% | - | 3% | 2% | 1% | 2% | 2% | 5% | - | 5% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% |
| | | * | * | * | * | * | ** | * | * | * | * | L | * | L* | * | * | ** | | ** | | | ** |
| To offer opinions and suggestions | 6 | 4 | 2 | * | 5 | 1 | 2 | 3 | 1 | 4 | 2 | 3 | - | 3 | 4 | 2 | - | 6 | - | 6 | 6 | - |
| | 2% | 2% | 1% | * | 4% | 1% | 4% | 2% | 1% | 3% | 1% | 6% | - | 3% | 2% | 2% | - | 2% | - | 2% | 2% | - |
| | | * | * | * | * | * | ** | * | * | * | * | L | * | * | * | * | ** | | ** | | | ** |
| None of the above | 44 | 22 | 23 | 18 | 8 | 18 | 14 | 24 | 6 | 25 | 19 | 10 | 19 | 16 | 25 | 19 | 2 | 42 | 2 | 42 | 26 | 18 |
| | 13% | 13% | 14% | 14% | 7% | 22% | 21% | 14% | 7% | 17% | 11% | 18% | 10% | 18% | 14% | 13% | 4% | 15% | 3% | 16% | 11% | 23% |
| | | * | * | * | * | D* | ** | * | * | * | * | | * | * | * | * | ** | | ** | | | ** |
| Sigma | 675 | 358 | 316 | 270 | 272 | 132 | 148 | 358 | 168 | 299 | 375 | 129 | 378 | 168 | 414 | 261 | 79 | 595 | 126 | 549 | 547 | 127 |
| | 206% | 211% | 201% | 207% | 243% | 157% | 229% | 205% | 192% | 201% | 211% | 229% | 204% | 197% | 225% | 182% | 210% | 206% | 227% | 202% | 219% | 164% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 316 | 194 | 122 | 203 | 98 | 15 | 7 | 96 | 213 | 159 | 157 | 71 | 51 | 194 | 175 | 141 | 44 | 272 | 126 | 190 | 225 | 91 |
| Base: Used One Or More Apps Regularly (wtd) | 300 | 163 | 138 | 182 | 98 | 20 | 6 | 91 | 203 | 146 | 154 | 68 | 48 | 185 | 162 | 138 | 44 | 257 | 117 | 184 | 207 | 93 |
| To keep informed about the brand, product, store or company | 184 | 95 | 90 | 110 | 63 | 12 | 2 | 53 | 130 | 95 | 89 | 43 | 26 | 116 | 94 | 90 | 27 | 157 | 71 | 113 | 124 | 60 |
| | 61% | 58% | 65% | 60% | 64% | 60% | 28% | 58% | 64% | 65% | 58% | 64% | 54% | 62% | 58% | 65% | 63% | 61% | 61% | 62% | 60% | 64% |
| | | | | | * | ** | ** | * | | | | * | * | | | | * | | | | | * |
| To get discounts and coupons | 158 | 88 | 71 | 103 | 49 | 7 | 2 | 48 | 109 | 76 | 83 | 29 | 27 | 103 | 88 | 70 | 28 | 131 | 65 | 94 | 115 | 43 |
| | 53% | 54% | 51% | 56% | 50% | 33% | 28% | 53% | 54% | 52% | 54% | 43% | 56% | 55% | 54% | 51% | 64% | 51% | 56% | 51% | 56% | 46% |
| | | | | | * | ** | ** | * | | | | * | * | | | | * | | | | | * |
| They're easier and quicker than going to their website or their social media page | 141 | 76 | 65 | 94 | 40 | 8 | 2 | 40 | 99 | 63 | 79 | 29 | 26 | 87 | 78 | 64 | 23 | 118 | 57 | 84 | 97 | 45 |
| | 47% | 47% | 48% | 52% | 40% | 40% | 32% | 44% | 49% | 43% | 51% | 42% | 55% | 47% | 48% | 46% | 53% | 46% | 49% | 46% | 47% | 48% |
| | | | | | * | ** | ** | * | | | | * | * | | | | * | | | | | * |
| They have fun, interesting and cool content | 113 | 69 | 44 | 83 | 29 | 1 | 2 | 39 | 72 | 47 | 66 | 29 | 19 | 66 | 56 | 57 | 16 | 97 | 43 | 70 | 73 | 40 |
| | 38% | 42% | 32% | 46% | 29% | 6% | 32% | 42% | 36% | 32% | 43% | 43% | 39% | 36% | 35% | 41% | 36% | 38% | 37% | 38% | 35% | 43% |
| | | | | D | * | ** | ** | * | | | | * | * | | | | * | | | | | * |
| They have tools that help me | 106 | 63 | 43 | 59 | 42 | 5 | 1 | 35 | 70 | 53 | 53 | 25 | 14 | 67 | 64 | 42 | 16 | 90 | 44 | 62 | 74 | 32 |
| | 35% | 39% | 31% | 32% | 43% | 25% | 14% | 38% | 35% | 36% | 35% | 37% | 30% | 36% | 39% | 30% | 36% | 35% | 38% | 34% | 36% | 34% |
| | | | | | * | ** | ** | * | | | | * | * | | | | * | | | | | * |
| To offer opinions and suggestions | 78 | 45 | 32 | 47 | 25 | 5 | 2 | 17 | 60 | 34 | 44 | 15 | 13 | 51 | 48 | 29 | 14 | 64 | 39 | 39 | 60 | 18 |
| | 26% | 28% | 24% | 26% | 26% | 27% | 26% | 18% | 29% | 23% | 28% | 22% | 26% | 27% | 30% | 21% | 32% | 25% | 33% | 21% | 29% | 19% |
| | | | | | * | ** | ** | * | G | | | * | * | | | | * | | S | | | * |
| To participate in their contests | 65 | 37 | 28 | 41 | 22 | 3 | 2 | 16 | 47 | 25 | 40 | 13 | 12 | 40 | 34 | 31 | 7 | 58 | 22 | 43 | 44 | 21 |
| | 22% | 23% | 20% | 22% | 22% | 13% | 32% | 18% | 23% | 17% | 26% | 19% | 26% | 22% | 21% | 22% | 15% | 23% | 19% | 24% | 21% | 22% |
| | | | | | * | ** | ** | * | | | | * | * | | | | * | | | | | * |
| They make me feel connected to the brand, product, store or company | 49 | 29 | 19 | 32 | 15 | 1 | 1 | 12 | 36 | 28 | 21 | 8 | 7 | 34 | 34 | 15 | 10 | 39 | 25 | 24 | 39 | 9 |
| | 16% | 18% | 14% | 18% | 16% | 6% | 18% | 13% | 18% | 19% | 14% | 12% | 15% | 18% | 21% | 11% | 22% | 15% | 21% | 13% | 19% | 10% |
| | | | | | * | ** | ** | * | | | | * | * | | O | | * | | | | | * |
| None of the above | 4 | 3 | 1 | 3 | 1 | - | - | 2 | 3 | 4 | - | 2 | - | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 4 | - |
| | 1% | 2% | 1% | 2% | 1% | - | - | 2% | 1% | 3% | - | 3% | - | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | - |
| | | | | | * | ** | ** | * | | J | | * | * | | | | * | | | | | * |
| Sigma | 899 | 505 | 394 | 571 | 286 | 42 | 13 | 261 | 625 | 425 | 474 | 192 | 143 | 564 | 498 | 401 | 141 | 758 | 367 | 532 | 631 | 268 |
| | 299% | 311% | 286% | 314% | 290% | 210% | 211% | 286% | 308% | 290% | 308% | 284% | 300% | 305% | 307% | 290% | 325% | 295% | 314% | 290% | 305% | 287% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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: Used One Or More Apps Regularly (unwtd) | 469 | 227 | 242 | 219 | 141 | 109 | 82 | 297 | 90 | 194 | 275 | 151 | 165 | 153 | 275 | 194 | 37 | 432 | 61 | 408 | 298 | 171 |
| Base: Used One Or More Apps Regularly (wtd) | 236 | 118 | 118 | 109 | 76 | 51 | 40 | 150 | 46 | 98 | 137 | 75 | 83 | 78 | 141 | 95 | 19 | 217 | 31 | 205 | 152 | 84 |
| To get discounts and coupons | 115 | 48 | 67 | 63 | 33 | 18 | 17 | 75 | 23 | 45 | 69 | 34 | 45 | 36 | 64 | 50 | 8 | 107 | 14 | 101 | 75 | 40 |
| | 49% | 41% | 57% | 58% | 44% | 36% | 42% | 50% | 49% | 46% | 50% | 45% | 55% | 46% | 46% | 53% | 43% | 49% | 45% | 49% | 49% | 48% |
| | | | A | DE | | | * | | * | | | | | | | | * | | * | | | |
| They're easier and quicker than going to their website or their social media page | 113 | 55 | 58 | 55 | 35 | 23 | 17 | 73 | 23 | 43 | 70 | 36 | 39 | 38 | 64 | 49 | 6 | 107 | 10 | 103 | 75 | 38 |
| | 48% | 47% | 49% | 50% | 47% | 45% | 42% | 48% | 51% | 43% | 51% | 47% | 47% | 49% | 45% | 52% | 32% | 49% | 32% | 50% | 49% | 46% |
| To keep informed about the brand, product, store or company | 80 | 36 | 44 | 42 | 21 | 17 | 12 | 54 | 15 | 33 | 47 | 25 | 28 | 27 | 44 | 37 | 7 | 73 | 13 | 67 | 52 | 29 |
| | 34% | 31% | 37% | 39% | 27% | 34% | 29% | 36% | 32% | 34% | 34% | 33% | 34% | 34% | 31% | 38% | 38% | 34% | 42% | 33% | 34% | 34% |
| | | | | D | | | * | | * | | | | | | | | * | | * | | | |
| They have tools that help me | 71 | 41 | 30 | 27 | 28 | 17 | 13 | 42 | 17 | 30 | 42 | 16 | 27 | 28 | 43 | 29 | 4 | 67 | 8 | 63 | 49 | 22 |
| | 30% | 35% | 26% | 25% | 37% | 32% | 31% | 28% | 37% | 30% | 30% | 22% | 32% | 36% | 30% | 30% | 24% | 31% | 25% | 31% | 32% | 27% |
| | | | B | | C | | * | | * | | | | K | K | | | * | | * | | | |
| They have fun, interesting and cool content | 50 | 28 | 22 | 28 | 16 | 6 | 10 | 29 | 11 | 19 | 31 | 16 | 17 | 17 | 28 | 23 | 3 | 47 | 7 | 43 | 33 | 17 |
| | 21% | 24% | 19% | 26% | 21% | 12% | 25% | 19% | 24% | 19% | 23% | 22% | 21% | 21% | 20% | 24% | 15% | 22% | 24% | 21% | 22% | 20% |
| | | | | E | | | * | | * | | | | | | | | * | | * | | | |
| To participate in their contests | 32 | 16 | 16 | 13 | 12 | 7 | 7 | 20 | 5 | 15 | 17 | 9 | 13 | 10 | 20 | 11 | 3 | 29 | 6 | 26 | 19 | 12 |
| | 13% | 13% | 14% | 12% | 15% | 14% | 16% | 13% | 11% | 15% | 12% | 12% | 15% | 13% | 14% | 12% | 13% | 13% | 19% | 13% | 13% | 15% |
| | | | | | | | * | | * | | | | | | | | * | | * | | | |
| They make me feel connected to the brand, product, store or company | 30 | 16 | 14 | 15 | 10 | 5 | 5 | 20 | 5 | 11 | 19 | 10 | 11 | 9 | 16 | 14 | 3 | 27 | 4 | 26 | 16 | 14 |
| | 13% | 13% | 12% | 14% | 13% | 10% | 12% | 13% | 11% | 11% | 14% | 13% | 13% | 12% | 11% | 14% | 14% | 12% | 11% | 13% | 10% | 16% |
| | | | | | | | * | | * | | | | | | | | * | | * | | | |
| To offer opinions and suggestions | 25 | 14 | 11 | 11 | 9 | 5 | 5 | 15 | 5 | 11 | 14 | 8 | 8 | 9 | 19 | 6 | 4 | 22 | 5 | 20 | 18 | 7 |
| | 11% | 12% | 9% | 10% | 11% | 10% | 12% | 10% | 12% | 11% | 10% | 10% | 10% | 12% | 14% | 6% | 19% | 10% | 16% | 10% | 12% | 8% |
| | | | | | | | * | | * | | | | | | O | | * | | * | | | |
| None of the above | 25 | 14 | 12 | 8 | 8 | 9 | 5 | 15 | 5 | 13 | 12 | 10 | 8 | 8 | 18 | 8 | 2 | 23 | 3 | 22 | 15 | 10 |
| | 11% | 11% | 10% | 7% | 11% | | 18% | 14% | 12% | 13% | 9% | 14% | 9% | 10% | 12% | 8% | 13% | 11% | 11% | 11% | 10% | 12% |
| | | | | | | C | * | | * | | | | | | | | * | | * | | | |
| Sigma | 542 | 268 | 273 | 262 | 172 | 108 | 91 | 342 | 109 | 220 | 322 | 164 | 196 | 182 | 315 | 226 | 40 | 502 | 70 | 471 | 353 | 189 |
| | 230% | 227% | 232% | 240% | 227% | 211% | 224% | 228% | 238% | 223% | 234% | 217% | 237% | 233% | 224% | 238% | 210% | 231% | 226% | 230% | 231% | 226% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN2. Why do you use apps for brands, products, stores or companies?

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 | the US | | | | | | | | | | | | | | | | | | | | |
|---|---------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|
| | 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: Used One Or More Apps Regularly (unwtd) | 477 | 222 | 255 | 214 | 171 | 92 | 58 | 204 | 215 | 285 | 192 | 129 | 184 | 164 | 268 | 209 | 76 | 401 | 94 | 383 | 349 | 128 |
| Base: Used One Or More Apps Regularly (wtd) | 237 | 111 | 125 | 117 | 78 | 41 | 32 | 93 | 112 | 140 | 97 | 83 | 68 | 85 | 132 | 105 | 36 | 201 | 45 | 192 | 172 | 65 |
| To get discounts and coupons | 119 | 48 | 71 | 62 | 39 | 17 | 14 | 51 | 54 | 75 | 44 | 33 | 37 | 49 | 67 | 51 | 17 | 102 | 22 | 96 | 84 | 34 |
| | 50% | 43% | 57% | 53% | 50% | 41% | 42% | 55% | 48% | 53% | 45% | 40% | 54% | 57% | 51% | 49% | 47% | 51% | 50% | 50% | 49% | 53% |
| | | | A | | | * | * | | | | | | K | K | | | * | | * | | | |
| They're easier and quicker than going to their website or their social media page | 88 | 41 | 47 | 45 | 25 | 17 | 10 | 36 | 43 | 56 | 32 | 24 | 28 | 35 | 50 | 38 | 12 | 76 | 19 | 69 | 65 | 23 |
| | 37% | 37% | 38% | 39% | 33% | 41% | 30% | 38% | 38% | 40% | 33% | 29% | 42% | 41% | 38% | 37% | 33% | 38% | 42% | 36% | 38% | 36% |
| They have tools that help me | | | | | | * | * | | | | | | K | K | | | * | | * | | | |
| | 72 | 30 | 42 | 37 | 22 | 13 | 8 | 31 | 32 | 39 | 33 | 19 | 23 | 30 | 35 | 37 | 11 | 61 | 14 | 58 | 54 | 18 |
| | 30% | 27% | 33% | 32% | 28% | 32% | 25% | 34% | 29% | 28% | 34% | 23% | 33% | 35% | 26% | 35% | 31% | 30% | 30% | 30% | 31% | 28% |
| To keep informed about the brand, product, store or company | | | | | | * | * | | | | | | K | K | | N | * | | * | | | |
| | 64 | 31 | 33 | 29 | 26 | 9 | 7 | 22 | 34 | 38 | 26 | 17 | 18 | 28 | 39 | 25 | 15 | 49 | 16 | 48 | 50 | 14 |
| | 27% | 28% | 26% | 25% | 33% | 22% | 21% | 24% | 31% | 27% | 27% | 21% | 27% | 33% | 29% | 24% | 41% | 24% | 36% | 25% | 29% | 21% |
| They have fun, interesting and cool content | | | | | | * | * | | | | | | | K | | | Q* | | S* | | | |
| | 54 | 25 | 29 | 32 | 16 | 6 | 8 | 23 | 22 | 26 | 27 | 15 | 19 | 20 | 32 | 22 | 7 | 46 | 11 | 43 | 37 | 16 |
| | 23% | 22% | 23% | 27% | 20% | 15% | 26% | 25% | 20% | 19% | 28% | 18% | 28% | 23% | 24% | 21% | 20% | 23% | 24% | 22% | 22% | 25% |
| To participate in their contests | | | | E | | * | * | | | | I | | K | | | | * | | * | | | |
| | 47 | 25 | 23 | 26 | 14 | 7 | 8 | 19 | 20 | 25 | 22 | 15 | 15 | 17 | 32 | 16 | 11 | 36 | 15 | 32 | 33 | 14 |
| | 20% | 22% | 18% | 22% | 18% | 17% | 25% | 21% | 18% | 18% | 23% | 19% | 22% | 20% | 24% | 15% | 32% | 18% | 33% | 17% | 19% | 22% |
| To offer opinions and suggestions | | | | | | * | * | | | | | | | | O | | Q* | | S* | | | |
| | 39 | 18 | 21 | 20 | 13 | 6 | 5 | 16 | 17 | 19 | 20 | 14 | 12 | 13 | 28 | 11 | 9 | 29 | 12 | 26 | 29 | 9 |
| | 16% | 16% | 17% | 17% | 17% | 15% | 16% | 18% | 15% | 14% | 20% | 17% | 17% | 16% | 21% | 11% | 26% | 15% | 28% | 14% | 17% | 14% |
| They make me feel connected to the brand, product, store or company | | | | | | * | * | | | | | | | | O | | Q* | | S* | | | |
| | 29 | 18 | 11 | 16 | 8 | 5 | 6 | 12 | 11 | 15 | 14 | 8 | 9 | 12 | 22 | 7 | 8 | 21 | 12 | 17 | 23 | 6 |
| | 12% | 16% | 9% | 13% | 11% | 12% | 20% | 13% | 10% | 11% | 14% | 10% | 13% | 14% | 17% | 7% | 23% | 10% | 27% | 9% | 13% | 9% |
| None of the above | | | B | | | * | H* | | | | | | | | O | | Q* | | S* | | | |
| | 33 | 16 | 17 | 11 | 12 | 10 | 9 | 10 | 14 | 19 | 13 | 22 | 6 | 5 | 14 | 19 | 3 | 30 | 2 | 30 | 21 | 12 |
| | 14% | 14% | 13% | 9% | 16% | 23% | 27% | 10% | 13% | 14% | 14% | 26% | 8% | 6% | 10% | 18% | 8% | 15% | 5% | 16% | 12% | 18% |
| Sigma | | | | | C | C* | GH* | | | | | LM | | | | N | * | | * | R | | |
| | 543 | 250 | 293 | 278 | 175 | 90 | 75 | 220 | 248 | 312 | 231 | 168 | 166 | 209 | 317 | 226 | 93 | 450 | 123 | 420 | 397 | 147 |
| | 230% | 225% | 233% | 237% | 224% | 219% | 233% | 238% | 222% | 224% | 238% | 202% | 244% | 246% | 241% | 215% | 261% | 224% | 274% | 219% | 231% | 227% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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 | |
|--|-------|--------|------|------|------|------|------------------|------|------|----------------|------|-----------|------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U |
| | | | | | | | | | | | | | | | | | | | | | | |
| Base: Used One Or More Apps Regularly (unwtd) | 9320 | 4851 | 4469 | 4435 | 3180 | 1705 | 2417 | 3711 | 3135 | 4728 | 4592 | 2293 | 2971 | 4056 | 5240 | 4080 | 1284 | 8036 | 2239 | 7081 | 6794 | 2526 |
| Base: Used One Or More Apps Regularly (wtd) | 6158 | 3171 | 2987 | 3177 | 1969 | 1012 | 1702 | 2423 | 1968 | 2970 | 3188 | 2014 | 2104 | 2040 | 3212 | 2946 | 844 | 5313 | 1361 | 4797 | 4283 | 1875 |
| More interested in buying something from the brand, product, store or company | 3186 | 1599 | 1587 | 1770 | 1002 | 415 | 781 | 1254 | 1136 | 1583 | 1603 | 988 | 957 | 1242 | 1669 | 1518 | 525 | 2662 | 882 | 2304 | 2328 | 859 |
| | 52% | 50% | 53% | 56% | 51% | 41% | 46% | 52% | 58% | 53% | 50% | 49% | 45% | 61% | 52% | 52% | 62% | 50% | 65% | 48% | 54% | 46% |
| Less interested in buying something from the brand, product, store or company | | | A | DE | E | | | F | FG | J | | L | | KL | | | Q | | S | | U | |
| | 384 | 228 | 156 | 215 | 118 | 52 | 145 | 149 | 82 | 177 | 207 | 121 | 115 | 149 | 209 | 176 | 76 | 308 | 106 | 279 | 264 | 120 |
| | 6% | 7% | 5% | 7% | 6% | 5% | 9% | 6% | 4% | 6% | 7% | 6% | 5% | 7% | 6% | 6% | 9% | 6% | 8% | 6% | 6% | 6% |
| | | | B | | | | GH | H | | | | | | L | | | Q | | S | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 2587 | 1343 | 1244 | 1192 | 850 | 545 | 776 | 1020 | 750 | 1210 | 1377 | 905 | 1033 | 649 | 1334 | 1253 | 243 | 2344 | 373 | 2214 | 1691 | 896 |
| | 42% | 42% | 42% | 38% | 43% | 54% | 46% | 42% | 38% | 41% | 43% | 45% | 49% | 32% | 42% | 43% | 29% | 44% | 27% | 46% | 39% | 48% |
| | | | | | C | CD | GH | H | | | | M | KM | | | | | P | | R | | T |
| Sigma | 6158 | 3171 | 2987 | 3177 | 1969 | 1012 | 1702 | 2423 | 1968 | 2970 | 3188 | 2014 | 2104 | 2040 | 3212 | 2946 | 844 | 5313 | 1361 | 4797 | 4283 | 1875 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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 States |
|--|-------|-------------|----------------|----------------------|---------------|---------------|--------------------|----------------------|----------------|------------------|----------------|-----------------------|--------------------|---------------|---------------|--------------------|-----------------|---------------|------------------|--------------------|---------------------|--------------|-------------------|----------------------|---------------|
| | | 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: Used One Or More Apps Regularly (unwtd) | 9320 | 187 | 530 | 139 | 432 | 374 | 879 | 412 | 429 | 469 | 102 | 661 | 392 | 382 | 507 | 233 | 212 | 231 | 391 | 320 | 375 | 585 | 285 | 316 | 477 |
| Base: Used One Or More Apps Regularly (wtd) | 6158 | 162 | 270 | 127 | 211 | 197 | 394 | 211 | 226 | 236 | 103 | 327 | 386 | 185 | 246 | 204 | 215 | 235 | 362 | 328 | 373 | 295 | 327 | 300 | 237 |
| More interested in buying something from the brand, product, store or company | 3186 | 86 | 105 | 24 | 119 | 75 | 274 | 43 | 71 | 76 | 31 | 241 | 280 | 100 | 97 | 140 | 97 | 130 | 159 | 216 | 283 | 110 | 91 | 240 | 99 |
| | 52% | 53% | 39% | 19% | 56% | 38% | 69% | 20% | 32% | 32% | 30% | 74% | 73% | 54% | 40% | 69% | 45% | 55% | 44% | 66% | 76% | 37% | 28% | 80% | 43% |
| | | BCEGHJUNUVX | CGHIV | | BCEGHJUNPRUVX | CGV | ABCDEFGHIUMNPQRUVX | | CG | CG | G* | ABCDEFGHIUMNPQRSUVX | ABCDEFGHIUMNPQRUVX | BCEGHJUNPRUVX | CGHIV | ABCDEFGHIUMNPQRUVX | CGHIV | BCEGHJUNPRUVX | CGHIV | ABCDEFGHIUMNPQRUVX | ABCDEFGHIUMNPQRSUVX | CGV | | ABCDEFGHIJKLMNOPSUVX | CGHIV |
| Less interested in buying something from the brand, product, store or company | 384 | 3 | 6 | 10 | 12 | 12 | 12 | 7 | 20 | 12 | 10 | 47 | 18 | 11 | 11 | 13 | 24 | 8 | 44 | 8 | 23 | 25 | 16 | 18 | 15 |
| | 6% | 2% | 2% | 8% | 6% | 6% | 3% | 4% | 9% | 5% | 9% | 14% | 5% | 6% | 4% | 6% | 11% | 3% | 12% | 2% | 6% | 8% | 5% | 6% | 6% |
| | | | | ABS | ABS | ABS | | | ABFGILNQS | BS | ABFGQS* | ABCDEFGHIJLMNOQSTUVWX | | ABS | | B | ABDEFGJLMNQSTVW | | ABDEFGJLMNQSTVWX | | ABS | ABFGILNQS | | ABS | ABS |
| Has no impact on your interest in buying something from the brand, product, store or company | 2587 | 74 | 160 | 93 | 80 | 111 | 108 | 161 | 135 | 148 | 62 | 39 | 87 | 74 | 137 | 51 | 94 | 97 | 160 | 104 | 66 | 160 | 220 | 42 | 123 |
| | 42% | 45% | 59% | 73% | 38% | 56% | 27% | 76% | 60% | 63% | 60% | 12% | 23% | 40% | 56% | 25% | 44% | 41% | 44% | 32% | 18% | 54% | 67% | 14% | 52% |
| | | FKLOSTW | ADFKLMOPQRSTWX | ABDEFHIJLMNOPQRSTUWX | FKLOTW | ADFKLMOPQRSTW | KTW | ABDEFHIJLMNOPQRSTUWX | ADFKLMOPQRSTWX | ADFKLMNOPQRSTUWX | ADFKLMOPQRSTW* | | KW | FKLOSTW | ADFKLMOPQRSTW | KW | FKLOSTW | FKLOSTW | FKLOSTW | KLTW | K | DFKLMOPQRSTW | ADEFKLMNOPQRSTUWX | | DFKLMOQSTW |
| Sigma | 6158 | 162 | 270 | 127 | 211 | 197 | 394 | 211 | 226 | 236 | 103 | 327 | 386 | 185 | 246 | 204 | 215 | 235 | 362 | 328 | 373 | 295 | 327 | 300 | 237 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

Proportions/Mean: - 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 | BRIC | Middle |
|--|-------|-------|-------|--------|------|------|------|--------|
| | | A | B | C | D | E | F | G |
| | | | | | | | | |
| Base: Used One Or More Apps Regularly (unwtd) | 9320 | 851 | 852 | 3015 | 3575 | 3281 | 2203 | 1027 |
| Base: Used One Or More Apps Regularly (wtd) | 6158 | 434 | 578 | 1925 | 2230 | 1773 | 1167 | 990 |
| More interested in buying something from the brand, product, store or company | 3186 | 174 | 345 | 642 | 1410 | 691 | 764 | 615 |
| | 52% | 40% | 60% | 33% | 63% | 39% | 65% | 62% |
| | | C | ACE | | ACE | C | ABCE | ACE |
| Less interested in buying something from the brand, product, store or company | 384 | 27 | 28 | 135 | 125 | 96 | 79 | 69 |
| | 6% | 6% | 5% | 7% | 6% | 5% | 7% | 7% |
| | | | | E | | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 2587 | 233 | 205 | 1148 | 695 | 986 | 324 | 306 |
| | 42% | 54% | 35% | 60% | 31% | 56% | 28% | 31% |
| | | BDFG | F | ABDEFG | | BDFG | | |
| Sigma | 6158 | 434 | 578 | 1925 | 2230 | 1773 | 1167 | 990 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 187 | 93 | 94 | 83 | 53 | 51 | 69 | 83 | 35 | 85 | 102 | 52 | 71 | 64 | 106 | 81 | 31 | 156 | 42 | 145 | 131 | 56 |
| Base: Used One Or More Apps Regularly (wtd) | 162 | 87 | 76 | 79 | 41 | 43 | 68 | 75 | 20 | 69 | 93 | 85 | 53 | 24 | 89 | 74 | 23 | 139 | 30 | 132 | 104 | 58 |
| More interested in buying something from the brand, product, store or company | 86 | 43 | 43 | 43 | 24 | 19 | 39 | 36 | 11 | 36 | 50 | 44 | 28 | 14 | 54 | 32 | 17 | 69 | 18 | 68 | 63 | 23 |
| | 53% | 50% | 56% | 54% | 59% | 44% | 58% | 48% | 55% | 52% | 53% | 51% | 52% | 61% | 61% | 43% | 73% | 50% | 59% | 52% | 60% | 40% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | * | * | O* | * | ** | * | * | * | U* | * |
| Less interested in buying something from the brand, product, store or company | 3 | * | 3 | 1 | - | 2 | 1 | 1 | * | 2 | 1 | - | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 |
| | 2% | * | 3% | 1% | - | 5% | 2% | 2% | 2% | 3% | 1% | - | 4% | 3% | 1% | 3% | 5% | 1% | 4% | 1% | 2% | 2% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | * | K* | * | * | ** | * | * | * | * | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 74 | 43 | 31 | 35 | 17 | 22 | 27 | 38 | 8 | 31 | 42 | 41 | 24 | 9 | 33 | 40 | 5 | 68 | 11 | 62 | 40 | 34 |
| | 45% | 50% | 40% | 45% | 41% | 51% | 40% | 50% | 43% | 45% | 45% | 49% | 44% | 36% | 38% | 54% | 23% | 49% | 38% | 47% | 38% | 58% |
| | * | * | * | * | * | * | * | * | ** | * | * | * | * | * | * | * | ** | * | * | * | * | T* |
| Sigma | 162 | 87 | 76 | 79 | 41 | 43 | 68 | 75 | 20 | 69 | 93 | 85 | 53 | 24 | 89 | 74 | 23 | 139 | 30 | 132 | 104 | 58 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN3. Does having an app for a brand, product, store or company make you:
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 | Gender | | Age | | | Household Income | | | | Marital Status | | Education | | | Australia
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: Used One Or More Apps Regularly (unwtd) | 530 | 225 | 305 | 219 | 184 | 127 | 93 | 256 | 181 | 266 | 264 | 141 | 149 | 240 | 284 | 246 | 70 | 460 | 103 | 427 | 379 | 151 | 366 | 164 | 157 | 180 | 103 | 41 | 49 | |
| Base: Used One Or More Apps Regularly (wtd) | 270 | 127 | 143 | 138 | 79 | 53 | 52 | 142 | 77 | 116 | 155 | 67 | 155 | 48 | 140 | 130 | 33 | 237 | 46 | 225 | 184 | 86 | 174 | 96 | 74 | 95 | 54 | 22 | 26 | |
| More interested in buying something from the brand, product, store or company | 105 | 41 | 64 | 63 | 24 | 18 | 14 | 64 | 27 | 49 | 56 | 23 | 58 | 24 | 43 | 62 | 17 | 88 | 24 | 81 | 75 | 30 | 67 | 38 | 31 | 36 | 22 | 7 | 9 | |
| | 39% | 33% | 45% | 46% | 30% | 34% | 27% | 45% | 35% | 43% | 36% | 35% | 37% | 49% | 30% | 48% | 53% | 37% | 52% | 36% | 41% | 35% | 38% | 40% | 42% | 38% | 41% | 31% | 36% | |
| Less interested in buying something from the brand, product, store or company | 6 | 3 | 3 | 4 | 1 | 1 | 3 | 2 | 1 | 2 | 4 | 2 | 1 | 3 | 4 | 1 | 1 | 6 | - | 6 | 3 | 3 | 3 | 2 | 2 | 2 | 1 | - | * | |
| | 2% | 2% | 2% | 3% | 2% | 1% | 6% | 1% | 1% | 2% | 2% | 3% | 1% | 5% | 3% | 1% | - | 2% | - | 2% | 2% | 3% | 2% | 2% | 3% | 2% | 2% | - | 1% | |
| Has no impact on your interest in buying something from the brand, product, store or company | 160 | 83 | 76 | 71 | 54 | 34 | 35 | 76 | 49 | 64 | 95 | 42 | 96 | 22 | 94 | 66 | 15 | 144 | 22 | 138 | 106 | 54 | 105 | 55 | 41 | 57 | 31 | 15 | 16 | |
| | 59% | 66% | 53% | 52% | 68% | 65% | 68% | 53% | 64% | 56% | 62% | 62% | 62% | 45% | 67% | 51% | 47% | 61% | 48% | 61% | 58% | 62% | 60% | 58% | 55% | 60% | 57% | 69% | 63% | |
| Sigma | | | B | | C | * | * | | | | | M | M | | O | * | * | * | * | * | * | * | * | * | * | * | ** | * | * | |
| | 270 | 127 | 143 | 138 | 79 | 53 | 52 | 142 | 77 | 116 | 155 | 67 | 155 | 48 | 140 | 130 | 33 | 237 | 46 | 225 | 184 | 86 | 174 | 96 | 74 | 95 | 54 | 22 | 26 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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 to 49 | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| Base: Used One Or More Apps Regularly (unwtd) | 139 | 74 | 65 | 55 | 51 | 33 | 37 | 65 | 37 | 57 | 82 | 13 | 78 | 48 | 93 | 46 | 10 | 129 | 13 | 126 | 104 | 35 | 56 | 37 | 46 | 87 | 52 |
| Base: Used One Or More Apps Regularly (wtd) | 127 | 68 | 60 | 52 | 48 | 27 | 37 | 60 | 31 | 57 | 71 | 28 | 55 | 44 | 85 | 42 | 8 | 119 | 11 | 116 | 90 | 37 | 49 | 36 | 42 | 83 | 45 |
| More interested in buying something from the brand, product, store or company | 24 | 9 | 15 | 9 | 11 | 4 | 10 | 10 | 4 | 9 | 15 | 5 | 11 | 9 | 17 | 7 | 2 | 22 | 2 | 22 | 16 | 9 | 11 | 7 | 6 | 14 | 10 |
| | 19% | 14% | 25% | 18% | 23% | 14% | 26% | 17% | 13% | 17% | 21% | 16% | 20% | 20% | 20% | 17% | 29% | 18% | 21% | 19% | 17% | 23% | 23% | 18% | 15% | 17% | 23% |
| Less interested in buying something from the brand, product, store or company | 10 | 5 | 4 | 5 | 4 | 1 | 2 | 4 | 4 | 5 | 4 | - | 3 | 7 | 5 | 5 | 1 | 9 | 1 | 9 | 9 | 1 | 2 | 1 | 7 | 7 | 3 |
| | 8% | 8% | 7% | 10% | 8% | 2% | 5% | 7% | 12% | 9% | 6% | - | 5% | 15% | 6% | 11% | 9% | 8% | 7% | 8% | 10% | 3% | 4% | 3% | 17% | 8% | 6% |
| | * | * | * | * | * | ** | ** | * | * | * | * | ** | * | * | * | * | * | * | ** | * | ** | * | ** | ** | U* | * | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 93 | 53 | 40 | 37 | 33 | 23 | 25 | 45 | 23 | 42 | 52 | 24 | 41 | 29 | 63 | 30 | 5 | 88 | 8 | 86 | 66 | 28 | 36 | 29 | 29 | 62 | 31 |
| | 73% | 78% | 68% | 72% | 69% | 84% | 69% | 76% | 74% | 74% | 73% | 84% | 75% | 65% | 74% | 72% | 62% | 74% | 73% | 74% | 73% | 74% | 74% | 79% | 68% | 75% | 71% |
| Sigma | * | * | * | * | * | ** | ** | * | * | * | * | ** | * | * | * | * | ** | * | ** | * | ** | * | ** | * | * | * | |
| | 127 | 68 | 60 | 52 | 48 | 27 | 37 | 60 | 31 | 57 | 71 | 28 | 55 | 44 | 85 | 42 | 8 | 119 | 11 | 116 | 90 | 37 | 49 | 36 | 42 | 83 | 45 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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 (*)

| | 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: Used One Or More Apps Regularly (unwtd) | 432 | 236 | 196 | 209 | 151 | 72 | 81 | 335 | 16 | 187 | 245 | 60 | 249 | 123 | 216 | 216 | 69 | 363 | 97 | 335 | 304 | 128 |
| Base: Used One Or More Apps Regularly (wtd) | 211 | 104 | 107 | 125 | 63 | 22 | 52 | 153 | 6 | 78 | 133 | 57 | 116 | 38 | 89 | 122 | 30 | 181 | 42 | 169 | 136 | 75 |
| More interested in buying something from the brand, product, store or company | 119 | 65 | 53 | 72 | 37 | 10 | 31 | 84 | 4 | 47 | 72 | 34 | 65 | 20 | 53 | 66 | 17 | 102 | 25 | 94 | 77 | 42 |
| | 56% | 63% | 50% | 58% | 58% | 45% | 60% | 55% | 69% | 59% | 55% | 60% | 56% | 53% | 59% | 54% | 56% | 57% | 59% | 56% | 57% | 56% |
| | | B | | | | * | * | | ** | | | * | | | | | * | | * | | | |
| Less interested in buying something from the brand, product, store or company | 12 | 7 | 5 | 8 | 4 | * | 3 | 9 | - | 3 | 9 | 4 | 5 | 3 | 5 | 7 | 1 | 11 | 2 | 10 | 6 | 6 |
| | 6% | 7% | 5% | 6% | 6% | 1% | 6% | 6% | - | 4% | 7% | 7% | 4% | 8% | 6% | 6% | 5% | 6% | 4% | 6% | 5% | 7% |
| | | | | | | * | * | | ** | | | * | | | | | * | | * | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 80 | 32 | 48 | 45 | 23 | 12 | 17 | 61 | 2 | 29 | 51 | 19 | 46 | 15 | 31 | 49 | 12 | 68 | 15 | 65 | 52 | 28 |
| | 38% | 31% | 45% | 36% | 36% | 54% | 33% | 40% | 31% | 37% | 39% | 33% | 40% | 39% | 35% | 40% | 39% | 38% | 36% | 38% | 38% | 37% |
| | | | A | | | CD* | * | | ** | | | * | | | | | * | | * | | | |
| Sigma | 211 | 104 | 107 | 125 | 63 | 22 | 52 | 153 | 6 | 78 | 133 | 57 | 116 | 38 | 89 | 122 | 30 | 181 | 42 | 169 | 136 | 75 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN3. Does having an app for a brand, product, store or company make you:
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: Used One Or More Apps Regularly (unwtfd) | 374 | 204 | 170 | 158 | 126 | 90 | 58 | 152 | 164 | 178 | 196 | 117 | 185 | 72 | 201 | 173 | 39 | 335 | 56 | 318 | 268 | 106 | 23 | 30 | 33 | 56 | - | 154 | 78 | |
| Base: Used One Or More Apps Regularly (wtfd) | 197 | 103 | 95 | 97 | 67 | 34 | 32 | 81 | 84 | 87 | 110 | 63 | 90 | 45 | 105 | 93 | 20 | 177 | 30 | 167 | 141 | 57 | 12 | 16 | 16 | 29 | - | 83 | 42 | |
| More interested in buying something from the brand, product, store or company | 75 | 34 | 41 | 42 | 24 | 9 | 10 | 32 | 32 | 30 | 45 | 25 | 30 | 20 | 37 | 38 | 6 | 69 | 11 | 64 | 51 | 24 | 4 | 5 | 5 | 12 | - | 33 | 17 | |
| | 38% | 33% | 44% | 43% | 37% | 26% | 33% | 40% | 38% | 34% | 41% | 39% | 34% | 45% | 36% | 41% | 31% | 39% | 37% | 38% | 36% | 42% | 35% | 32% | 30% | 41% | - | 39% | 39% | |
| Less interested in buying something from the brand, product, store or company | 12 | 7 | 5 | 8 | 3 | 1 | 3 | 8 | * | 4 | 8 | 5 | 4 | 3 | 7 | 5 | 3 | 9 | 3 | 9 | 8 | 4 | 1 | 1 | 1 | 1 | - | 6 | 3 | |
| | 6% | 7% | 5% | 8% | 5% | 2% | 10% | 10% | * | 4% | 7% | 8% | 4% | 7% | 6% | 6% | 16% | 5% | 11% | 5% | 6% | 7% | 5% | 3% | 7% | 2% | - | 7% | 7% | |
| | | | | | | * | | H* | H | | | | | * | | | Q* | * | * | | | ** | ** | * | * | | | * | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 111 | 62 | 49 | 47 | 39 | 25 | 18 | 40 | 52 | 53 | 57 | 34 | 56 | 21 | 61 | 50 | 11 | 100 | 16 | 95 | 82 | 29 | 7 | 10 | 10 | 16 | - | 44 | 23 | |
| | 56% | 60% | 52% | 49% | 59% | 72% | 57% | 50% | 62% | 61% | 52% | 53% | 62% | 48% | 58% | 54% | 53% | 56% | 52% | 57% | 58% | 51% | 60% | 64% | 63% | 57% | - | 53% | 54% | |
| Sigma | | | | | | C* | * | | G | | | | M | * | | | * | | * | | | | ** | ** | * | * | | | * | |
| | 197 | 103 | 95 | 97 | 67 | 34 | 32 | 81 | 84 | 87 | 110 | 63 | 90 | 45 | 105 | 93 | 20 | 177 | 30 | 167 | 141 | 57 | 12 | 16 | 16 | 29 | - | 83 | 42 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | |

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GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 879 | 438 | 441 | 391 | 372 | 116 | 51 | 201 | 627 | 625 | 254 | 67 | 207 | 605 | 612 | 267 | 100 | 779 | 343 | 536 | 774 | 105 |
| Base: Used One Or More Apps Regularly (wtd) | 394 | 194 | 200 | 162 | 164 | 69 | 42 | 142 | 210 | 288 | 107 | 219 | 130 | 46 | 226 | 169 | 50 | 344 | 113 | 281 | 324 | 70 |
| More interested in buying something from the brand, product, store or company | 274 | 128 | 146 | 127 | 111 | 37 | 25 | 107 | 142 | 200 | 74 | 149 | 89 | 36 | 155 | 119 | 29 | 245 | 88 | 186 | 228 | 46 |
| | 69% | 66% | 73% | 78% | 68% | 53% | 59% | 75% | 68% | 70% | 69% | 68% | 69% | 80% | 69% | 70% | 58% | 71% | 77% | 66% | 70% | 65% |
| | | * | * | E* | * | * | ** | * | | * | * | * | | L | | * | ** | | * | | | ** |
| Less interested in buying something from the brand, product, store or company | 12 | 2 | 10 | 5 | 4 | 3 | * | 3 | 9 | 7 | 5 | 7 | 4 | 1 | 7 | 5 | 4 | 9 | 2 | 10 | 12 | * |
| | 3% | 1% | 5% | 3% | 3% | 5% | * | 2% | 4% | 2% | 5% | 3% | 3% | 3% | 3% | 3% | 7% | 3% | 2% | 4% | 4% | 1% |
| | | * | * | * | * | * | ** | * | | * | * | * | | | * | ** | | * | | | | ** |
| Has no impact on your interest in buying something from the brand, product, store or company | 108 | 64 | 44 | 31 | 48 | 29 | 17 | 32 | 59 | 81 | 27 | 64 | 36 | 8 | 63 | 45 | 18 | 91 | 23 | 85 | 84 | 24 |
| | 27% | 33% | 22% | 19% | 30% | 42% | 40% | 23% | 28% | 28% | 26% | 29% | 28% | 18% | 28% | 26% | 35% | 26% | 21% | 30% | 26% | 34% |
| | | * | * | * | * | C* | ** | * | | * | * | * | M | | * | ** | | * | | | | ** |
| Sigma | 394 | 194 | 200 | 162 | 164 | 69 | 42 | 142 | 210 | 288 | 107 | 219 | 130 | 46 | 226 | 169 | 50 | 344 | 113 | 281 | 324 | 70 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 412 | 212 | 200 | 190 | 132 | 90 | 82 | 196 | 134 | 149 | 263 | 127 | 131 | 154 | 231 | 181 | 20 | 392 | 36 | 376 | 269 | 143 |
| Base: Used One Or More Apps Regularly (wtd) | 211 | 113 | 98 | 104 | 66 | 41 | 42 | 102 | 66 | 74 | 137 | 54 | 92 | 65 | 114 | 96 | 10 | 201 | 18 | 192 | 134 | 77 |
| More interested in buying something from the brand, product, store or company | 43 | 24 | 19 | 24 | 12 | 7 | 10 | 21 | 12 | 15 | 27 | 9 | 20 | 14 | 23 | 20 | 2 | 41 | 2 | 40 | 27 | 16 |
| | 20% | 21% | 20% | 23% | 18% | 17% | 23% | 20% | 18% | 21% | 20% | 16% | 22% | 22% | 20% | 21% | 15% | 21% | 13% | 21% | 20% | 20% |
| | | | | | | * | * | | | | | | | | | | ** | | * | | | |
| Less interested in buying something from the brand, product, store or company | 7 | 5 | 2 | 7 | * | * | 2 | 3 | 3 | 2 | 6 | 2 | 3 | 2 | 5 | 2 | 1 | 6 | 2 | 6 | 6 | 1 |
| | 4% | 5% | 2% | 6% | 1% | 1% | 5% | 2% | 4% | 2% | 4% | 4% | 3% | 3% | 4% | 2% | 9% | 3% | 10% | 3% | 5% | 2% |
| | | | | D | | * | * | | | | | | | | | | ** | | S* | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 161 | 84 | 76 | 74 | 53 | 33 | 31 | 79 | 51 | 57 | 104 | 43 | 69 | 48 | 87 | 74 | 8 | 153 | 14 | 146 | 101 | 60 |
| | 76% | 74% | 78% | 71% | 81% | 82% | 72% | 77% | 77% | 77% | 76% | 80% | 75% | 75% | 76% | 77% | 76% | 76% | 77% | 76% | 75% | 78% |
| | | | | | | * | * | | | | | | | | | | ** | | * | | | |
| Sigma | 211 | 113 | 98 | 104 | 66 | 41 | 42 | 102 | 66 | 74 | 137 | 54 | 92 | 65 | 114 | 96 | 10 | 201 | 18 | 192 | 134 | 77 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 429 | 238 | 191 | 192 | 167 | 70 | 120 | 139 | 170 | 144 | 285 | 77 | 269 | 83 | 315 | 114 | 44 | 385 | 99 | 330 | 328 | 101 |
| Base: Used One Or More Apps Regularly (wtd) | 226 | 126 | 101 | 110 | 87 | 29 | 64 | 73 | 90 | 72 | 154 | 44 | 126 | 57 | 165 | 61 | 25 | 201 | 54 | 173 | 171 | 55 |
| More interested in buying something from the brand, product, store or company | 71 | 41 | 30 | 40 | 24 | 7 | 18 | 22 | 32 | 24 | 47 | 13 | 39 | 20 | 56 | 16 | 15 | 57 | 24 | 47 | 56 | 15 |
| | 32% | 33% | 30% | 37% | 28% | 25% | 28% | 30% | 35% | 33% | 31% | 30% | 31% | 35% | 34% | 25% | 59% | 28% | 45% | 27% | 33% | 28% |
| Less interested in buying something from the brand, product, store or company | | | | | | * | | | | | | * | | * | | | Q* | | S* | | * | |
| | 20 | 15 | 5 | 10 | 8 | 2 | 5 | 10 | 5 | 5 | 15 | 7 | 9 | 5 | 17 | 3 | 1 | 19 | 5 | 14 | 16 | 4 |
| | 9% | 12% | 5% | 9% | 9% | 6% | 8% | 13% | 6% | 7% | 10% | 15% | 7% | 8% | 10% | 5% | 5% | 9% | 10% | 8% | 9% | 7% |
| Has no impact on your interest in buying something from the brand, product, store or company | | B | | | | * | | H | | | | L* | | * | | | * | | * | | * | |
| | 135 | 70 | 65 | 60 | 55 | 20 | 41 | 41 | 53 | 43 | 92 | 24 | 79 | 32 | 93 | 43 | 9 | 126 | 24 | 111 | 99 | 36 |
| | 60% | 56% | 65% | 54% | 63% | 69% | 64% | 57% | 59% | 59% | 60% | 55% | 62% | 57% | 56% | 69% | 36% | 63% | 45% | 64% | 58% | 66% |
| Sigma | | | | | | C* | | | | | | * | | * | | N | * | P | * | R | | * |
| | 226 | 126 | 101 | 110 | 87 | 29 | 64 | 73 | 90 | 72 | 154 | 44 | 126 | 57 | 165 | 61 | 25 | 201 | 54 | 173 | 171 | 55 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 102 | 57 | 45 | 51 | 32 | 19 | 32 | 47 | 4 | 35 | 67 | 24 | 58 | 20 | 47 | 55 | 13 | 89 | 13 | 89 | 64 | 38 |
| Base: Used One Or More Apps Regularly (wtd) | 103 | 56 | 47 | 56 | 28 | 18 | 34 | 45 | 3 | 32 | 70 | 22 | 65 | 16 | 45 | 57 | 12 | 90 | 13 | 89 | 62 | 41 |
| More interested in buying something from the brand, product, store or company | 31 | 14 | 17 | 16 | 11 | 4 | 9 | 15 | 1 | 13 | 18 | 8 | 17 | 5 | 14 | 17 | 6 | 25 | 5 | 26 | 13 | 18 |
| | 30% | 25% | 37% | 28% | 39% | 23% | 26% | 33% | 24% | 41% | 25% | 38% | 27% | 33% | 30% | 30% | 46% | 28% | 41% | 29% | 20% | 45% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | T* |
| Less interested in buying something from the brand, product, store or company | 10 | 7 | 2 | 7 | 2 | 1 | 3 | 2 | 1 | 2 | 8 | 2 | 8 | - | 3 | 7 | - | 10 | 1 | 8 | 5 | 5 |
| | 9% | 13% | 5% | 12% | 6% | 6% | 10% | 4% | 27% | 5% | 11% | 8% | 12% | - | 6% | 12% | - | 11% | 10% | 9% | 8% | 11% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | * | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 62 | 35 | 27 | 33 | 15 | 13 | 22 | 28 | 2 | 17 | 44 | 12 | 39 | 11 | 29 | 33 | 7 | 55 | 7 | 55 | 44 | 18 |
| | 60% | 62% | 58% | 59% | 55% | 72% | 65% | 63% | 49% | 54% | 63% | 55% | 61% | 67% | 63% | 58% | 54% | 61% | 49% | 62% | 71% | 43% |
| | * | * | * | * | * | ** | * | * | ** | * | * | ** | * | ** | * | * | ** | * | ** | * | U* | * |
| Sigma | 103 | 56 | 47 | 56 | 28 | 18 | 34 | 45 | 3 | 32 | 70 | 22 | 65 | 16 | 45 | 57 | 12 | 90 | 13 | 89 | 62 | 41 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 661 | 402 | 259 | 389 | 212 | 60 | 200 | 254 | 207 | 410 | 251 | - | 65 | 596 | 399 | 262 | 208 | 453 | 398 | 263 | 565 | 96 |
| Base: Used One Or More Apps Regularly (wtd) | 327 | 171 | 157 | 195 | 100 | 32 | 101 | 124 | 103 | 196 | 131 | - | 33 | 294 | 182 | 145 | 100 | 227 | 189 | 138 | 274 | 54 |
| More interested in buying something from the brand, product, store or company | 241 | 126 | 116 | 142 | 76 | 23 | 70 | 91 | 80 | 142 | 99 | - | 21 | 220 | 143 | 98 | 79 | 162 | 148 | 93 | 208 | 33 |
| | 74% | 74% | 74% | 73% | 76% | 74% | 70% | 73% | 78% | 72% | 76% | - | 64% | 75% | 79% | 67% | 79% | 71% | 78% | 67% | 76% | 62% |
| Less interested in buying something from the brand, product, store or company | | | | | | * | | | | | | | * | | O | | Q | | S | | U | * |
| | 47 | 28 | 20 | 32 | 12 | 3 | 23 | 16 | 8 | 27 | 20 | - | 6 | 42 | 24 | 23 | 16 | 31 | 27 | 20 | 38 | 9 |
| | 14% | 16% | 12% | 16% | 12% | 10% | 23% | 13% | 8% | 14% | 15% | - | 17% | 14% | 13% | 16% | 16% | 14% | 14% | 15% | 14% | 17% |
| Has no impact on your interest in buying something from the brand, product, store or company | | | | | | * | GH | | | | | | * | | | | | | | | | * |
| | 39 | 17 | 22 | 22 | 12 | 5 | 8 | 17 | 14 | 27 | 12 | - | 6 | 33 | 15 | 24 | 5 | 34 | 14 | 25 | 28 | 11 |
| | 12% | 10% | 14% | 11% | 12% | 17% | 8% | 14% | 14% | 14% | 9% | - | 19% | 11% | 8% | 17% | 5% | 15% | 7% | 18% | 10% | 21% |
| Sigma | | | | | | * | | | F | | | | * | | | N | | P | | R | | T* |
| | 327 | 171 | 157 | 195 | 100 | 32 | 101 | 124 | 103 | 196 | 131 | - | 33 | 294 | 182 | 145 | 100 | 227 | 189 | 138 | 274 | 54 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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 (*)

| | 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: Used One Or More Apps Regularly (unwtd) | 392 | 165 | 227 | 221 | 145 | 26 | 43 | 194 | 155 | 220 | 172 | 125 | 34 | 233 | 196 | 196 | 71 | 321 | 129 | 263 | 350 | 42 |
| Base: Used One Or More Apps Regularly (wtd) | 386 | 186 | 199 | 225 | 129 | 32 | 47 | 192 | 147 | 207 | 179 | 131 | 35 | 220 | 199 | 187 | 71 | 314 | 127 | 258 | 340 | 45 |
| More interested in buying something from the brand, product, store or company | 280 | 127 | 153 | 173 | 87 | 20 | 30 | 144 | 106 | 145 | 135 | 89 | 26 | 166 | 141 | 139 | 55 | 225 | 106 | 175 | 250 | 30 |
| | 73% | 68% | 77% | 77% | 67% | 64% | 65% | 75% | 72% | 70% | 76% | 68% | 73% | 75% | 71% | 75% | 77% | 72% | 83% | 68% | 74% | 66% |
| Less interested in buying something from the brand, product, store or company | | | | D | | ** | * | | | | | | * | | | | * | | S | | | * |
| | 18 | 14 | 4 | 9 | 6 | 3 | 3 | 8 | 7 | 10 | 8 | 4 | 3 | 11 | 10 | 8 | 4 | 14 | 5 | 13 | 14 | 3 |
| | 5% | 7% | 2% | 4% | 5% | 8% | 5% | 4% | 5% | 5% | 4% | 3% | 8% | 5% | 5% | 4% | 5% | 4% | 4% | 5% | 4% | 8% |
| | | B | | | | ** | * | | | | | | * | | | | * | | | | | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 87 | 46 | 42 | 43 | 36 | 9 | 14 | 39 | 34 | 51 | 36 | 38 | 7 | 43 | 48 | 39 | 12 | 75 | 17 | 70 | 75 | 12 |
| | 23% | 24% | 21% | 19% | 28% | 27% | 30% | 20% | 23% | 25% | 20% | 29% | 19% | 20% | 24% | 21% | 17% | 24% | 13% | 27% | 22% | 26% |
| | | | | | | ** | * | | | | | | * | | | | * | | R | | | * |
| Sigma | 386 | 186 | 199 | 225 | 129 | 32 | 47 | 192 | 147 | 207 | 179 | 131 | 35 | 220 | 199 | 187 | 71 | 314 | 127 | 258 | 340 | 45 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 382 | 202 | 180 | 167 | 140 | 75 | 83 | 169 | 130 | 155 | 227 | 105 | 217 | 60 | 194 | 188 | 41 | 341 | 67 | 315 | 255 | 127 |
| Base: Used One Or More Apps Regularly (wtd) | 185 | 98 | 87 | 86 | 65 | 34 | 40 | 82 | 63 | 77 | 108 | 75 | 81 | 28 | 91 | 94 | 20 | 165 | 32 | 154 | 119 | 66 |
| More interested in buying something from the brand, product, store or company | 100 | 50 | 50 | 51 | 31 | 18 | 21 | 42 | 38 | 40 | 60 | 40 | 44 | 16 | 46 | 54 | 8 | 92 | 14 | 86 | 59 | 41 |
| | 54% | 51% | 58% | 59% | 49% | 52% | 52% | 51% | 60% | 52% | 56% | 54% | 54% | 55% | 51% | 57% | 40% | 56% | 44% | 56% | 50% | 62% |
| | | | | | | * | * | | | | | | | * | | | * | | * | | | T |
| Less interested in buying something from the brand, product, store or company | 11 | 8 | 3 | 7 | 2 | 2 | 2 | 5 | 4 | 3 | 8 | 2 | 7 | 2 | 8 | 3 | 3 | 7 | 4 | 7 | 9 | 2 |
| | 6% | 8% | 3% | 8% | 3% | 5% | 6% | 6% | 6% | 4% | 7% | 3% | 8% | 7% | 9% | 3% | 17% | 5% | 13% | 4% | 7% | 3% |
| | | | | | | * | * | | | | | | | * | O | | Q* | | S* | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 74 | 40 | 34 | 28 | 31 | 15 | 17 | 36 | 22 | 34 | 40 | 33 | 31 | 11 | 37 | 38 | 9 | 66 | 14 | 61 | 51 | 23 |
| | 40% | 41% | 39% | 33% | 49% | 43% | 43% | 43% | 34% | 45% | 37% | 43% | 38% | 38% | 40% | 40% | 44% | 40% | 43% | 40% | 43% | 35% |
| | | | | | C | * | * | | | | | | | * | | | * | | * | | | |
| Sigma | 185 | 98 | 87 | 86 | 65 | 34 | 40 | 82 | 63 | 77 | 108 | 75 | 81 | 28 | 91 | 94 | 20 | 165 | 32 | 154 | 119 | 66 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 507 | 253 | 254 | 206 | 133 | 168 | 300 | 177 | 30 | 264 | 243 | 156 | 122 | 229 | 245 | 262 | 18 | 489 | 44 | 463 | 341 | 166 |
| Base: Used One Or More Apps Regularly (wtd) | 246 | 125 | 121 | 109 | 62 | 75 | 155 | 81 | 10 | 127 | 118 | 138 | 45 | 63 | 113 | 132 | 9 | 236 | 20 | 225 | 167 | 78 |
| More interested in buying something from the brand, product, store or company | 97 | 49 | 48 | 56 | 23 | 18 | 62 | 32 | 3 | 46 | 51 | 52 | 17 | 29 | 48 | 50 | 4 | 93 | 10 | 88 | 65 | 32 |
| | 40% | 39% | 40% | 52% | 37% | 24% | 40% | 39% | 33% | 36% | 43% | 38% | 37% | 46% | 42% | 38% | 42% | 39% | 47% | 39% | 39% | 41% |
| | | | | DE | E | | | | ** | | | | | | | | ** | | ** | | | |
| Less interested in buying something from the brand, product, store or company | 11 | 4 | 7 | 6 | 3 | 2 | 7 | 4 | - | 5 | 6 | 6 | 2 | 2 | 3 | 8 | * | 11 | 2 | 9 | 5 | 6 |
| | 4% | 3% | 6% | 6% | 4% | 3% | 5% | 5% | - | 4% | 5% | 5% | 5% | 4% | 2% | 6% | 3% | 5% | 9% | 4% | 3% | 8% |
| | | | | | | | | | ** | | | | | | | | ** | | ** | | | T |
| Has no impact on your interest in buying something from the brand, product, store or company | 137 | 72 | 66 | 46 | 36 | 55 | 86 | 45 | 7 | 76 | 61 | 79 | 26 | 32 | 63 | 74 | 5 | 132 | 9 | 128 | 97 | 41 |
| | 56% | 58% | 54% | 43% | 58% | 73% | 55% | 56% | 67% | 60% | 52% | 58% | 58% | 51% | 56% | 56% | 56% | 56% | 44% | 57% | 58% | 52% |
| | | | | | C | CD | | | ** | | | | | | | | ** | | ** | | | |
| Sigma | 246 | 125 | 121 | 109 | 62 | 75 | 155 | 81 | 10 | 127 | 118 | 138 | 45 | 63 | 113 | 132 | 9 | 236 | 20 | 225 | 167 | 78 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 233 | 118 | 115 | 104 | 91 | 38 | 136 | 84 | 13 | 110 | 123 | 49 | 74 | 110 | 124 | 109 | 73 | 160 | 84 | 149 | 151 | 82 |
| Base: Used One Or More Apps Regularly (wtd) | 204 | 118 | 87 | 105 | 73 | 27 | 141 | 58 | 5 | 87 | 117 | 120 | 43 | 42 | 97 | 107 | 56 | 148 | 53 | 151 | 112 | 93 |
| More interested in buying something from the brand, product, store or company | 140 | 86 | 54 | 72 | 46 | 22 | 93 | 42 | 5 | 63 | 78 | 80 | 32 | 28 | 76 | 64 | 40 | 100 | 36 | 104 | 83 | 57 |
| | 69% | 73% | 62% | 69% | 64% | 79% | 66% | 74% | 93% | 72% | 66% | 67% | 74% | 68% | 78% | 60% | 71% | 67% | 68% | 69% | 75% | 61% |
| | | * | * | * | * | ** | * | * | ** | * | * | * | * | | Q* | * | * | * | * | * | * | * |
| Less interested in buying something from the brand, product, store or company | 13 | 10 | 4 | 9 | 3 | 1 | 9 | 4 | - | 3 | 10 | 9 | 2 | 2 | 4 | 9 | 5 | 8 | 7 | 6 | 9 | 4 |
| | 6% | 8% | 4% | 8% | 5% | 4% | 7% | 7% | - | 3% | 9% | 8% | 5% | 4% | 4% | 9% | 10% | 5% | 13% | 4% | 8% | 5% |
| | | * | * | * | * | ** | * | * | ** | * | * | * | * | | * | * | * | * | S* | * | * | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 51 | 22 | 29 | 24 | 23 | 5 | 39 | 11 | * | 22 | 29 | 30 | 9 | 12 | 18 | 33 | 11 | 41 | 10 | 41 | 20 | 32 |
| | 25% | 19% | 34% | 23% | 31% | 17% | 28% | 20% | 7% | 25% | 25% | 25% | 21% | 28% | 18% | 31% | 19% | 27% | 18% | 27% | 18% | 34% |
| | | * | * | * | * | ** | * | * | ** | * | * | * | * | | * | * | * | * | * | * | * | T* |
| Sigma | 204 | 118 | 87 | 105 | 73 | 27 | 141 | 58 | 5 | 87 | 117 | 120 | 43 | 42 | 97 | 107 | 56 | 148 | 53 | 151 | 112 | 93 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 212 | 121 | 91 | 101 | 64 | 47 | 150 | 52 | 10 | 97 | 115 | 32 | 138 | 42 | 89 | 123 | 24 | 188 | 40 | 172 | 113 | 99 |
| Base: Used One Or More Apps Regularly (wtd) | 215 | 111 | 104 | 117 | 56 | 42 | 158 | 48 | 9 | 87 | 128 | 48 | 132 | 35 | 81 | 134 | 21 | 194 | 34 | 181 | 101 | 114 |
| More interested in buying something from the brand, product, store or company | 97 | 53 | 44 | 52 | 24 | 21 | 71 | 22 | 4 | 41 | 56 | 12 | 71 | 15 | 36 | 61 | 7 | 90 | 14 | 83 | 48 | 49 |
| | 45% | 47% | 43% | 44% | 43% | 51% | 45% | 46% | 41% | 47% | 44% | 25% | 53% | 42% | 44% | 46% | 36% | 46% | 42% | 46% | 48% | 43% |
| | | * | * | * | * | * | * | * | ** | * | * | * | K | * | * | * | ** | * | * | * | * | * |
| Less interested in buying something from the brand, product, store or company | 24 | 15 | 9 | 10 | 7 | 7 | 16 | 7 | - | 7 | 17 | 6 | 15 | 3 | 12 | 12 | 2 | 22 | 4 | 20 | 12 | 12 |
| | 11% | 13% | 9% | 9% | 12% | 16% | 10% | 16% | - | 8% | 13% | 12% | 11% | 10% | 15% | 9% | 8% | 11% | 13% | 11% | 12% | 10% |
| Has no impact on your interest in buying something from the brand, product, store or company | 94 | 43 | 50 | 55 | 26 | 14 | 70 | 18 | 5 | 39 | 55 | 30 | 47 | 17 | 33 | 61 | 12 | 82 | 15 | 79 | 40 | 54 |
| | 44% | 39% | 48% | 47% | 45% | 33% | 44% | 39% | 59% | 45% | 43% | 63% | 35% | 48% | 41% | 46% | 57% | 42% | 45% | 43% | 40% | 47% |
| | | * | * | * | * | * | * | * | ** | * | * | L* | * | * | * | * | ** | * | * | * | * | * |
| Sigma | 215 | 111 | 104 | 117 | 56 | 42 | 158 | 48 | 9 | 87 | 128 | 48 | 132 | 35 | 81 | 134 | 21 | 194 | 34 | 181 | 101 | 114 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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 (*)

| | 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: Used One Or More Apps Regularly (unwtd) | 231 | 114 | 117 | 102 | 61 | 68 | 16 | 117 | 98 | 122 | 109 | 35 | 128 | 68 | 125 | 106 | 26 | 205 | 43 | 188 | 168 | 63 |
| Base: Used One Or More Apps Regularly (wtd) | 235 | 104 | 131 | 127 | 55 | 53 | 18 | 127 | 90 | 114 | 121 | 66 | 119 | 50 | 113 | 122 | 24 | 211 | 39 | 196 | 158 | 77 |
| More interested in buying something from the brand, product, store or company | 130 | 48 | 82 | 74 | 28 | 28 | 7 | 78 | 45 | 63 | 67 | 30 | 69 | 32 | 58 | 72 | 18 | 112 | 24 | 106 | 86 | 44 |
| | 55% | 47% | 62% | 58% | 51% | 53% | 41% | 61% | 50% | 55% | 55% | 45% | 58% | 63% | 51% | 59% | 74% | 53% | 62% | 54% | 55% | 57% |
| | | | A* | * | * | * | ** | * | * | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| Less interested in buying something from the brand, product, store or company | 8 | 6 | 2 | 3 | 4 | 1 | 4 | 3 | - | 5 | 3 | 3 | 3 | 1 | 6 | 2 | 2 | 6 | 2 | 6 | 7 | 1 |
| | 3% | 6% | 1% | 2% | 8% | 1% | 23% | 3% | - | 4% | 2% | 5% | 2% | 3% | 5% | 1% | 7% | 3% | 4% | 3% | 4% | 1% |
| | | | * | * | * | * | ** | * | * | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 97 | 50 | 48 | 51 | 23 | 24 | 7 | 46 | 45 | 46 | 51 | 33 | 47 | 17 | 49 | 48 | 5 | 93 | 13 | 84 | 65 | 33 |
| | 41% | 48% | 36% | 40% | 42% | 45% | 36% | 36% | 50% | 40% | 42% | 50% | 40% | 34% | 43% | 40% | 19% | 44% | 34% | 43% | 41% | 42% |
| | | | * | * | * | * | ** | * | * | * | * | * | * | * | * | * | ** | * | * | * | * | * |
| Sigma | 235 | 104 | 131 | 127 | 55 | 53 | 18 | 127 | 90 | 114 | 121 | 66 | 119 | 50 | 113 | 122 | 24 | 211 | 39 | 196 | 158 | 77 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 391 | 260 | 131 | 235 | 126 | 30 | 211 | 105 | 37 | 250 | 141 | 93 | 105 | 193 | 210 | 181 | 60 | 331 | 70 | 321 | 251 | 140 |
| Base: Used One Or More Apps Regularly (wtd) | 362 | 200 | 161 | 226 | 111 | 25 | 214 | 75 | 29 | 204 | 158 | 193 | 115 | 54 | 152 | 210 | 47 | 315 | 56 | 306 | 188 | 173 |
| More interested in buying something from the brand, product, store or company | 159 | 90 | 69 | 93 | 57 | 9 | 92 | 37 | 21 | 91 | 68 | 78 | 51 | 30 | 67 | 91 | 24 | 135 | 27 | 132 | 96 | 63 |
| | 44% | 45% | 43% | 41% | 51% | 36% | 43% | 49% | 74% | 44% | 43% | 40% | 44% | 55% | 44% | 44% | 51% | 43% | 48% | 43% | 51% | 36% |
| | | | * | | * | ** | | * | ** | | | * | * | K | | | * | | * | | U | * |
| Less interested in buying something from the brand, product, store or company | 44 | 29 | 15 | 25 | 10 | 9 | 23 | 16 | 1 | 30 | 14 | 26 | 10 | 7 | 26 | 17 | 12 | 32 | 11 | 33 | 21 | 22 |
| | 12% | 14% | 9% | 11% | 9% | 35% | 11% | 21% | 3% | 14% | 9% | 14% | 9% | 13% | 17% | 8% | 26% | 10% | 19% | 11% | 11% | 13% |
| | | | * | | * | ** | | * | ** | | | * | * | | O | | Q* | | * | | | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 160 | 82 | 78 | 108 | 44 | 7 | 99 | 22 | 7 | 84 | 76 | 89 | 54 | 17 | 59 | 101 | 11 | 149 | 18 | 141 | 71 | 89 |
| | 44% | 41% | 48% | 48% | 40% | 29% | 46% | 30% | 24% | 41% | 48% | 46% | 47% | 32% | 39% | 48% | 23% | 47% | 33% | 46% | 38% | 51% |
| | | | * | | * | ** | G | * | ** | | | M* | M* | | | | * | P | * | | | T* |
| Sigma | 362 | 200 | 161 | 226 | 111 | 25 | 214 | 75 | 29 | 204 | 158 | 193 | 115 | 54 | 152 | 210 | 47 | 315 | 56 | 306 | 188 | 173 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 320 | 134 | 186 | 178 | 104 | 38 | 14 | 25 | 281 | 154 | 166 | 165 | 91 | 64 | 156 | 164 | 65 | 255 | 97 | 223 | 268 | 52 |
| Base: Used One Or More Apps Regularly (wtd) | 328 | 166 | 162 | 207 | 85 | 36 | 21 | 24 | 283 | 133 | 195 | 177 | 84 | 66 | 154 | 174 | 65 | 263 | 95 | 233 | 254 | 74 |
| More interested in buying something from the brand, product, store or company | 216 | 115 | 101 | 146 | 49 | 20 | 17 | 17 | 183 | 79 | 138 | 122 | 55 | 39 | 101 | 115 | 45 | 171 | 65 | 151 | 165 | 51 |
| | 66% | 69% | 62% | 71% | 58% | 56% | 78% | 69% | 65% | 59% | 71% | 69% | 66% | 58% | 66% | 66% | 69% | 65% | 69% | 65% | 65% | 68% |
| | | | | D | | * | ** | ** | | | I | | * | * | | | * | | * | | | * |
| Less interested in buying something from the brand, product, store or company | 8 | 5 | 2 | 4 | 2 | 2 | 3 | - | 5 | 2 | 5 | 8 | - | - | 1 | 7 | - | 8 | 1 | 7 | 2 | 6 |
| | 2% | 3% | 2% | 2% | 2% | 5% | 15% | - | 2% | 2% | 3% | 4% | - | - | 1% | 4% | - | 3% | 1% | 3% | 1% | 8% |
| | | | | | | * | ** | ** | | | | | * | * | | | * | | * | | | T* |
| Has no impact on your interest in buying something from the brand, product, store or company | 104 | 46 | 58 | 56 | 34 | 14 | 1 | 8 | 95 | 53 | 52 | 47 | 29 | 28 | 52 | 52 | 20 | 84 | 29 | 76 | 87 | 18 |
| | 32% | 28% | 36% | 27% | 40% | 39% | 7% | 31% | 34% | 39% | 27% | 27% | 34% | 42% | 34% | 30% | 31% | 32% | 30% | 32% | 34% | 24% |
| | | | | | C | * | ** | ** | | J | | | * | K* | | | * | | * | | | * |
| Sigma | 328 | 166 | 162 | 207 | 85 | 36 | 21 | 24 | 283 | 133 | 195 | 177 | 84 | 66 | 154 | 174 | 65 | 263 | 95 | 233 | 254 | 74 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

| | South Korea
Total | South Korea | | | | | | | | | | | | | | | | | | | | |
|--|----------------------|-------------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|
| | | Gender | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Business Owner | | Senior Executive/Decision | | Employment Status | |
| | | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | Low | Medium | High | Yes | No | Yes | No | Yes | No | Total | Non |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U |
| | | | | | | | | | | | | | | | | | | | | | | |
| Base: Used One Or More Apps Regularly (unwtd) | 375 | 194 | 181 | 169 | 129 | 77 | 49 | 148 | 178 | 221 | 154 | 12 | 83 | 280 | 202 | 173 | 54 | 321 | 81 | 294 | 281 | 94 |
| Base: Used One Or More Apps Regularly (wtd) | 373 | 195 | 177 | 169 | 135 | 69 | 48 | 148 | 176 | 219 | 153 | 12 | 80 | 281 | 201 | 171 | 52 | 320 | 79 | 294 | 281 | 92 |
| More interested in buying something from the brand, product, store or company | 283 | 142 | 140 | 130 | 100 | 53 | 30 | 111 | 141 | 167 | 115 | 6 | 59 | 218 | 152 | 131 | 34 | 249 | 58 | 224 | 219 | 64 |
| | 76% | 73% | 79% | 77% | 74% | 78% | 63% | 75% | 80% | 76% | 75% | 50% | 74% | 78% | 76% | 76% | 65% | 78% | 74% | 76% | 78% | 70% |
| | | | | | | * | * | | F | | | ** | * | | | | * | | * | | | * |
| Less interested in buying something from the brand, product, store or company | 23 | 13 | 10 | 9 | 13 | 1 | 4 | 9 | 10 | 15 | 8 | - | 2 | 22 | 17 | 6 | 10 | 14 | 11 | 12 | 23 | - |
| | 6% | 7% | 6% | 5% | 10% | 1% | 9% | 6% | 6% | 7% | 5% | - | 2% | 8% | 9% | 4% | 19% | 4% | 14% | 4% | 8% | - |
| | | | | | E | * | * | | | | | ** | * | | O | | Q* | | S* | | U | * |
| Has no impact on your interest in buying something from the brand, product, store or company | 66 | 39 | 27 | 30 | 22 | 14 | 13 | 28 | 25 | 37 | 30 | 6 | 19 | 41 | 32 | 34 | 8 | 58 | 9 | 57 | 38 | 28 |
| | 18% | 20% | 15% | 18% | 16% | 21% | 28% | 19% | 14% | 17% | 19% | 50% | 24% | 15% | 16% | 20% | 16% | 18% | 12% | 19% | 14% | 30% |
| | | | | | | * | H* | | | | | ** | * | | | | * | | * | | | T* |
| Sigma | 373 | 195 | 177 | 169 | 135 | 69 | 48 | 148 | 176 | 219 | 153 | 12 | 80 | 281 | 201 | 171 | 52 | 320 | 79 | 294 | 281 | 92 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

Proportions/Mean: - Column Proportions:

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

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

- Column Means:

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

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

| | Spain Total | Spain | | | | | | | | | | | | | | | | | | | | |
|--|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|
| | | Gender | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Business Owner | | Senior Executive/Decision | | Employment Status | |
| | | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | Low | Medium | High | Yes | No | Yes | No | Yes | No | Total | Non |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U |
| | | | | | | | | | | | | | | | | | | | | | | |
| Base: Used One Or More Apps Regularly (unwtd) | 585 | 309 | 276 | 271 | 197 | 117 | 376 | 171 | 38 | 243 | 342 | 327 | 60 | 198 | 315 | 270 | 63 | 522 | 65 | 520 | 342 | 243 |
| Base: Used One Or More Apps Regularly (wtd) | 295 | 158 | 138 | 150 | 92 | 54 | 193 | 84 | 18 | 112 | 184 | 132 | 72 | 92 | 151 | 144 | 30 | 265 | 32 | 263 | 163 | 132 |
| More interested in buying something from the brand, product, store or company | 110 | 57 | 52 | 63 | 34 | 13 | 67 | 35 | 8 | 39 | 71 | 48 | 23 | 40 | 54 | 56 | 11 | 99 | 10 | 100 | 65 | 45 |
| | 37% | 36% | 38% | 42% | 37% | 24% | 35% | 42% | 43% | 35% | 38% | 36% | 32% | 43% | 36% | 39% | 37% | 37% | 30% | 38% | 40% | 34% |
| | | | | E | E | | | | * | | | | * | | | | * | | * | | | |
| Less interested in buying something from the brand, product, store or company | 25 | 15 | 10 | 12 | 8 | 5 | 13 | 11 | 1 | 10 | 15 | 11 | 5 | 9 | 16 | 9 | 3 | 22 | 4 | 21 | 16 | 9 |
| | 8% | 9% | 7% | 8% | 8% | 10% | 7% | 13% | 8% | 9% | 8% | 8% | 7% | 10% | 10% | 6% | 8% | 8% | 12% | 8% | 10% | 6% |
| | | | | | | | F | | * | | | | * | | | | * | | * | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 160 | 86 | 75 | 75 | 50 | 35 | 113 | 39 | 9 | 62 | 98 | 73 | 44 | 43 | 82 | 79 | 16 | 144 | 19 | 142 | 82 | 78 |
| | 54% | 54% | 54% | 50% | 54% | 66% | 59% | 46% | 49% | 56% | 54% | 55% | 62% | 47% | 54% | 55% | 54% | 54% | 57% | 54% | 50% | 59% |
| | | | | | | C | G | | * | | | | M* | | | | * | | * | | | T |
| Sigma | 295 | 158 | 138 | 150 | 92 | 54 | 193 | 84 | 18 | 112 | 184 | 132 | 72 | 92 | 151 | 144 | 30 | 265 | 32 | 263 | 163 | 132 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 285 | 159 | 126 | 108 | 100 | 77 | 69 | 144 | 72 | 118 | 167 | 165 | 57 | 63 | 162 | 123 | 28 | 257 | 38 | 247 | 216 | 69 |
| Base: Used One Or More Apps Regularly (wtd) | 327 | 170 | 157 | 131 | 112 | 84 | 65 | 175 | 87 | 149 | 178 | 56 | 186 | 85 | 184 | 143 | 38 | 289 | 55 | 272 | 249 | 78 |
| More interested in buying something from the brand, product, store or company | 91 | 45 | 46 | 43 | 34 | 14 | 27 | 48 | 16 | 29 | 62 | 22 | 44 | 24 | 53 | 37 | 19 | 72 | 22 | 68 | 76 | 15 |
| | 28% | 26% | 29% | 33% | 30% | 16% | 42% | 27% | 18% | 19% | 35% | 39% | 24% | 29% | 29% | 26% | 50% | 25% | 40% | 25% | 30% | 19% |
| | | * | * | * | * | * | ** | * | * | * | J* | L | * | * | * | * | ** | | ** | | | ** |
| Less interested in buying something from the brand, product, store or company | 16 | 4 | 12 | 8 | 3 | 5 | 10 | 5 | 1 | 7 | 9 | 2 | 8 | 6 | 3 | 13 | - | 16 | - | 16 | 11 | 5 |
| | 5% | 2% | 8% | 6% | 3% | 6% | 15% | 3% | 2% | 5% | 5% | 3% | 4% | 8% | 2% | 9% | - | 6% | - | 6% | 5% | 6% |
| | | * | * | * | * | * | ** | * | * | * | * | | * | * | * | * | ** | | ** | | | ** |
| Has no impact on your interest in buying something from the brand, product, store or company | 220 | 121 | 100 | 80 | 75 | 65 | 28 | 122 | 70 | 113 | 107 | 33 | 134 | 54 | 127 | 93 | 19 | 202 | 33 | 187 | 162 | 58 |
| | 67% | 71% | 63% | 61% | 67% | 78% | 43% | 70% | 80% | 76% | 60% | 58% | 72% | 64% | 69% | 65% | 50% | 70% | 60% | 69% | 65% | 75% |
| | | * | * | * | * | * | ** | * | * | J* | * | | * | * | * | * | ** | | ** | | | ** |
| Sigma | 327 | 170 | 157 | 131 | 112 | 84 | 65 | 175 | 87 | 149 | 178 | 56 | 186 | 85 | 184 | 143 | 38 | 289 | 55 | 272 | 249 | 78 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 316 | 194 | 122 | 203 | 98 | 15 | 7 | 96 | 213 | 159 | 157 | 71 | 51 | 194 | 175 | 141 | 44 | 272 | 126 | 190 | 225 | 91 |
| Base: Used One Or More Apps Regularly (wtd) | 300 | 163 | 138 | 182 | 98 | 20 | 6 | 91 | 203 | 146 | 154 | 68 | 48 | 185 | 162 | 138 | 44 | 257 | 117 | 184 | 207 | 93 |
| More interested in buying something from the brand, product, store or company | 240 | 130 | 110 | 147 | 80 | 13 | 4 | 72 | 164 | 123 | 117 | 51 | 34 | 155 | 137 | 103 | 40 | 200 | 109 | 131 | 177 | 63 |
| | 80% | 80% | 80% | 81% | 81% | 64% | 60% | 79% | 81% | 84% | 76% | 75% | 71% | 84% | 84% | 75% | 92% | 78% | 93% | 72% | 86% | 67% |
| Less interested in buying something from the brand, product, store or company | | | | | * | ** | ** | * | | | | * | * | L | O | | Q* | | S | | U | * |
| | 18 | 11 | 7 | 11 | 7 | - | 2 | 6 | 10 | 7 | 12 | 5 | 6 | 8 | 8 | 11 | 2 | 16 | 3 | 16 | 8 | 10 |
| | 6% | 7% | 5% | 6% | 7% | - | 26% | 7% | 5% | 4% | 8% | 7% | 12% | 4% | 5% | 8% | 4% | 6% | 2% | 8% | 4% | 11% |
| Has no impact on your interest in buying something from the brand, product, store or company | | | | | * | ** | ** | * | | | | * | M* | | | | * | | R | | T* | |
| | 42 | 21 | 21 | 23 | 11 | 7 | 1 | 13 | 29 | 17 | 25 | 12 | 8 | 22 | 18 | 24 | 2 | 40 | 6 | 37 | 22 | 20 |
| | 14% | 13% | 15% | 13% | 12% | 36% | 14% | 14% | 14% | 12% | 16% | 18% | 17% | 12% | 11% | 18% | 4% | 16% | 5% | 20% | 11% | 22% |
| Sigma | | | | | * | ** | ** | * | | | | * | * | | | | * | | R | | T* | |
| | 300 | 163 | 138 | 182 | 98 | 20 | 6 | 91 | 203 | 146 | 154 | 68 | 48 | 185 | 162 | 138 | 44 | 257 | 117 | 184 | 207 | 93 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 469 | 227 | 242 | 219 | 141 | 109 | 82 | 297 | 90 | 194 | 275 | 151 | 165 | 153 | 275 | 194 | 37 | 432 | 61 | 408 | 298 | 171 |
| Base: Used One Or More Apps Regularly (wtd) | 236 | 118 | 118 | 109 | 76 | 51 | 40 | 150 | 46 | 98 | 137 | 75 | 83 | 78 | 141 | 95 | 19 | 217 | 31 | 205 | 152 | 84 |
| More interested in buying something from the brand, product, store or company | 76 | 40 | 36 | 40 | 22 | 13 | 12 | 48 | 16 | 32 | 44 | 24 | 24 | 27 | 45 | 31 | 9 | 67 | 12 | 63 | 52 | 24 |
| | 32% | 34% | 30% | 37% | 29% | 26% | 29% | 32% | 34% | 32% | 32% | 32% | 30% | 35% | 32% | 32% | 46% | 31% | 39% | 31% | 34% | 29% |
| | | | | E | | | * | | * | | | | | | | | * | | * | | | |
| Less interested in buying something from the brand, product, store or company | 12 | 6 | 6 | 7 | 5 | * | 1 | 9 | 3 | 8 | 5 | 4 | 4 | 4 | 8 | 4 | 1 | 11 | 3 | 9 | 10 | 2 |
| | 5% | 5% | 5% | 6% | 6% | 1% | 2% | 6% | 6% | 8% | 3% | 6% | 5% | 5% | 6% | 4% | 5% | 5% | 10% | 4% | 7% | 3% |
| | | | | E | E | | * | | * | J | | | | | | | * | | * | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 148 | 72 | 76 | 62 | 49 | 38 | 28 | 93 | 27 | 59 | 89 | 47 | 54 | 47 | 87 | 61 | 9 | 139 | 16 | 132 | 91 | 57 |
| | 63% | 61% | 64% | 57% | 64% | 73% | 68% | 62% | 60% | 60% | 65% | 62% | 65% | 60% | 62% | 64% | 49% | 64% | 50% | 65% | 60% | 68% |
| | | | | | | C | * | | * | | | | | | | | * | | * | R | | |
| Sigma | 236 | 118 | 118 | 109 | 76 | 51 | 40 | 150 | 46 | 98 | 137 | 75 | 83 | 78 | 141 | 95 | 19 | 217 | 31 | 205 | 152 | 84 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN3. Does having an app for a brand, product, store or company make you:

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: Used One Or More Apps Regularly (unwtd) | 477 | 222 | 255 | 214 | 171 | 92 | 58 | 204 | 215 | 285 | 192 | 129 | 184 | 164 | 268 | 209 | 76 | 401 | 94 | 383 | 349 | 128 |
| Base: Used One Or More Apps Regularly (wtd) | 237 | 111 | 125 | 117 | 78 | 41 | 32 | 93 | 112 | 140 | 97 | 83 | 68 | 85 | 132 | 105 | 36 | 201 | 45 | 192 | 172 | 65 |
| More interested in buying something from the brand, product, store or company | 99 | 42 | 56 | 54 | 31 | 14 | 12 | 45 | 42 | 60 | 39 | 26 | 31 | 42 | 61 | 38 | 21 | 78 | 27 | 72 | 71 | 27 |
| | 42% | 38% | 45% | 46% | 40% | 35% | 37% | 48% | 37% | 43% | 40% | 31% | 46% | 49% | 46% | 36% | 58% | 39% | 60% | 37% | 41% | 42% |
| | | | | | | * | * | H | | | | | K | K | O | | Q* | | S* | | | |
| Less interested in buying something from the brand, product, store or company | 15 | 9 | 6 | 9 | 6 | * | 2 | 5 | 8 | 7 | 8 | 6 | 4 | 5 | 9 | 6 | 5 | 10 | 5 | 10 | 12 | 4 |
| | 6% | 8% | 5% | 7% | 8% | 1% | 5% | 6% | 8% | 5% | 8% | 7% | 6% | 6% | 7% | 6% | 13% | 5% | 11% | 5% | 7% | 6% |
| | | | | E | E | * | * | | | | | | | | | | Q* | | * | | | |
| Has no impact on your interest in buying something from the brand, product, store or company | 123 | 60 | 62 | 55 | 41 | 27 | 19 | 43 | 61 | 72 | 50 | 52 | 33 | 38 | 62 | 61 | 10 | 112 | 13 | 109 | 89 | 34 |
| | 52% | 54% | 50% | 47% | 53% | 64% | 58% | 46% | 55% | 52% | 52% | 62% | 48% | 45% | 47% | 58% | 28% | 56% | 29% | 57% | 52% | 52% |
| | | | | | | C* | * | | | | | LM | | | | N | * | P | * | R | | |
| Sigma | 237 | 111 | 125 | 117 | 78 | 41 | 32 | 93 | 112 | 140 | 97 | 83 | 68 | 85 | 132 | 105 | 36 | 201 | 45 | 192 | 172 | 65 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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 (*)

| | Gender | | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Business Owner | | Senior Executive/Decision | | Employment Status | |
|-------------------------------|--------|------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|-------|---------------------------|-------|-------------------|------|
| | Total | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | Low | Medium | High | Yes | No | Yes | No | Yes | No | Total | Non |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U |
| | | | | | | | | | | | | | | | | | | | | | | |
| Base: All Respondents (unwtd) | 18147 | 9042 | 9105 | 7107 | 6240 | 4800 | 5796 | 7409 | 4801 | 9019 | 9128 | 5419 | 6362 | 6366 | 9840 | 8307 | 2058 | 16089 | 3281 | 14866 | 12149 | 5998 |
| Base: All Respondents (wtd) | 12000 | 5979 | 6021 | 5289 | 3919 | 2792 | 4128 | 4720 | 3003 | 5637 | 6363 | 4491 | 4268 | 3241 | 6137 | 5863 | 1341 | 10659 | 2034 | 9966 | 7699 | 4301 |
| Follow on social media page | 6552 | 3136 | 3417 | 2823 | 2127 | 1602 | 2421 | 2606 | 1438 | 3022 | 3531 | 2545 | 2310 | 1698 | 3297 | 3256 | 765 | 5788 | 1104 | 5449 | 4049 | 2504 |
| | 55% | 52% | 57% | 53% | 54% | 57% | 59% | 55% | 48% | 54% | 55% | 57% | 54% | 52% | 54% | 56% | 57% | 54% | 54% | 55% | 53% | 58% |
| | | | A | | | CD | GH | H | | | I | LM | | | | N | | | | | | T |
| Have their app | 5448 | 2843 | 2605 | 2466 | 1793 | 1190 | 1707 | 2114 | 1564 | 2615 | 2833 | 1947 | 1958 | 1543 | 2840 | 2607 | 577 | 4871 | 931 | 4517 | 3650 | 1798 |
| | 45% | 48% | 43% | 47% | 46% | 43% | 41% | 45% | 52% | 46% | 45% | 43% | 46% | 48% | 46% | 44% | 43% | 46% | 46% | 45% | 47% | 42% |
| | | | B | | E | | | F | FG | J | | | K | K | O | | | | | | U | |
| Sigma | 12000 | 5979 | 6021 | 5289 | 3919 | 2792 | 4128 | 4720 | 3003 | 5637 | 6363 | 4491 | 4268 | 3241 | 6137 | 5863 | 1341 | 10659 | 2034 | 9966 | 7699 | 4301 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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/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 States |
|-------------------------------|-------|-------------------|---------------------|------------------------|-------------------|------------------|---------------------------|--------|---------|---------------|---------|-------------------------|-----------|---------|--------------------------------|-------------------|--------|---------|--------------|--------------|---------------------------|-------|---------|------------------------|---------------|
| | | 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: All Respondents (unwtd) | 18147 | 505 | 1006 | 505 | 1007 | 1010 | 1011 | 1010 | 1005 | 1004 | 508 | 1002 | 504 | 1012 | 1008 | 504 | 504 | 501 | 505 | 503 | 507 | 1015 | 502 | 508 | 1001 |
| Base: All Respondents (wtd) | 12000 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | |
| Follow on social media page | 6552 | 314 | 247 | 330 | 254 | 298 | 198 | 270 | 274 | 270 | 293 | 331 | 301 | 281 | 188 | 319 | 283 | 288 | 288 | 252 | 206 | 273 | 296 | 223 | 275 |
| | 55% | 63% | 49% | 66% | 51% | 60% | 40% | 54% | 55% | 54% | 59% | 66% | 60% | 56% | 38% | 64% | 57% | 58% | 58% | 50% | 41% | 55% | 59% | 45% | 55% |
| | | BDFGHIMNST
UWX | FNT | BDEFGHIJMN
PQRSTUWX | FNTW | BDFGHINSTU
WX | | FNTW | BFNTW | FNTW | BDFNSTW | BDEFGHIJLM
NPQRSTUWX | BDFGINSTW | BDFNSTW | | BDFGHIMNST
UWX | BDFNTW | BDFNSTW | BDFNTW | FNT | | BFNTW | BDFNSTW | N | BFNTW |
| Have their app | 5448 | 186 | 253 | 170 | 246 | 202 | 302 | 230 | 226 | 230 | 207 | 169 | 199 | 219 | 312 | 181 | 217 | 212 | 212 | 248 | 294 | 227 | 204 | 277 | 225 |
| | 45% | 37% | 51% | 34% | 49% | 40% | 60% | 46% | 45% | 46% | 41% | 34% | 40% | 44% | 62% | 36% | 43% | 42% | 42% | 50% | 59% | 45% | 41% | 55% | 45% |
| | | | ACEHIJLMOP
QRUVX | | ACEIJKLMOPQ
RV | CK | ABCDEFGHIJKL
MOPQRSUVX | ACEKLO | ACEKO | ACEKLO | CK | | K | ACKO | ABCDEFGHIJKL
MOPQRSUV
WX | | CK | CK | CK | ACEIKLMOQV | ABCDEFGHIJKL
MOPQRSUVX | ACEKO | | ACDEGHIJKL
MOPQRUVX | ACEKO |
| Sigma | 12000 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |

Socialogue

GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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 | BRIC | Middle |
|-------------------------------|-------|-------|-------|--------|-------|------|------|--------|
| | | A | B | C | D | E | F | G |
| | | | | | | | | |
| Base: All Respondents (unwtd) | 18147 | 2011 | 2016 | 7065 | 5539 | 7551 | 3521 | 1516 |
| Base: All Respondents (wtd) | 12000 | 1000 | 1500 | 4500 | 3500 | 4000 | 2000 | 1500 |
| Follow on social media page | 6552 | 573 | 887 | 2571 | 1759 | 2144 | 1071 | 763 |
| | 55% | 57% | 59% | 57% | 50% | 54% | 54% | 51% |
| | | DEFG | DEFG | DEFG | | D | D | |
| Have their app | 5448 | 427 | 613 | 1929 | 1741 | 1856 | 929 | 737 |
| | 45% | 43% | 41% | 43% | 50% | 46% | 46% | 49% |
| | | | | | ABCEF | ABC | ABC | ABC |
| Sigma | 12000 | 1000 | 1500 | 4500 | 3500 | 4000 | 2000 | 1500 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 505 | 229 | 276 | 219 | 155 | 131 | 235 | 208 | 62 | 185 | 320 | 197 | 158 | 150 | 257 | 248 | 61 | 444 | 82 | 423 | 336 | 169 |
| Base: All Respondents (wtd) | 500 | 245 | 255 | 248 | 141 | 111 | 272 | 190 | 37 | 163 | 337 | 327 | 118 | 55 | 236 | 264 | 58 | 442 | 68 | 432 | 302 | 198 |
| Follow on social media page | 314 | 138 | 176 | 157 | 89 | 68 | 175 | 121 | 18 | 102 | 213 | 210 | 69 | 35 | 140 | 174 | 39 | 275 | 45 | 269 | 182 | 132 |
| | 63% | 56% | 69% | 63% | 63% | 62% | 64% | 64% | 48% | 62% | 63% | 64% | 59% | 64% | 59% | 66% | 68% | 62% | 66% | 62% | 60% | 67% |
| Have their app | | A | | | | * | H | | * | | | | | | | | * | | * | | | |
| | 186 | 107 | 79 | 91 | 53 | 42 | 97 | 69 | 20 | 61 | 124 | 117 | 49 | 20 | 96 | 89 | 19 | 167 | 23 | 163 | 120 | 65 |
| | 37% | 44% | 31% | 37% | 37% | 38% | 36% | 36% | 52% | 38% | 37% | 36% | 41% | 36% | 41% | 34% | 32% | 38% | 34% | 38% | 40% | 33% |
| Sigma | | B | | | | * | | | F* | | | | | | | | * | | * | | | |
| | 500 | 245 | 255 | 248 | 141 | 111 | 272 | 190 | 37 | 163 | 337 | 327 | 118 | 55 | 236 | 264 | 58 | 442 | 68 | 432 | 302 | 198 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?
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: All Respondents (unwtd) | 1006 | 423 | 583 | 303 | 360 | 343 | 219 | 496 | 291 | 515 | 491 | 312 | 305 | 389 | 529 | 477 | 130 | 876 | 166 | 840 | 657 | 349 | 675 | 331 | 292 | 349 | 190 | 87 | 88 | |
| Base: All Respondents (wtd) | 500 | 248 | 252 | 196 | 159 | 144 | 111 | 263 | 126 | 224 | 276 | 131 | 295 | 74 | 257 | 243 | 61 | 439 | 74 | 426 | 316 | 184 | 313 | 187 | 142 | 169 | 96 | 48 | 46 | |
| Follow on social media page | 247 | 113 | 134 | 81 | 87 | 79 | 60 | 131 | 56 | 112 | 135 | 72 | 142 | 33 | 118 | 129 | 33 | 215 | 35 | 212 | 145 | 102 | 151 | 96 | 68 | 85 | 49 | 27 | 18 | |
| | 49% | 46% | 53% | 41% | 55% | 55% | 54% | 50% | 44% | 50% | 49% | 55% | 48% | 45% | 46% | 53% | 53% | 49% | 47% | 50% | 46% | 55% | 48% | 51% | 48% | 51% | 51% | 56% | 40% | |
| | | | | | C | C | | | | | | | M | | | | * | | 49% | 47% | | T | | | | | | * | * | |
| Have their app | 253 | 135 | 118 | 116 | 72 | 65 | 52 | 131 | 70 | 112 | 140 | 60 | 153 | 41 | 139 | 114 | 28 | 225 | 39 | 214 | 171 | 82 | 162 | 91 | 74 | 83 | 47 | 21 | 27 | |
| | 51% | 54% | 47% | 59% | 45% | 45% | 46% | 50% | 56% | 50% | 51% | 45% | 52% | 55% | 54% | 47% | 47% | 51% | 53% | 50% | 54% | 45% | 52% | 49% | 52% | 49% | 49% | 44% | 60% | |
| | | | | | | | | | | | | | | K | | | * | | * | | U | | | | | | | * | * | |
| Sigma | 500 | 248 | 252 | 196 | 159 | 144 | 111 | 263 | 126 | 224 | 276 | 131 | 295 | 74 | 257 | 243 | 61 | 439 | 74 | 426 | 316 | 184 | 313 | 187 | 142 | 169 | 96 | 48 | 46 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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Socialogae

GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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 | | |
| | | 505 | 254 | 251 | 176 | 161 | 168 | 175 | 212 | 118 | 177 | 328 | 79 | 267 | 159 | 330 | 175 | 23 | 482 | 38 | 467 | 332 | 173 | 242 | 119 | 144 | 261 | 244 | |
| Base: All Respondents (unwtd) | | 500 | 252 | 248 | 184 | 157 | 159 | 183 | 208 | 110 | 176 | 324 | 172 | 186 | 142 | 313 | 187 | 19 | 481 | 32 | 468 | 309 | 191 | 242 | 116 | 142 | 256 | 244 | |
| Base: All Respondents (wtd) | | 330 | 159 | 171 | 125 | 105 | 101 | 142 | 120 | 68 | 95 | 236 | 124 | 120 | 87 | 201 | 129 | 12 | 318 | 18 | 312 | 191 | 139 | 189 | 59 | 82 | 137 | 194 | |
| Follow on social media page | | 66% | 63% | 69% | 68% | 67% | 63% | 78% | 58% | 63% | 54% | 73% | 72% | 65% | 61% | 64% | 69% | 62% | 66% | 56% | 67% | 62% | 73% | 78% | 51% | 58% | 53% | 79% | |
| | | | | | | | | GH | | * | | I | * | | | | | ** | | * | | T | WX | * | | | | Y | |
| Have their app | | 170 | 92 | 78 | 59 | 52 | 59 | 41 | 88 | 41 | 81 | 88 | 49 | 66 | 55 | 112 | 58 | 7 | 162 | 14 | 156 | 118 | 51 | 53 | 56 | 60 | 120 | 50 | |
| | | 34% | 37% | 31% | 32% | 33% | 37% | 22% | 42% | 37% | 46% | 27% | 28% | 35% | 39% | 36% | 31% | 38% | 34% | 44% | 33% | 38% | 27% | 22% | 49% | 42% | 47% | 21% | |
| | | | | | | | | F | | F* | J | | * | | | | | ** | | * | | U | | | V* | V | Z | | |
| Sigma | | 500 | 252 | 248 | 184 | 157 | 159 | 183 | 208 | 110 | 176 | 324 | 172 | 186 | 142 | 313 | 187 | 19 | 481 | 32 | 468 | 309 | 191 | 242 | 116 | 142 | 256 | 244 | |
| | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1007 | 500 | 507 | 467 | 335 | 205 | 258 | 717 | 32 | 464 | 543 | 174 | 567 | 266 | 466 | 541 | 146 | 861 | 183 | 824 | 673 | 334 | |
| Base: All Respondents (wtd) | 500 | 232 | 268 | 285 | 144 | 71 | 156 | 333 | 11 | 208 | 292 | 157 | 262 | 81 | 203 | 297 | 65 | 435 | 80 | 420 | 307 | 193 | |
| Follow on social media page | 254 | 118 | 136 | 135 | 77 | 42 | 79 | 169 | 5 | 110 | 144 | 75 | 131 | 48 | 106 | 148 | 37 | 217 | 48 | 206 | 158 | 96 | |
| | 51% | 51% | 51% | 47% | 54% | 59% | 51% | 51% | 50% | 53% | 49% | 48% | 50% | 59% | 52% | 50% | 57% | 50% | 60% | 49% | 51% | 50% | |
| Have their app | | | | | C | | | | ** | | | | | KL | | | | | S | | | | |
| | 246 | 114 | 132 | 151 | 66 | 29 | 76 | 164 | 6 | 98 | 148 | 81 | 131 | 33 | 97 | 149 | 28 | 218 | 32 | 214 | 150 | 96 | |
| | 49% | 49% | 49% | 53% | 46% | 41% | 49% | 49% | 50% | 47% | 51% | 52% | 50% | 41% | 48% | 50% | 43% | 50% | 40% | 51% | 49% | 50% | |
| Sigma | | | | E | | | | | ** | | | M | M | | | | | | R | | | | |
| | 500 | 232 | 268 | 285 | 144 | 71 | 156 | 333 | 11 | 208 | 292 | 157 | 262 | 81 | 203 | 297 | 65 | 435 | 80 | 420 | 307 | 193 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?
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: All Respondents (unwtd) | 1010 | 518 | 492 | 289 | 343 | 378 | 180 | 400 | 430 | 508 | 502 | 379 | 483 | 148 | 520 | 490 | 100 | 910 | 133 | 877 | 684 | 326 | 63 | 82 | 90 | 132 | - | 387 | 256 | |
| Base: All Respondents (wtd) | 500 | 247 | 253 | 178 | 176 | 146 | 92 | 201 | 207 | 232 | 268 | 186 | 223 | 91 | 249 | 251 | 49 | 451 | 66 | 434 | 339 | 161 | 30 | 41 | 43 | 63 | - | 194 | 129 | |
| Follow on social media page | 298 | 143 | 155 | 103 | 96 | 98 | 64 | 118 | 116 | 138 | 159 | 118 | 124 | 56 | 145 | 153 | 26 | 271 | 37 | 260 | 193 | 105 | 20 | 25 | 26 | 37 | - | 111 | 79 | |
| | 60% | 58% | 61% | 58% | 55% | 67% | 69% | 59% | 56% | 60% | 60% | 63% | 55% | 62% | 58% | 61% | 54% | 60% | 56% | 60% | 57% | 65% | 64% | 61% | 60% | 59% | - | 58% | 62% | |
| | | | | | | CD | GH | | | | | L | | | | | | | | T | * | * | * | * | | | | | | |
| Have their app | 202 | 104 | 98 | 74 | 80 | 48 | 28 | 83 | 91 | 94 | 108 | 68 | 99 | 35 | 105 | 98 | 22 | 180 | 29 | 173 | 146 | 56 | 11 | 16 | 17 | 26 | - | 82 | 49 | |
| | 40% | 42% | 39% | 42% | 45% | 33% | 31% | 41% | 44% | 40% | 40% | 37% | 45% | 38% | 42% | 39% | 46% | 40% | 44% | 40% | 43% | 35% | 36% | 39% | 40% | 41% | - | 42% | 38% | |
| | | | | E | E | | | F | F | | | | K | | | | * | | | U | | * | * | * | | | | | | |
| Sigma | 500 | 247 | 253 | 178 | 176 | 146 | 92 | 201 | 207 | 232 | 268 | 186 | 223 | 91 | 249 | 251 | 49 | 451 | 66 | 434 | 339 | 161 | 30 | 41 | 43 | 63 | - | 194 | 129 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | - | 100% | 100% | |

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Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1011 | 507 | 504 | 434 | 431 | 146 | 76 | 252 | 683 | 714 | 297 | 90 | 254 | 667 | 682 | 329 | 106 | 905 | 364 | 647 | 877 | 134 |
| Base: All Respondents (wtd) | 500 | 249 | 251 | 200 | 206 | 94 | 73 | 185 | 242 | 350 | 150 | 295 | 155 | 50 | 276 | 224 | 52 | 448 | 127 | 373 | 400 | 100 |
| Follow on social media page | 198 | 94 | 104 | 63 | 90 | 46 | 17 | 86 | 96 | 151 | 47 | 110 | 67 | 21 | 117 | 81 | 32 | 166 | 54 | 144 | 167 | 31 |
| | 40% | 38% | 41% | 31% | 43% | 49% | 23% | 46% | 40% | 43% | 31% | 37% | 43% | 42% | 43% | 36% | 62% | 37% | 43% | 39% | 42% | 31% |
| Have their app | | | | * | * | * | ** | * | | | * | * | | | | * | ** | | * | | | * |
| | 302 | 155 | 147 | 138 | 116 | 48 | 56 | 99 | 146 | 198 | 104 | 185 | 88 | 29 | 158 | 144 | 20 | 282 | 72 | 229 | 233 | 69 |
| | 60% | 62% | 59% | 69% | 57% | 51% | 77% | 54% | 60% | 57% | 69% | 63% | 57% | 58% | 57% | 64% | 38% | 63% | 57% | 61% | 58% | 69% |
| Sigma | | | | * | * | * | ** | * | | | * | * | | | | * | ** | | * | | | * |
| | 500 | 249 | 251 | 200 | 206 | 94 | 73 | 185 | 242 | 350 | 150 | 295 | 155 | 50 | 276 | 224 | 52 | 448 | 127 | 373 | 400 | 100 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1010 | 474 | 536 | 348 | 322 | 340 | 232 | 533 | 245 | 419 | 591 | 402 | 306 | 302 | 558 | 452 | 39 | 971 | 59 | 951 | 606 | 404 |
| Base: All Respondents (wtd) | 500 | 247 | 253 | 191 | 158 | 151 | 116 | 266 | 118 | 201 | 299 | 168 | 209 | 124 | 274 | 226 | 19 | 481 | 29 | 471 | 298 | 202 |
| Follow on social media page | 270 | 125 | 145 | 102 | 82 | 87 | 67 | 151 | 52 | 112 | 158 | 100 | 110 | 61 | 138 | 132 | 11 | 259 | 15 | 255 | 153 | 117 |
| | 54% | 51% | 57% | 53% | 52% | 57% | 58% | 57% | 44% | 55% | 53% | 60% | 53% | 49% | 51% | 58% | 57% | 54% | 51% | 54% | 51% | 58% |
| Have their app | | | A | | | | H | H | | | | M | | | N | * | | * | | | T | |
| | 230 | 122 | 108 | 89 | 77 | 65 | 49 | 115 | 66 | 90 | 140 | 68 | 99 | 63 | 135 | 95 | 8 | 222 | 14 | 216 | 145 | 85 |
| | 46% | 49% | 43% | 47% | 48% | 43% | 42% | 43% | 56% | 45% | 47% | 40% | 47% | 51% | 49% | 42% | 43% | 46% | 49% | 46% | 49% | 42% |
| Sigma | | | B | | | | | | FG | | | | | K | O | | * | | * | | U | |
| | 500 | 247 | 253 | 191 | 158 | 151 | 116 | 266 | 118 | 201 | 299 | 168 | 209 | 124 | 274 | 226 | 19 | 481 | 29 | 471 | 298 | 202 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1005 | 505 | 500 | 306 | 385 | 314 | 374 | 324 | 307 | 360 | 645 | 210 | 639 | 156 | 703 | 302 | 77 | 928 | 168 | 837 | 663 | 342 | |
| Base: All Respondents (wtd) | 500 | 253 | 247 | 172 | 194 | 134 | 187 | 158 | 155 | 172 | 328 | 113 | 285 | 101 | 347 | 153 | 41 | 459 | 86 | 414 | 328 | 172 | |
| Follow on social media page | 274 | 129 | 145 | 90 | 105 | 79 | 117 | 87 | 69 | 94 | 180 | 73 | 153 | 48 | 188 | 86 | 20 | 254 | 42 | 232 | 170 | 104 | |
| | 55% | 51% | 59% | 53% | 54% | 59% | 63% | 55% | 45% | 55% | 55% | 64% | 54% | 48% | 54% | 56% | 50% | 55% | 49% | 56% | 52% | 61% | |
| Have their app | | | A | | | | GH | H | | | | LM | | | | * | | | | | | T | |
| | 226 | 124 | 102 | 82 | 89 | 55 | 69 | 71 | 86 | 78 | 148 | 41 | 132 | 53 | 159 | 67 | 21 | 206 | 44 | 182 | 158 | 68 | |
| | 45% | 49% | 41% | 47% | 46% | 41% | 37% | 45% | 55% | 45% | 45% | 36% | 46% | 52% | 46% | 44% | 50% | 45% | 51% | 44% | 48% | 39% | |
| Sigma | | | B | | | | | F | FG | | | | K | K | | | * | | | | | U | |
| | 500 | 253 | 247 | 172 | 194 | 134 | 187 | 158 | 155 | 172 | 328 | 113 | 285 | 101 | 347 | 153 | 41 | 459 | 86 | 414 | 328 | 172 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 508 | 256 | 252 | 183 | 170 | 155 | 196 | 215 | 11 | 214 | 294 | 147 | 265 | 96 | 260 | 248 | 41 | 467 | 37 | 471 | 270 | 238 |
| Base: All Respondents (wtd) | 500 | 244 | 256 | 202 | 147 | 152 | 198 | 204 | 10 | 202 | 298 | 129 | 294 | 77 | 249 | 251 | 40 | 460 | 36 | 464 | 259 | 241 |
| Follow on social media page | 293 | 133 | 159 | 134 | 81 | 78 | 122 | 115 | 3 | 114 | 179 | 75 | 171 | 47 | 132 | 161 | 20 | 273 | 21 | 272 | 137 | 156 |
| | 59% | 55% | 62% | 66% | 55% | 51% | 62% | 56% | 31% | 56% | 60% | 58% | 58% | 62% | 53% | 64% | 50% | 59% | 57% | 59% | 53% | 65% |
| Have their app | | | | DE | | | | | ** | | | | | | | N | * | | * | | T | |
| | 207 | 111 | 97 | 68 | 66 | 74 | 76 | 89 | 7 | 88 | 119 | 55 | 123 | 29 | 117 | 90 | 20 | 187 | 16 | 192 | 122 | 85 |
| | 41% | 45% | 38% | 34% | 45% | 49% | 38% | 44% | 69% | 44% | 40% | 42% | 42% | 38% | 47% | 36% | 50% | 41% | 43% | 41% | 47% | 35% |
| Sigma | | | | | C | C | | | ** | | | | | * | O | | * | | * | | U | |
| | 500 | 244 | 256 | 202 | 147 | 152 | 198 | 204 | 10 | 202 | 298 | 129 | 294 | 77 | 249 | 251 | 40 | 460 | 36 | 464 | 259 | 241 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1002 | 603 | 399 | 546 | 326 | 130 | 384 | 367 | 251 | 625 | 377 | 1 | 121 | 880 | 568 | 434 | 277 | 725 | 516 | 486 | 818 | 184 |
| Base: All Respondents (wtd) | 500 | 258 | 242 | 276 | 155 | 69 | 192 | 182 | 126 | 301 | 199 | * | 61 | 438 | 259 | 241 | 134 | 366 | 244 | 256 | 397 | 103 |
| Follow on social media page | 331 | 173 | 158 | 191 | 96 | 44 | 126 | 125 | 79 | 197 | 133 | * | 40 | 290 | 178 | 153 | 97 | 234 | 167 | 163 | 258 | 73 |
| | 66% | 67% | 65% | 69% | 62% | 64% | 66% | 69% | 63% | 66% | 67% | 100% | 66% | 66% | 69% | 63% | 72% | 64% | 69% | 64% | 65% | 71% |
| Have their app | | | | D | | | | | | | | ** | | | | | Q | | | | | |
| | 169 | 85 | 84 | 86 | 59 | 25 | 66 | 56 | 47 | 104 | 66 | - | 21 | 148 | 82 | 88 | 37 | 133 | 77 | 93 | 140 | 30 |
| | 34% | 33% | 35% | 31% | 38% | 36% | 34% | 31% | 37% | 34% | 33% | - | 34% | 34% | 31% | 37% | 28% | 36% | 31% | 36% | 35% | 29% |
| Sigma | | | | C | | | | | | | | ** | | | | | P | | | | | |
| | 500 | 258 | 242 | 276 | 155 | 69 | 192 | 182 | 126 | 301 | 199 | * | 61 | 438 | 259 | 241 | 134 | 366 | 244 | 256 | 397 | 103 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 504 | 218 | 286 | 273 | 193 | 38 | 70 | 260 | 174 | 288 | 216 | 183 | 40 | 281 | 242 | 262 | 79 | 425 | 138 | 366 | 442 | 62 |
| Base: All Respondents (wtd) | 500 | 250 | 250 | 282 | 172 | 47 | 77 | 257 | 166 | 272 | 228 | 191 | 41 | 269 | 246 | 254 | 80 | 420 | 137 | 363 | 431 | 69 |
| Follow on social media page | 301 | 145 | 156 | 164 | 103 | 34 | 34 | 174 | 93 | 168 | 133 | 121 | 24 | 156 | 148 | 153 | 49 | 252 | 87 | 214 | 258 | 43 |
| | 60% | 58% | 62% | 58% | 60% | 74% | 44% | 68% | 56% | 62% | 58% | 63% | 59% | 58% | 60% | 60% | 62% | 60% | 64% | 59% | 60% | 62% |
| Have their app | | | | | | * | * | FH | | | | | * | | | | * | | | | | * |
| | 199 | 105 | 94 | 118 | 69 | 12 | 43 | 83 | 73 | 104 | 95 | 70 | 17 | 113 | 97 | 102 | 30 | 169 | 50 | 149 | 173 | 26 |
| | 40% | 42% | 38% | 42% | 40% | 26% | 56% | 32% | 44% | 38% | 42% | 37% | 41% | 42% | 40% | 40% | 38% | 40% | 36% | 41% | 40% | 38% |
| Sigma | | | | | | * | G* | | G | | | | * | | | | * | | | | | * |
| | 500 | 250 | 250 | 282 | 172 | 47 | 77 | 257 | 166 | 272 | 228 | 191 | 41 | 269 | 246 | 254 | 80 | 420 | 137 | 363 | 431 | 69 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1012 | 503 | 509 | 336 | 378 | 298 | 300 | 452 | 260 | 470 | 542 | 346 | 542 | 124 | 528 | 484 | 90 | 922 | 136 | 876 | 595 | 417 |
| Base: All Respondents (wtd) | 500 | 250 | 250 | 181 | 179 | 140 | 153 | 219 | 128 | 238 | 262 | 243 | 198 | 58 | 251 | 249 | 43 | 457 | 64 | 436 | 281 | 219 |
| Follow on social media page | 281 | 130 | 151 | 93 | 103 | 86 | 96 | 127 | 58 | 140 | 141 | 150 | 103 | 29 | 138 | 143 | 22 | 259 | 33 | 249 | 147 | 134 |
| | 56% | 52% | 60% | 51% | 57% | 61% | 63% | 58% | 45% | 59% | 54% | 61% | 52% | 50% | 55% | 58% | 52% | 57% | 51% | 57% | 52% | 61% |
| Have their app | | | A | | | C | | H | | | | | LM | | | | * | | | | | T |
| | 219 | 120 | 99 | 88 | 76 | 54 | 57 | 92 | 70 | 98 | 121 | 94 | 96 | 29 | 113 | 105 | 21 | 198 | 32 | 187 | 134 | 85 |
| | 44% | 48% | 40% | 49% | 43% | 39% | 37% | 42% | 55% | 41% | 46% | 39% | 48% | 50% | 45% | 42% | 48% | 43% | 49% | 43% | 48% | 39% |
| Sigma | | B | | E | | | | | FG | | | | K | K | | | * | | | | | U |
| | 500 | 250 | 250 | 181 | 179 | 140 | 153 | 219 | 128 | 238 | 262 | 243 | 198 | 58 | 251 | 249 | 43 | 457 | 64 | 436 | 281 | 219 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1008 | 492 | 516 | 346 | 287 | 375 | 637 | 316 | 55 | 547 | 461 | 337 | 246 | 425 | 476 | 532 | 35 | 973 | 78 | 930 | 671 | 337 |
| Base: All Respondents (wtd) | 500 | 251 | 249 | 186 | 141 | 174 | 340 | 141 | 18 | 266 | 234 | 295 | 90 | 115 | 223 | 277 | 16 | 484 | 36 | 464 | 331 | 169 |
| Follow on social media page | 188 | 92 | 96 | 63 | 50 | 75 | 136 | 44 | 7 | 95 | 93 | 107 | 35 | 46 | 83 | 104 | 9 | 179 | 21 | 167 | 121 | 67 |
| | 38% | 37% | 38% | 34% | 36% | 43% | 40% | 31% | 39% | 36% | 40% | 36% | 39% | 40% | 37% | 38% | 55% | 37% | 58% | 36% | 37% | 39% |
| Have their app | | | | | | C | G | | * | | | | | | | | ** | | S* | | | |
| | 312 | 159 | 153 | 123 | 91 | 99 | 204 | 97 | 11 | 171 | 141 | 188 | 55 | 69 | 140 | 172 | 7 | 305 | 15 | 297 | 210 | 102 |
| | 62% | 63% | 62% | 66% | 64% | 57% | 60% | 69% | 61% | 64% | 60% | 64% | 61% | 60% | 63% | 62% | 45% | 63% | 42% | 64% | 63% | 61% |
| Sigma | | | | E | | | F | * | | | | | | | | | ** | | * | R | | |
| | 500 | 251 | 249 | 186 | 141 | 174 | 340 | 141 | 18 | 266 | 234 | 295 | 90 | 115 | 223 | 277 | 16 | 484 | 36 | 464 | 331 | 169 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 504 | 238 | 266 | 227 | 186 | 91 | 363 | 124 | 17 | 234 | 270 | 130 | 175 | 199 | 265 | 239 | 116 | 388 | 134 | 370 | 306 | 198 |
| Base: All Respondents (wtd) | 500 | 239 | 261 | 270 | 156 | 74 | 405 | 88 | 7 | 210 | 290 | 321 | 103 | 76 | 232 | 268 | 96 | 404 | 96 | 404 | 252 | 248 |
| Follow on social media page | 319 | 158 | 160 | 175 | 100 | 44 | 262 | 54 | 3 | 141 | 178 | 218 | 62 | 39 | 149 | 169 | 50 | 268 | 48 | 270 | 157 | 162 |
| | 64% | 66% | 61% | 65% | 64% | 59% | 65% | 61% | 42% | 67% | 61% | 68% | 60% | 51% | 64% | 63% | 52% | 67% | 51% | 67% | 62% | 65% |
| Have their app | | | | | | * | | * | ** | | | M | | | | | * | P | * | R | | |
| | 181 | 80 | 101 | 95 | 56 | 30 | 143 | 34 | 4 | 69 | 112 | 103 | 41 | 37 | 83 | 99 | 46 | 135 | 47 | 134 | 95 | 87 |
| | 36% | 34% | 39% | 35% | 36% | 41% | 35% | 39% | 58% | 33% | 39% | 32% | 40% | 49% | 36% | 37% | 48% | 33% | 49% | 33% | 38% | 35% |
| Sigma | | | | | | * | | * | ** | | | | | K | | | Q* | | S* | | | |
| | 500 | 239 | 261 | 270 | 156 | 74 | 405 | 88 | 7 | 210 | 290 | 321 | 103 | 76 | 232 | 268 | 96 | 404 | 96 | 404 | 252 | 248 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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 (*)

| | 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: All Respondents (unwtd) | 504 | 275 | 229 | 188 | 150 | 166 | 388 | 100 | 16 | 261 | 243 | 75 | 346 | 83 | 216 | 288 | 41 | 463 | 65 | 439 | 265 | 239 | |
| Base: All Respondents (wtd) | 500 | 248 | 252 | 215 | 135 | 150 | 395 | 90 | 15 | 239 | 261 | 104 | 327 | 69 | 198 | 302 | 35 | 465 | 55 | 445 | 240 | 260 | |
| Follow on social media page | 283 | 144 | 139 | 102 | 85 | 96 | 223 | 51 | 9 | 150 | 133 | 51 | 197 | 34 | 114 | 169 | 27 | 256 | 38 | 244 | 144 | 139 | |
| | 57% | 58% | 55% | 47% | 63% | 64% | 56% | 57% | 59% | 63% | 51% | 49% | 60% | 49% | 58% | 56% | 75% | 55% | 69% | 55% | 60% | 54% | |
| Have their app | | | | C | C | | * | ** | J | | * | | * | | | Q* | | S* | | | | | |
| | 217 | 104 | 113 | 113 | 50 | 55 | 172 | 39 | 6 | 89 | 129 | 53 | 129 | 35 | 84 | 133 | 9 | 209 | 17 | 200 | 97 | 121 | |
| | 43% | 42% | 45% | 53% | 37% | 36% | 44% | 43% | 41% | 37% | 49% | 51% | 40% | 51% | 42% | 44% | 25% | 45% | 31% | 45% | 40% | 46% | |
| Sigma | | | | DE | | | * | ** | I | | * | | * | | | * | P | * | R | | | | |
| | 500 | 248 | 252 | 215 | 135 | 150 | 395 | 90 | 15 | 239 | 261 | 104 | 327 | 69 | 198 | 302 | 35 | 465 | 55 | 445 | 240 | 260 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 501 | 253 | 248 | 171 | 169 | 161 | 68 | 263 | 170 | 240 | 261 | 81 | 296 | 124 | 267 | 234 | 53 | 448 | 70 | 431 | 333 | 168 |
| Base: All Respondents (wtd) | 500 | 241 | 259 | 211 | 163 | 126 | 71 | 275 | 154 | 220 | 280 | 146 | 266 | 88 | 245 | 255 | 50 | 450 | 65 | 435 | 314 | 186 |
| Follow on social media page | 288 | 130 | 158 | 129 | 89 | 71 | 50 | 166 | 73 | 119 | 170 | 88 | 152 | 48 | 134 | 154 | 32 | 256 | 41 | 247 | 170 | 118 |
| | 58% | 54% | 61% | 61% | 54% | 56% | 70% | 60% | 47% | 54% | 61% | 60% | 57% | 54% | 55% | 60% | 63% | 57% | 63% | 57% | 54% | 64% |
| Have their app | | | | | | | H* | H | | | | * | | | | | * | | * | | | |
| | 212 | 111 | 101 | 82 | 75 | 55 | 21 | 110 | 81 | 102 | 110 | 58 | 114 | 40 | 111 | 101 | 18 | 194 | 24 | 188 | 144 | 68 |
| | 42% | 46% | 39% | 39% | 46% | 44% | 30% | 40% | 53% | 46% | 39% | 40% | 43% | 46% | 45% | 40% | 37% | 43% | 37% | 43% | 46% | 36% |
| Sigma | | | | | | | * | FG | | | | * | | | | | * | | * | | | |
| | 500 | 241 | 259 | 211 | 163 | 126 | 71 | 275 | 154 | 220 | 280 | 146 | 266 | 88 | 245 | 255 | 50 | 450 | 65 | 435 | 314 | 186 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 505 | 333 | 172 | 298 | 171 | 36 | 286 | 125 | 39 | 315 | 190 | 139 | 134 | 232 | 276 | 229 | 69 | 436 | 88 | 417 | 317 | 188 |
| Base: All Respondents (wtd) | 500 | 283 | 217 | 295 | 170 | 34 | 312 | 95 | 32 | 282 | 218 | 290 | 145 | 65 | 235 | 265 | 56 | 444 | 81 | 419 | 258 | 242 |
| Follow on social media page | 288 | 163 | 125 | 164 | 101 | 23 | 191 | 51 | 13 | 158 | 130 | 170 | 85 | 33 | 141 | 147 | 28 | 260 | 40 | 248 | 145 | 144 |
| | 58% | 58% | 58% | 56% | 59% | 67% | 61% | 53% | 39% | 56% | 60% | 59% | 59% | 51% | 60% | 56% | 50% | 59% | 50% | 59% | 56% | 59% |
| Have their app | 212 | 120 | 92 | 131 | 69 | 11 | 121 | 45 | 19 | 123 | 88 | 120 | 60 | 32 | 94 | 118 | 28 | 183 | 41 | 170 | 113 | 98 |
| | 42% | 42% | 42% | 44% | 41% | 33% | 39% | 47% | 61% | 44% | 40% | 41% | 41% | 49% | 40% | 44% | 50% | 41% | 50% | 41% | 44% | 41% |
| | | | | | * | ** | | * | ** | | | | | | | | * | | * | | | |
| Sigma | 500 | 283 | 217 | 295 | 170 | 34 | 312 | 95 | 32 | 282 | 218 | 290 | 145 | 65 | 235 | 265 | 56 | 444 | 81 | 419 | 258 | 242 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 503 | 203 | 300 | 253 | 177 | 73 | 31 | 53 | 419 | 253 | 250 | 278 | 136 | 89 | 245 | 258 | 102 | 401 | 155 | 348 | 411 | 92 |
| Base: All Respondents (wtd) | 500 | 240 | 260 | 287 | 143 | 70 | 39 | 51 | 409 | 216 | 284 | 282 | 129 | 89 | 236 | 264 | 96 | 404 | 149 | 351 | 382 | 118 |
| Follow on social media page | 252 | 113 | 139 | 141 | 72 | 38 | 28 | 26 | 198 | 100 | 152 | 139 | 72 | 42 | 110 | 142 | 51 | 201 | 79 | 173 | 180 | 72 |
| | 50% | 47% | 53% | 49% | 50% | 55% | 70% | 51% | 48% | 46% | 53% | 49% | 56% | 47% | 47% | 54% | 53% | 50% | 53% | 49% | 47% | 61% |
| Have their app | | | | | | * | ** | * | | | | | | * | | | * | | | | T* | |
| | 248 | 127 | 121 | 145 | 71 | 32 | 12 | 25 | 211 | 116 | 132 | 143 | 57 | 47 | 126 | 122 | 46 | 203 | 70 | 178 | 202 | 46 |
| | 50% | 53% | 47% | 51% | 50% | 45% | 30% | 49% | 52% | 54% | 47% | 51% | 44% | 53% | 53% | 46% | 47% | 50% | 47% | 51% | 53% | 39% |
| Sigma | | | | | | * | ** | * | | | | | | * | | | * | | | | U | * |
| | 500 | 240 | 260 | 287 | 143 | 70 | 39 | 51 | 409 | 216 | 284 | 282 | 129 | 89 | 236 | 264 | 96 | 404 | 149 | 351 | 382 | 118 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

| | South Korea
Total | South Korea | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|----------------------|-------------|----------|----------|------------------|------|--------|----------------|---------|-----------|------|--------|---------------------|------|----------------|------|---------------------------|------|-------------------|-------|------|------|
| Gender | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Business Owner | | Senior Executive/Decision | | Employment Status | | | |
| Male | | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | Low | Medium | High | Yes | No | Yes | No | Yes | No | Total | Non | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | |
| | | | | | | | | | | | | | | | | | | | | | | |
| Base: All Respondents (unwtd) | 507 | 252 | 255 | 211 | 176 | 120 | 80 | 203 | 224 | 298 | 209 | 17 | 138 | 352 | 257 | 250 | 68 | 439 | 101 | 406 | 369 | 138 |
| Base: All Respondents (wtd) | 500 | 253 | 247 | 211 | 183 | 107 | 77 | 202 | 220 | 292 | 208 | 16 | 132 | 351 | 254 | 246 | 66 | 434 | 98 | 402 | 366 | 134 |
| Follow on social media page | 206 | 104 | 102 | 84 | 76 | 46 | 30 | 86 | 90 | 122 | 84 | 8 | 57 | 141 | 108 | 98 | 41 | 165 | 53 | 153 | 160 | 46 |
| | 41% | 41% | 41% | 40% | 42% | 43% | 38% | 43% | 41% | 42% | 41% | 47% | 43% | 40% | 43% | 40% | 62% | 38% | 54% | 38% | 44% | 35% |
| Have their app | | | | | | | * | | | | | ** | | | | Q* | | S* | | | | |
| | 294 | 148 | 146 | 127 | 107 | 60 | 48 | 116 | 131 | 170 | 124 | 9 | 75 | 211 | 146 | 148 | 25 | 269 | 45 | 249 | 206 | 88 |
| | 59% | 59% | 59% | 60% | 58% | 57% | 62% | 57% | 59% | 58% | 59% | 53% | 57% | 60% | 57% | 60% | 38% | 62% | 46% | 62% | 56% | 65% |
| Sigma | | | | | | | * | | | | | ** | | | | * | P | * | R | | | |
| | 500 | 253 | 247 | 211 | 183 | 107 | 77 | 202 | 220 | 292 | 208 | 16 | 132 | 351 | 254 | 246 | 66 | 434 | 98 | 402 | 366 | 134 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | | | | | | | | | | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

| | Spain Total | Spain | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-------------|--------|--------|----------|----------|----------|------------------|--------|------|----------------|-------|-----------|--------|------|---------------------|------|----------------|------|---------------------------|------|-------------------|------|--|
| | | Gender | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Business Owner | | Senior Executive/Decision | | Employment Status | | |
| | | Male | Female | Under 35 | 35 to 49 | 50 to 64 | Low | Medium | High | Married | Other | Low | Medium | High | Yes | No | Yes | No | Yes | No | Total | Non | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | | |
| Base: All Respondents (unwtd) | 1015 | 497 | 518 | 381 | 370 | 264 | 684 | 281 | 50 | 459 | 556 | 624 | 96 | 295 | 534 | 481 | 93 | 922 | 87 | 928 | 562 | 453 | |
| Base: All Respondents (wtd) | 500 | 252 | 248 | 205 | 170 | 125 | 338 | 137 | 25 | 210 | 290 | 249 | 115 | 136 | 258 | 242 | 45 | 455 | 45 | 455 | 270 | 230 | |
| Follow on social media page | 273 | 128 | 146 | 113 | 89 | 72 | 188 | 73 | 12 | 111 | 162 | 140 | 64 | 69 | 131 | 142 | 23 | 250 | 20 | 254 | 140 | 133 | |
| | 55% | 51% | 59% | 55% | 52% | 57% | 56% | 53% | 50% | 53% | 56% | 56% | 56% | 51% | 51% | 59% | 52% | 55% | 45% | 56% | 52% | 58% | |
| Have their app | | A | | | | | | | * | | | | * | | N | | * | | * | | | | |
| | 227 | 124 | 102 | 92 | 81 | 53 | 150 | 64 | 12 | 99 | 128 | 109 | 50 | 68 | 127 | 100 | 21 | 205 | 25 | 202 | 130 | 97 | |
| | 45% | 49% | 41% | 45% | 48% | 43% | 44% | 47% | 50% | 47% | 44% | 44% | 44% | 49% | 49% | 41% | 48% | 45% | 55% | 44% | 48% | 42% | |
| Sigma | | B | | | | | | | * | | | | * | | O | | * | | * | | | | |
| | 500 | 252 | 248 | 205 | 170 | 125 | 338 | 137 | 25 | 210 | 290 | 249 | 115 | 136 | 258 | 242 | 45 | 455 | 45 | 455 | 270 | 230 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 502 | 250 | 252 | 161 | 177 | 164 | 159 | 258 | 85 | 187 | 315 | 320 | 82 | 100 | 294 | 208 | 52 | 450 | 63 | 439 | 346 | 156 |
| Base: All Respondents (wtd) | 500 | 253 | 247 | 186 | 166 | 148 | 124 | 277 | 99 | 201 | 299 | 105 | 262 | 132 | 291 | 209 | 58 | 442 | 82 | 418 | 355 | 145 |
| Follow on social media page | 296 | 142 | 155 | 101 | 98 | 98 | 86 | 162 | 48 | 105 | 192 | 76 | 139 | 82 | 178 | 119 | 30 | 267 | 40 | 257 | 208 | 88 |
| | 59% | 56% | 63% | 54% | 59% | 66% | 69% | 59% | 49% | 52% | 64% | 72% | 53% | 62% | 61% | 57% | 51% | 60% | 48% | 61% | 59% | 61% |
| Have their app | | | | * | * | * | H* | | * | * | | L | * | * | | * | ** | | * | | | * |
| | 204 | 112 | 92 | 85 | 68 | 51 | 38 | 115 | 51 | 96 | 107 | 29 | 124 | 51 | 114 | 90 | 29 | 175 | 42 | 161 | 147 | 57 |
| | 41% | 44% | 37% | 46% | 41% | 34% | 31% | 41% | 51% | 48% | 36% | 28% | 47% | 38% | 39% | 43% | 49% | 40% | 52% | 39% | 41% | 39% |
| Sigma | | | | * | * | * | * | | F* | * | | | K* | * | | * | ** | | * | | | * |
| | 500 | 253 | 247 | 186 | 166 | 148 | 124 | 277 | 99 | 201 | 299 | 105 | 262 | 132 | 291 | 209 | 58 | 442 | 82 | 418 | 355 | 145 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 508 | 295 | 213 | 290 | 177 | 41 | 20 | 183 | 305 | 262 | 246 | 159 | 78 | 271 | 275 | 233 | 67 | 441 | 169 | 339 | 351 | 157 | |
| Base: All Respondents (wtd) | 500 | 252 | 248 | 262 | 181 | 56 | 20 | 180 | 299 | 253 | 247 | 158 | 78 | 264 | 262 | 238 | 68 | 432 | 162 | 338 | 333 | 167 | |
| Follow on social media page | 223 | 106 | 116 | 119 | 82 | 22 | 15 | 85 | 123 | 109 | 114 | 85 | 39 | 99 | 113 | 110 | 23 | 200 | 56 | 167 | 139 | 84 | |
| | 45% | 42% | 47% | 45% | 45% | 39% | 73% | 47% | 41% | 43% | 46% | 54% | 49% | 37% | 43% | 46% | 34% | 46% | 34% | 49% | 42% | 50% | |
| Have their app | | | | | | * | ** | | | | | M | * | | | | * | | R | | | | |
| | 277 | 146 | 132 | 144 | 100 | 34 | 6 | 96 | 176 | 144 | 133 | 73 | 39 | 165 | 150 | 128 | 45 | 233 | 106 | 171 | 194 | 84 | |
| | 55% | 58% | 53% | 55% | 55% | 61% | 27% | 53% | 59% | 57% | 54% | 46% | 51% | 63% | 57% | 54% | 66% | 54% | 66% | 51% | 58% | 50% | |
| Sigma | | | | | | * | ** | | | | | | * | K | | | * | | S | | | | |
| | 500 | 252 | 248 | 262 | 181 | 56 | 20 | 180 | 299 | 253 | 247 | 158 | 78 | 264 | 262 | 238 | 68 | 432 | 162 | 338 | 333 | 167 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

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: All Respondents (unwtd) | 1004 | 480 | 524 | 372 | 311 | 321 | 237 | 614 | 153 | 418 | 586 | 366 | 336 | 302 | 567 | 437 | 77 | 927 | 115 | 889 | 604 | 400 | |
| Base: All Respondents (wtd) | 500 | 246 | 254 | 185 | 165 | 150 | 116 | 307 | 77 | 209 | 291 | 180 | 167 | 153 | 286 | 214 | 39 | 461 | 58 | 442 | 306 | 194 | |
| Follow on social media page | 270 | 127 | 143 | 100 | 87 | 83 | 72 | 165 | 34 | 115 | 156 | 102 | 87 | 81 | 146 | 124 | 20 | 250 | 30 | 241 | 155 | 115 | |
| | 54% | 52% | 56% | 54% | 53% | 55% | 62% | 54% | 44% | 55% | 53% | 57% | 52% | 53% | 51% | 58% | 52% | 54% | 51% | 54% | 51% | 59% | |
| Have their app | | | | | | | GH | H | | | | | | | N | * | | | | | T | | |
| | 230 | 119 | 111 | 85 | 78 | 67 | 45 | 142 | 43 | 94 | 136 | 78 | 80 | 71 | 139 | 90 | 18 | 211 | 28 | 202 | 151 | 79 | |
| | 46% | 48% | 44% | 46% | 47% | 45% | 38% | 46% | 56% | 45% | 47% | 43% | 48% | 47% | 49% | 42% | 48% | 46% | 49% | 46% | 49% | 41% | |
| Sigma | | | | | | | F | FG | | | | | | | O | * | | | | | U | | |
| | 500 | 246 | 254 | 185 | 165 | 150 | 116 | 307 | 77 | 209 | 291 | 180 | 167 | 153 | 286 | 214 | 39 | 461 | 58 | 442 | 306 | 194 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |

Socialogue
GN4. Would you rather follow a brand, product, store or company on their social media page or would you rather have their app?

Proportions/Mean: - Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J,K/L/M,N/O,P/Q,R/S,T/U
Minimum Base: 30 (**), Small Base: 100 (*)

| | United States
Total | the US | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|------------------------|-----------|-------------|---------------|---------------|---------------|------------------|-------------|-----------|----------------|------------|-----------|-------------|-----------|---------------------|---------|----------------|---------|---------------------------|---------|-------------------|----------|--|
| | | Gender | | Age | | | Household Income | | | Marital Status | | Education | | | Chief Income Earner | | Business Owner | | Senior Executive/Decision | | Employment Status | | |
| | | Male
A | Female
B | Under 35
C | 35 to 49
D | 50 to 64
E | Low
F | Medium
G | High
H | Married
I | Other
J | Low
K | Medium
L | High
M | Yes
N | No
O | Yes
P | No
Q | Yes
R | No
S | Total
T | Non
U | |
| | | | | | | | | | | | | | | | | | | | | | | | |
| Base: All Respondents (unwtd) | 1001 | 484 | 517 | 329 | 330 | 342 | 144 | 453 | 404 | 606 | 395 | 373 | 352 | 276 | 525 | 476 | 116 | 885 | 136 | 865 | 661 | 340 | |
| Base: All Respondents (wtd) | 500 | 247 | 253 | 182 | 158 | 160 | 81 | 209 | 210 | 300 | 200 | 232 | 127 | 141 | 257 | 243 | 54 | 446 | 65 | 435 | 325 | 175 | |
| Follow on social media page | 275 | 128 | 147 | 96 | 85 | 93 | 44 | 117 | 114 | 165 | 110 | 134 | 68 | 73 | 140 | 134 | 32 | 243 | 35 | 240 | 173 | 102 | |
| | 55% | 52% | 58% | 53% | 54% | 58% | 54% | 56% | 54% | 55% | 55% | 58% | 54% | 52% | 55% | 55% | 59% | 55% | 54% | 55% | 53% | 58% | |
| Have their app | | A | | | | | | | | | | | | | | | | | | | | | |
| | 225 | 120 | 106 | 86 | 73 | 66 | 37 | 93 | 95 | 135 | 90 | 99 | 59 | 68 | 117 | 108 | 23 | 203 | 29 | 196 | 152 | 73 | |
| | 45% | 48% | 42% | 47% | 46% | 42% | 46% | 44% | 46% | 45% | 45% | 42% | 46% | 48% | 45% | 45% | 41% | 45% | 46% | 45% | 47% | 42% | |
| Sigma | | B | | | | | | | | | | | | | | | | | | | | | |
| | 500 | 247 | 253 | 182 | 158 | 160 | 81 | 209 | 210 | 300 | 200 | 232 | 127 | 141 | 257 | 243 | 54 | 446 | 65 | 435 | 325 | 175 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |