

Socialogue

GU4. How do you find out about new brands and products?

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: All Respondents (unwtd)	18331	9036	9295	6957	6329	5045	5791	7501	4879	9288	9043	5368	6306	6657	9966	8365	2082	16249	3299	15032	12471	5860
Base: All Respondents (wtd)	12000	5978	6022	5289	3883	2828	4189	4659	2995	5633	6367	4386	4288	3325	6150	5850	1326	10674	1977	10023	7764	4236
Internet	8170	4210	3960	3809	2578	1782	2655	3248	2160	3798	4372	2775	2943	2452	4196	3973	954	7216	1493	6677	5392	2778
	68%	70%	66%	72%	66%	63%	63%	70%	72%	67%	69%	63%	69%	74%	68%	68%	72%	68%	76%	67%	69%	66%
		B	DE	DE	E	F	F	FG	FG	I	J	K	KL	KL	O	S	Q	S	S	U		
TV advertising	7369	3574	3795	3144	2395	1830	2483	2885	1914	3555	3814	2775	2583	2011	3818	3551	804	6565	1239	6130	4776	2593
	61%	60%	63%	59%	62%	65%	59%	62%	64%	63%	60%	63%	60%	60%	62%	61%	61%	62%	63%	61%	62%	61%
From friends and family	6318	2874	3444	2907	1993	1418	2091	2383	1768	2889	3430	2182	2334	1802	3080	3238	698	5621	1064	5254	4092	2227
	53%	48%	57%	55%	51%	50%	50%	51%	59%	51%	54%	50%	54%	54%	50%	55%	53%	53%	54%	52%	53%	53%
		A	DE	C	C	CD	F	FG	J	I	K	K	K	K	N	Q	S	S	S			
In retail stores	5113	2408	2705	2162	1696	1255	1537	2028	1491	2419	2694	1779	1929	1405	2645	2468	615	4498	946	4166	3375	1738
	43%	40%	45%	41%	44%	44%	37%	44%	50%	43%	42%	41%	45%	42%	43%	42%	46%	42%	48%	42%	43%	41%
		A	A	C	C	C	F	FG	J	I	KM	K	K	K	Q	Q	Q	Q	S	U		
Magazine advertising	4335	1931	2404	1821	1432	1082	1381	1672	1238	2138	2197	1533	1518	1284	2179	2156	539	3796	841	3494	2869	1466
	36%	32%	40%	34%	37%	38%	33%	36%	41%	38%	35%	35%	35%	39%	35%	37%	41%	36%	43%	35%	37%	35%
Social networking sites	4275	1946	2329	2383	1240	652	1433	1671	1107	1822	2453	1548	1475	1253	2040	2236	531	3744	862	3413	2723	1552
	36%	33%	39%	45%	32%	23%	34%	36%	37%	32%	39%	35%	34%	38%	33%	38%	40%	35%	44%	34%	35%	37%
		A	DE	E	E	C	F	FG	J	I	K	K	K	K	O	Q	Q	Q	S	S		
Entertainment (TV shows/movies)	3113	1522	1591	1537	968	607	1041	1224	824	1397	1716	1087	1088	937	1541	1572	388	2724	613	2500	2014	1099
	26%	25%	26%	29%	25%	21%	25%	26%	28%	25%	27%	25%	25%	28%	25%	27%	29%	26%	31%	25%	26%	26%
		A	DE	DE	E	C	F	FG	J	I	K	K	K	K	N	Q	Q	Q	S	S		
Email newsletters	3082	1553	1529	1246	1010	826	1003	1172	865	1518	1563	1055	1143	884	1680	1402	425	2657	674	2408	2054	1028
	26%	26%	25%	24%	26%	29%	24%	25%	29%	27%	25%	24%	27%	27%	27%	24%	32%	25%	34%	24%	26%	24%
		A	C	C	CD	F	F	FG	J	I	K	K	K	K	O	Q	Q	Q	S	U		
Direct mail	2416	1183	1233	910	793	713	794	948	651	1254	1162	849	947	621	1313	1103	328	2088	472	1944	1599	817
	20%	20%	20%	17%	20%	25%	19%	20%	22%	22%	18%	19%	22%	19%	21%	19%	25%	20%	24%	19%	21%	19%
		A	CD	CD	C	C	F	FG	J	I	KM	K	K	K	O	Q	Q	Q	S	S		
Magazine editorials	2225	988	1237	976	706	543	736	768	684	1036	1189	694	818	713	1123	1102	351	1874	530	1695	1465	759
	19%	17%	21%	18%	18%	19%	18%	16%	23%	18%	19%	16%	19%	21%	18%	19%	26%	18%	27%	17%	19%	18%
Blogs	1775	816	959	1029	526	220	555	671	527	779	996	553	559	663	881	893	255	1520	415	1359	1158	617
	15%	14%	16%	19%	14%	8%	13%	14%	18%	14%	16%	13%	13%	20%	14%	15%	19%	14%	21%	14%	15%	15%
		A	DE	E	E	G	F	FG	I	I	K	K	K	K	Q	Q	Q	Q	S	S		
Text newsletters	926	466	460	409	319	197	314	339	271	495	431	333	296	297	482	445	168	758	247	679	639	287
	8%	8%	8%	8%	8%	7%	7%	7%	9%	9%	7%	8%	7%	9%	8%	8%	13%	7%	13%	7%	8%	7%
		A	DE	DE	E	F	F	FG	J	I	K	K	K	K	Q	Q	Q	Q	S	U		
From celebrities	846	317	529	542	219	85	320	303	210	368	479	335	246	265	348	499	134	712	201	645	524	322
	7%	5%	9%	10%	6%	3%	8%	7%	7%	8%	8%	8%	6%	8%	6%	9%	10%	7%	10%	6%	7%	8%
		A	DE	E	G	L	I	L	L	L	L	L	L	L	N	O	S	S	S			
None of these	385	223	162	166	123	96	175	138	60	172	214	174	135	76	208	177	32	353	35	350	229	156
	3%	4%	3%	3%	3%	3%	4%	3%	2%	3%	3%	4%	3%	2%	3%	3%	2%	3%	2%	3%	3%	4%
		B	GH	H	H	H	GH	H	M	M	M	M	M	M	R	R	R	R	T	T		
Sigma	50347	24011	26336	23042	15999	11307	16519	19449	13768	23639	26709	17671	18014	14663	25534	24814	6223	44125	9633	40715	32909	17438
	420%	402%	437%	436%	412%	400%	394%	417%	460%	420%	419%	403%	420%	441%	415%	424%	469%	413%	487%	406%	424%	412%

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Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X
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)	18331	517	1016	508	1027	1024	1008	1015	1025	1017	513	1016	505	1020	1007	506	514	503	516	515	508	1020	513	504	1014
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	500
Internet	8170	341	305	243	402	309	399	258	310	301	381	374	421	317	310	359	382	373	326	355	370	320	287	456	271
	68%	68%	61%	49%	80%	62%	80%	52%	62%	60%	76%	75%	84%	63%	62%	72%	76%	75%	65%	71%	74%	64%	57%	91%	54%
		BCEGHINVX	CGX		ABCEGHIKMN OQRSTUVX	CGX	ABCEGHIMN ORSUVX		CGX	CGX	ABCEGHIMN RUVX	ABCEGHIMN RUVX	ABCEGHUJLM NOPQRSTUV X	CGX	CGX	BCEGHIMNU VX	ABCEGHIMN RUVX	ABCEGHIMN RUVX	CGX	BCEGHIMNU VX	BCEGHIMNR UVX	CGX	C	ABCEDEFGHIJK LMNOPQRST UVX	
TV advertising	7369	373	314	316	338	309	299	283	244	286	333	371	343	274	151	376	255	320	291	364	256	331	257	392	291
	61%	75%	63%	63%	68%	62%	60%	57%	49%	57%	67%	74%	69%	55%	30%	75%	51%	64%	58%	73%	51%	66%	51%	78%	58%
		BCDEFGHJLM NOPRTUVX	GHIMNPVT X	GHIMNPVT X	EFGHIMNPRT VX	GHIMNPVT X	HNPT	HNP	N	HNPT	GHIMNPRTV X	BCDEFGHJLM NOPRTUVX	BEFGHIMNPR TVX	HN		BCDEFGHJLM NOPRTUVX	N	GHIMNPVTX	HN	BCEFGHIMNP QRTUVX	N	GHIMNPRTV X	N	BCDEFGHJLM NOPRTUVX	HNPT
From friends and family	6318	306	280	276	249	288	212	249	236	254	242	275	282	235	124	282	290	272	304	327	187	275	296	306	272
	53%	61%	56%	55%	50%	58%	42%	50%	47%	51%	48%	55%	56%	47%	25%	56%	58%	54%	61%	65%	37%				
		DFGHUJLMNQ TUX	DFGHUMNT	FHJMNT	NT	DFGHUMNT	N	NT	NT	FNT	NT	DFGHUMNT	DFGHUMNT	NT		FGHJMNT	DFGHUMNT	FHMNT	DFGHUMNT	BCDEFGHIJKL MNOPQTUX	N	DFGHUMNT	DFGHUMNT	DFGHUJLMNQ TUX	FGHJMNT
In retail stores	5113	277	287	250	171	293	175	174	279	272	212	240	182	233	89	184	130	291	189	297	68	100	213	254	252
	43%	55%	57%	50%	34%	59%	35%	35%	56%	54%	42%	48%	36%	47%	18%	37%	26%	58%	38%	59%	14%	20%	43%	51%	50%
		DFGJIKLMNOP RTUV	CDFGIKLMNO PRTUVWX	DFGILNOPRT U	CDFGIKLMNO PRTUVWX	NPTU	NPTU	CDFGIKLMNO PRTUVX	CDFGIKLMNOP PRTUVX	RTUV	CDGNTU	DFGILNOPRT U	NPTU	DFGILNOPRTU		NPTU	NTU	CDFGIKLMNO PRTUVWX	CDFGIKLMNO PRTUVWX	CDFGIKLMNO PRTUVWX		T	DGNTU	DFGILNOPRT U	DFGILNOPRT U
Magazine advertising	4335	231	149	202	202	173	143	193	195	140	119	233	240	172	89	263	139	178	193	274	125	160	183	183	156
	36%	46%	30%	40%	40%	35%	29%	39%	39%	28%	24%	47%	48%	34%	18%	53%	28%	36%	39%	55%	25%	32%	37%	37%	31%
		BEFGHIMNP QTUVWX	JN	BEFJMNPTU X	BEFJMNPTU X	BJNPT	N	BFJNPTU	BEFJMNPTU X	N	N	BCDEFGHJLM NPQRTUVWX	BCDEFGHJLM NPQRTUVWX	INPT		BCDEFGHJLM NPQRTUVWX	N	INPT	BFJNPTX	ABCEFGHIJK LMNOPRTUV WX	N	JNT	INPT	BFJNPTX	JNT
Social networking sites	4275	227	147	113	283	147	172	83	103	126	182	245	297	188	44	217	116	227	246	222	110	188	142	323	127
	36%	45%	29%	23%	57%	29%	34%	17%	21%	25%	36%	49%	59%	38%	9%	43%	23%	45%	49%	44%	22%	38%	28%	65%	25%
		BCEFGHIJLM PTUVX	CGHNPT	GN	ABCEFGHIJK MNOPQRSTU VX	CGHINPT	CGHINPTX	N	GN	GHN	BCEGHINPTV X	BCEFGHIJLM PTUVX	ABCEFGHIJK MNOPQRSTU VX	BCEGHINPTV X		BCEGHINPT VX	GN	BCEFGHIJLM PTUVX	BCEFGHIJLM PTUVX	BCEFGHIJLM PTUVX	GN	BCEGHINPTV X	GHN	ABCEFGHIJK MNOPQRSTU VX	GHN
Entertainment (TV shows/movies)	3113	154	135	80	198	140	130	74	159	86	86	260	198	91	81	173	85	129	145	190	147	107	51	106	109
	26%	31%	27%	16%	40%	28%	26%	15%	32%	17%	17%	52%	40%	18%	16%	35%	17%	26%	29%	38%	29%	21%	10%	21%	22%
		CGJMNPNV WX	CGJMNPNV WX	V	ABCEFGHIJLM NPQRTUVWX	CGJMNPNV WX	CGJMNPNV	BCGJMNPNV VWX	V	V	ABCDEFGHIJK LMNOPQRSTU VWX	ABCEFGHIJLM NPQRTUVWX	CGV	V		BCEFGJMNPN QJUVWX	V	CGJMNPNV	CGJMNPNV WX	BCEFGJMNPN QJUVWX	CGJMNPNV WX	CGJNV		CGJNV	CGJMNPNV
Email newsletters	3082	142	120	126	162	113	84	72	143	105	187	166	47	126	55	154	99	175	169	189	87	95	118	256	92
	26%	29%	24%	25%	33%	23%	17%	14%	29%	21%	37%	33%	9%	25%	11%	31%	20%	35%	34%	38%	17%	19%	24%	51%	18%
		EFGLNPTUX	FGILTUX	FGILNPTUX	BCEFGILMNP TUVX	GLNTX	LN	LN	BEFGLNPTUX	GLN	ABCEFGHJLM NPTUVX	BCEFGHJLMN TUVX		FGILNPTUX		BEFGLNPTUX	GLN	BCEFGHJLMN TUVX	BCEFGHJLMN TUVX	ABCEFGHJLM NPTUVX	LN	GLN	GLN	ABCEFGHIJK LMNOPQRST UVX	GLN
Direct mail	2416	72	101	84	59	132	96	53	102	84	71	123	44	236	45	84	139	97	188	95	97	62	172	73	107
	20%	14%	20%	17%	12%	26%	19%	11%	20%	17%	14%	25%	9%	47%	9%	17%	28%	19%	38%	19%	19%	12%	34%	15%	21%
		LN	ADGILNUW	DGLNU		ABCDGHIJLMN OQSTUVX	DGLNU		ADGILNUW	DGLNU	LN	ABCDGHIJLM OQSTUVX		ABCDGHIJLM NOPQRSTUV WX		DGILN	ABCDGHIJLMN OQSTUVX	DGILNU	ABCDGHIJLM NOPSTUVX	DGILNU	DGILNUW	LN	ABCDGHIJLM NOQSTUVX	GLN	ACDGILNUW
Magazine editorials	2225	96	67	98	120	82	101	66	95	90	119	163	93	60	24	120	184	58	89	153	51	55	30	146	66
	19%	19%	13%	20%	24%	16%	20%	13%	19%	18%	24%	33%	19%	12%	5%	24%	37%	12%	18%	31%	10%	11%	6%	29%	13%
		BGMNQTVUX	NV	BGMNQTVUX	BEGHILMNQ RTUVX	GMNQTVU	BGMNQTVUX	NV	BGMNQTVUX	BGMNQTVUX	BEGHILMNQ TVUX	ABCEFGHIJK MNOQRTUVX	BGMNQTVUX	NV		BEGIMNQTV VX	ABCEFGHIJK MNOQRTUV WX	NV	MNQTVU	ABCEFGHIJK MNQRTUVX	N	NV		ABCEFGHIL MNQRTUVX	NV
Blogs	1775	52	37	30	96	53	124	28	35	45	60	103	157	74	65	97	52	63	51	52	157	65	71	148	61
	15%	10%	7%	6%	19%	11%	25%	6%	7%	9%	12%	21%	31%	15%	13%	19%	10%	13%	10%	10%	31%	13%	14%	30%	12%
		CGH			ABCEGHJLMN PQRSUX	BCGH	ABCEGHJLMN PQRSUX			G	BCGH	ABCEGHJLMN PQRSUX	ABCEGHJLMN PQRSUX	ABCEGHIPR	BCGHI	ABCEGHJNP QRSUX	CGH	BCGHI	CG	CG	ABCEGHJLMN MNOPQRSUV X	BCGHI	BCGHI	ABCEGHJLMN MNOPQRSUV X	BCGHI
Text newsletters	926	45	16	7	55	18	81	9	10	15	11	104	19	36	16	64	44	60	104	58	44	22	14	60	15
	8%	9%	3%	1%	11%	4%	16%	2%	2%	3%	2%	21%	4%	7%	3%	13%	9%	12%	21%	12%	9%	4%	3%	12%	3%
		BCEGHJLMNU VX			BCEGHJLMNU VX	CGH	ABCEGHJLMN NPTUVX			C		ABCEDEGHJLM NOPQSTUV WX	CGH	BCEGHJLMNU VX		BCEGHJLMNU VX	BCEGHJLMNU VX	BCEGHJLMNU VX	ABCEGHJLMN NOPQSTUV WX	BCEGHJLMNU VX	BCEGHJLMNU VX	CGHJ		BCEGHJLMNU VX	
From celebrities	846	46	23	14	58	26	48	17	17	15	14	96	37	25	33	78	24	22	76	31	30	24	18	52	21
	7%	9%	5%	3%	12%	5%	10%	3%	3%	3%	3%	19%	7%	5%	7%	16%	5%	4%	15%	6%	6%	5%	4%	10%	4%
		BCEGHJLMNP QSTUVX			BCEGHJLMNP QSTUVX	CIJ	BCEGHJLMNP QSTUVX					ABCEFGHIJK LMNOPSTUV WX	CGHIJ	CGHIJ	CGHIJ	ABCEFGHIJK LMNOPSTUV WX			ABCEFGHIJK LMNOPSTUV WX	CGHIJ	CGHIJ	I		BCEGHJLMNP QSTUVX	
None of these	385	5	28	15	9	14	15	30	24	30	5	2	16	75	4	8	9	21	1	11	13	17	1	26	
	3%	1%	6%	3%	2%	3%	3%	6%	5%	6%	1%	1%	*	3%	15%	1%	2%	2%	4%	*	2%	3%	3%	*	5%
			ACDEIKLMOP QSTUW	AJKLOSW	LSW	AJKLOSW	LSW	ACDEIKLMOP QSTUW	ADEIKLOPS TUW	ACDEIKLMOP QSTUW				AJKLOSW	LMOPQRSTU VWX	SW	SW	AJKLOPSW		LSW	JKLOSW	KLOSW		ADEIKLMOPQ STUW	
Sigma	50347	2369	2008	1853	2402	2096	2079	1589	1953	1849	2021	2757	2361	2084	1201	2457	1947	2273	2394	2607	1741	1817	1870	2756	1866
	420%	474%	402%	371%	480%	419%	416%	318%	391%	370%	404%	551%	472%	417%	240%	491%	389%	455%	479%	521%	348%	363%	374%	551%	373%

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GU4. How do you find out about new brands and products?

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G

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

- Column Mean:

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)	18331	2038	2050	7145	5563	7625	3554	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Internet	8170	580	1102	2799	2552	2449	1548	1137
	68%	58%	73%	62%	73%	61%	77%	76%
			ACE	A	ACE	A	ABCDE	ACE
TV advertising	7369	600	1087	2581	2054	2159	1328	1047
	61%	60%	72%	57%	59%	54%	66%	70%
		E	ACDEF	E	E		ACDE	ACDE
From friends and family	6318	560	837	2352	1631	1930	1007	937
	53%	56%	56%	52%	47%	48%	50%	62%
		CDEF	CDEF	DE			D	ABCDEF
In retail stores	5113	544	633	1863	1333	1883	878	740
	43%	54%	42%	41%	38%	47%	44%	49%
		BCDEFG	D	D		BCDF	D	BCDF
Magazine advertising	4335	329	696	1503	1157	1295	757	650
	36%	33%	46%	33%	33%	32%	38%	43%
			ACDEF				ACDE	ACDEF
Social networking sites	4275	275	728	1241	1240	1045	927	791
	36%	27%	49%	28%	35%	26%	46%	53%
			ACDE		ACE		ACDE	ABCDEF
Entertainment (TV shows/movies)	3113	249	525	817	1079	868	716	442
	26%	25%	35%	18%	31%	22%	36%	29%
		CE	ACDEG		ACE	C	ACDEG	ACE
Email newsletters	3082	205	460	1070	733	880	588	614
	26%	20%	31%	24%	21%	22%	29%	41%
			ACDE	ADE			ACDE	ABCDEF
Direct mail	2416	239	215	1003	602	857	374	356
	20%	24%	14%	22%	17%	21%	19%	24%
		BDEF		BDF	B	BDF	B	BDF
Magazine editorials	2225	148	335	797	557	542	442	387
	19%	15%	22%	18%	16%	14%	22%	26%
			ACDE	ADE	E		ACDE	ACDEF
Blogs	1775	113	245	460	705	423	385	251
	15%	11%	16%	10%	20%	11%	19%	17%
			ACE		ABCEG		ABCE	ACE
Text newsletters	926	33	164	167	340	178	299	222
	8%	3%	11%	4%	10%	4%	15%	15%
			ACE		ACE	A	ABCDE	ABCDE
From celebrities	846	47	182	168	291	176	224	159
	7%	5%	12%	4%	8%	4%	11%	11%
			ACDE		ACE		ACDE	ACDE
None of these	385	39	18	159	146	224	39	23
	3%	4%	1%	4%	4%	6%	2%	2%
		BFG		BFG	BFG	ABCDGF		
Sigma	50347	3962	7228	16982	14419	14910	9511	7757
	420%	396%	482%	377%	412%	373%	476%	517%

Socialogue

GU4. How do you find out about new brands and products?

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)	517	246	271	228	160	129	276	169	72	176	341	210	180	127	247	270	57	460	68	449	300	217
Base: All Respondents (wtd)	500	245	255	248	145	106	312	139	49	154	346	327	118	55	221	279	51	449	54	446	257	243
TV advertising	373	173	200	176	110	86	223	111	39	124	249	240	91	43	177	197	38	335	39	334	194	179
	75%	71%	78%	71%	76%	81%	71%	80%	79%	80%	72%	73%	77%	77%	80%	70%	73%	75%	72%	75%	76%	74%
						*			*						O		*		*			
Internet	341	180	161	163	104	74	190	110	41	104	236	209	88	44	169	172	39	302	42	298	197	143
	68%	74%	63%	66%	72%	69%	61%	79%	83%	68%	68%	64%	74%	79%	77%	61%	76%	67%	79%	67%	77%	59%
		B				*		F	F*				K	K	O		*		*		U	
From friends and family	306	148	158	150	94	62	188	83	35	94	213	194	79	33	139	167	38	268	40	267	164	143
	61%	61%	62%	61%	64%	59%	60%	60%	71%	61%	61%	59%	67%	60%	63%	60%	74%	60%	73%	60%	64%	59%
						*			*						*		*		*			
In retail stores	277	123	154	131	84	62	172	79	25	80	197	180	66	30	133	143	37	239	41	236	150	127
	55%	50%	60%	53%	58%	59%	55%	57%	51%	52%	57%	55%	56%	55%	60%	51%	73%	53%	75%	53%	59%	52%
		A				*			*						S*		Q*		S*			
Magazine advertising	231	101	130	101	80	50	137	63	30	74	156	145	60	25	101	130	24	207	27	204	123	107
	46%	41%	51%	41%	55%	47%	44%	46%	61%	48%	45%	44%	51%	46%	46%	47%	47%	46%	50%	46%	48%	44%
					C	*			F*						*		*		*			
Social networking sites	227	116	111	115	64	48	125	71	31	64	163	143	60	25	106	121	27	200	32	195	123	104
	45%	47%	44%	46%	44%	45%	40%	51%	63%	42%	47%	44%	51%	45%	48%	43%	52%	45%	60%	44%	48%	43%
						F		F*							*		*		S*			
Entertainment (TV shows/movies)	154	81	73	91	45	18	96	41	17	38	116	93	43	17	63	91	12	141	18	136	73	80
	31%	33%	29%	37%	31%	17%	31%	29%	34%	25%	33%	29%	36%	32%	28%	33%	24%	32%	34%	30%	29%	33%
					E	*									*		*		*			
Email newsletters	143	77	66	50	45	48	89	38	16	48	95	91	39	14	73	70	16	127	18	125	80	63
	29%	31%	26%	20%	31%	45%	28%	27%	33%	31%	27%	28%	33%	25%	33%	25%	31%	28%	34%	28%	31%	26%
					C	CD*			*						*		*		C			
Magazine editorials	96	41	54	47	25	24	59	23	14	27	69	58	27	10	45	50	14	82	14	82	54	42
	19%	17%	21%	19%	17%	23%	19%	16%	27%	17%	20%	18%	23%	19%	21%	18%	27%	18%	26%	18%	21%	17%
						*			*						*		*		*			
Direct mail	72	40	32	26	24	22	35	30	7	20	53	42	19	11	40	32	10	63	11	62	46	26
	14%	16%	13%	11%	17%	21%	11%	22%	14%	13%	15%	13%	16%	21%	18%	12%	19%	14%	20%	14%	18%	11%
						C*		F	*					K	*		*		*		U	
Blogs	52	31	21	27	15	10	26	19	8	10	42	31	15	5	29	23	4	48	5	47	31	21
	10%	13%	8%	11%	10%	10%	8%	14%	16%	7%	12%	10%	13%	10%	13%	8%	8%	11%	9%	11%	12%	9%
						*			*						*		*		*			
From celebrities	46	22	24	34	7	5	28	11	6	6	40	33	11	2	18	28	5	41	5	41	25	21
	9%	9%	10%	14%	5%	5%	9%	8%	12%	4%	12%	10%	9%	4%	8%	10%	9%	9%	9%	9%	10%	8%
				DE		*			*		I				*		*		*			
Text newsletters	45	25	21	22	13	11	29	14	2	9	37	28	12	5	21	24	4	42	5	40	32	13
	9%	10%	8%	9%	9%	10%	9%	10%	4%	6%	11%	9%	10%	9%	10%	9%	7%	9%	10%	9%	12%	5%
						*			*						*		*		*		U	
None of these	5	1	4	4	-	1	4	-	1	1	4	4	1	-	2	3	-	5	-	5	1	4
	1%	*	2%	1%	-	1%	1%	-	3%	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%	1%	1%
						*			G*						*		*		*			
Sigma	2369	1159	1210	1136	710	522	1402	694	273	699	1670	1491	612	265	1117	1251	268	2101	297	2072	1296	1073
	474%	473%	474%	458%	488%	491%	450%	500%	552%	454%	483%	457%	517%	482%	506%	448%	521%	468%	551%	464%	505%	441%

Socialogue
GU4. How do you find out about new brands and products?
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/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: All Respondents (unwtd)	1016	429	587	347	336	333	270	488	258	515	501	309	305	402	534	482	115	901	156	860	611	405	704	311	280	370	181	93	91				
Base: All Respondents (wtd)	500	248	252	146	144	142	146	142	112	226	274	131	295	74	261	239	48	452	70	430	291	209	323	176	114	184	100	54	48				
TV advertising	314	158	156	112	104	97	91	156	66	149	165	87	183	44	161	152	29	285	44	270	189	125	206	108	78	112	62	37	26				
	63%	64%	62%	57%	66%	67%	64%	64%	59%	66%	60%	66%	62%	59%	62%	64%	60%	63%	62%	63%	65%	60%	64%	61%	68%	61%	62%	68%	53%				
																		*	*	*	*	*	*	*	*	*	*	*	*	*			
Internet	305	159	146	134	91	80	83	149	72	134	171	77	181	47	153	152	33	272	48	257	174	131	194	110	67	113	62	35	26				
	61%	64%	58%	68%	57%	55%	58%	61%	65%	59%	62%	59%	61%	63%	59%	64%	67%	60%	68%	60%	60%	62%	60%	62%	59%	62%	62%	65%	54%				
In retail stores	287	130	157	115	82	90	77	143	67	131	156	74	176	38	130	157	29	258	42	245	166	121	183	103	64	99	63	33	27				
	57%	52%	62%	59%	52%	62%	54%	58%	60%	58%	57%	56%	60%	51%	50%	66%	60%	57%	60%	57%	57%	58%	57%	58%	56%	54%	63%	61%	56%				
From friends and family	280	128	152	110	79	73	134	73	135	145	72	167	41	137	143	30	250	43	237	169	111	173	107	67	97	59	31	25					
	56%	51%	60%	56%	57%	54%	52%	54%	65%	60%	53%	55%	57%	55%	53%	60%	61%	55%	62%	55%	58%	53%	53%	60%	58%	53%	59%	59%	52%				
Magazine advertising																																	
	149	62	87	56	44	48	35	74	40	77	72	40	82	26	67	82	18	131	24	125	87	62	93	55	31	62	30	14	11				
	30%	25%	34%	29%	28%	33%	25%	30%	35%	34%	26%	31%	28%	36%	26%	34%	37%	29%	34%	29%	30%	30%	29%	31%	27%	34%	30%	26%	23%				
Social networking sites	147	55	92	87	38	22	39	72	35	60	87	43	82	22	61	86	11	136	17	130	82	65	96	50	31	51	29	22	13				
	29%	22%	37%	44%	24%	15%	27%	29%	32%	26%	32%	32%	28%	30%	23%	36%	22%	30%	24%	30%	28%	31%	30%	28%	28%	28%	29%	41%	26%				
Entertainment (TV shows/movies)																																	
	135	67	68	54	35	47	41	61	33	62	73	33	81	21	74	61	10	125	19	116	77	58	84	51	25	61	24	14	11				
	27%	27%	27%	27%	22%	32%	29%	25%	29%	27%	27%	25%	28%	28%	28%	25%	21%	28%	28%	27%	26%	28%	26%	29%	22%	33%	24%	26%	23%				
Email newsletters																																	
	120	61	59	36	36	47	36	51	33	57	63	28	77	15	63	57	11	109	21	99	66	54	73	47	28	44	21	16	11				
	24%	25%	23%	19%	23%	33%	26%	21%	29%	25%	23%	21%	26%	21%	24%	24%	22%	24%	30%	23%	23%	26%	23%	27%	25%	24%	21%	29%	23%				
Direct mail	101	54	47	29	30	42	28	47	25	51	50	23	64	13	54	47	12	89	18	83	60	41	67	33	23	36	22	12	8				
	20%	22%	19%	15%	19%	29%	20%	19%	23%	22%	18%	18%	22%	18%	21%	20%	25%	20%	25%	19%	21%	20%	21%	19%	20%	19%	22%	23%	17%				
Magazine editorials																																	
	67	28	39	25	21	21	17	32	18	30	37	18	34	15	30	37	10	57	11	56	40	27	38	29	16	25	11	9	6				
	13%	11%	16%	13%	13%	14%	12%	13%	16%	13%	13%	13%	12%	20%	12%	15%	21%	13%	16%	13%	14%	13%	12%	17%	14%	14%	11%	16%	12%				
Blogs																																	
	37	16	21	20	8	8	12	14	10	19	18	11	17	8	15	21	9	27	10	26	20	16	26	11	7	15	5	6	3				
	7%	6%	8%	10%	5%	6%	9%	6%	9%	8%	6%	9%	6%	11%	6%	9%	19%	6%	15%	6%	7%	8%	8%	6%	6%	8%	5%	12%	6%				
From celebrities	23	7	16	12	8	4	3	12	8	12	11	3	14	5	10	13	4	19	5	18	16	7	17	6	4	5	6	5	2				
	5%	3%	6%	6%	5%	2%	2%	5%	7%	5%	4%	3%	5%	7%	4%	6%	9%	4%	7%	4%	5%	3%	5%	3%	4%	3%	6%	9%	4%				
Text newsletters																																	
	16	9	7	3	3	10	6	6	4	7	9	4	9	3	9	7	1	15	1	15	7	9	11	5	4	10	1	9	1				
	3%	4%	3%	2%	2%	7%	4%	2%	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	1%	4%	2%	4%	3%	3%	3%	5%	1%	1%	2%				
None of these																																	
	28	14	14	16	7	5	8	14	6	6	22	7	17	5	22	6	1	27	2	26	19	9	19	9	6	14	2	3	4				
	6%	6%	6%	8%	5%	4%	6%	6%	5%	3%	8%	5%	6%	6%	3%	3%	2%	6%	3%	6%	6%	4%	6%	5%	5%	7%	2%	5%	8%				
Sigma	2008	947	1061	809	600	599	551	966	490	928	1080	519	1185	303	986	1022	207	1800	304	1704	1171	837	1279	724	451	744	397	237	174				
	402%	382%	421%	412%	377%	415%	388%	392%	439%	411%	393%	395%	402%	410%	378%	427%	428%	399%	435%	396%	403%	400%	396%	410%	396%	405%	397%	443%	360%				

Socialogue
GU4. How do you find out about new brands and products?
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: All Respondents (unwtd)	508	253	255	169	168	171	168	227	113	181	327	110	243	155	315	193	24	484	49	459	296	212	261	111	136	250	258		
Base: All Respondents (wtd)	500	251	249	184	157	159	175	219	106	173	327	172	186	142	287	213	21	479	43	457	270	230	244	104	152	259	241		
TV advertising	316	155	162	118	103	95	116	133	67	107	209	117	125	75	173	144	9	308	18	298	167	149	163	63	90	155	161		
	63%	61%	65%	64%	66%	60%	66%	61%	63%	62%	64%	68%	67%	53%	60%	67%	40%	64%	42%	65%	62%	65%	67%	61%	59%	60%	67%		
From friends and family	276	127	149	116	84	76	106	108	61	75	200	95	97	84	150	125	14	262	28	247	156	119	136	55	85	142	133		
	55%	50%	60%	63%	54%	48%	61%	49%	58%	43%	61%	55%	52%	59%	52%	59%	65%	55%	66%	54%	58%	52%	55%	53%	56%	55%	55%		
In retail stores	250	129	121	96	80	74	80	106	64	88	162	77	101	72	148	101	11	239	24	226	141	109	141	41	67	108	142		
	50%	51%	49%	52%	51%	46%	46%	48%	60%	51%	50%	45%	54%	50%	52%	47%	51%	50%	56%	49%	52%	47%	58%	40%	44%	42%	59%		
Internet	243	132	112	101	72	71	82	102	59	85	159	67	93	83	142	101	13	230	27	217	135	109	125	53	66	120	123		
	49%	52%	45%	55%	46%	45%	47%	47%	56%	49%	49%	39%	50%	58%	50%	47%	62%	48%	63%	47%	50%	47%	51%	51%	43%	46%	51%		
Magazine advertising	202	93	109	56	70	77	66	90	46	78	124	66	81	55	113	89	9	193	21	181	108	94	84	43	76	120	82		
	40%	37%	44%	30%	44%	48%	38%	41%	43%	45%	38%	38%	43%	39%	40%	42%	44%	40%	49%	40%	40%	41%	34%	41%	50%	46%	34%		
Email newsletters	126	62	63	31	49	46	38	62	26	54	72	40	53	33	78	48	8	118	18	107	72	54	72	20	34	55	71		
	25%	25%	26%	17%	31%	29%	22%	28%	24%	31%	22%	23%	29%	23%	27%	23%	37%	25%	43%	23%	27%	23%	30%	19%	22%	21%	29%		
Social networking sites	113	59	54	56	38	18	43	52	18	28	85	41	40	32	57	56	6	108	8	105	55	58	67	16	29	47	66		
	23%	23%	22%	31%	25%	12%	25%	24%	17%	16%	26%	24%	21%	23%	20%	26%	26%	22%	19%	23%	20%	25%	28%	16%	19%	18%	27%		
Magazine editorials	98	45	53	24	32	41	27	49	22	34	63	30	34	34	54	43	4	93	11	86	50	47	48	23	26	50	47		
	20%	18%	21%	13%	21%	26%	15%	23%	20%	20%	19%	17%	18%	24%	19%	20%	19%	20%	27%	19%	18%	21%	20%	22%	17%	19%	20%		
Direct mail	84	36	47	23	32	28	22	39	23	32	52	18	42	23	45	39	7	76	10	74	46	37	60	8	16	24	59		
	17%	14%	19%	13%	21%	18%	12%	18%	22%	18%	16%	11%	23%	16%	16%	18%	34%	16%	23%	16%	17%	16%	25%	7%	10%	9%	24%		
Entertainment (TV shows/movies)	80	42	37	32	27	20	29	36	15	24	56	26	31	22	49	31	2	78	6	74	48	32	40	19	21	40	40		
	16%	17%	15%	17%	17%	13%	17%	17%	14%	14%	17%	15%	17%	16%	17%	14%	11%	16%	14%	16%	18%	14%	16%	19%	14%	15%	17%		
Blogs	30	18	12	20	6	4	12	9	10	10	20	12	8	10	14	16	2	28	3	27	16	14	15	11	5	15	15		
	6%	7%	5%	11%	4%	3%	7%	4%	9%	6%	6%	7%	4%	7%	5%	8%	12%	6%	8%	6%	6%	6%	10%	3%	6%	6%			
From celebrities	14	5	9	9	2	2	7	5	2	4	10	5	4	5	6	8	3	10	3	10	6	7	5	4	4	8	5		
	3%	2%	3%	5%	2%	1%	4%	2%	1%	2%	3%	3%	2%	3%	2%	4%	15%	2%	8%	2%	2%	3%	2%	4%	3%	3%	2%		
Text newsletters	7	4	3	4	2	1	1	4	3	3	5	-	5	2	4	3	-	7	1	6	3	4	4	3	1	3	4		
	1%	2%	1%	2%	1%	1%	*	2%	3%	1%	1%	-	3%	1%	1%	1%	-	1%	2%	1%	1%	2%	2%	3%	*	1%	2%		
None of these	15	13	3	9	2	4	5	8	2	6	9	10	2	3	11	5	1	14	1	14	6	9	3	3	9	14	1		
	3%	5%	1%	5%	2%	3%	3%	4%	2%	4%	3%	6%	1%	2%	4%	2%	4%	3%	2%	3%	2%	4%	1%	3%	6%	5%	1%		
Sigma	1853	921	932	694	601	558	634	801	418	628	1225	605	716	532	1045	808	89	1764	179	1674	1010	843	962	363	528	903	950		
	371%	366%	375%	377%	383%	351%	362%	366%	393%	362%	375%	352%	386%	374%	365%	379%	420%	368%	420%	366%	374%	367%	394%	350%	347%	349%	394%		

Socialogue
GU4. How do you find out about new brands and products?
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)	1027	487	540	475	335	217	289	708	30	418	609	162	599	266	442	585	133	894	182	845	672	355
Base: All Respondents (wtd)	500	232	268	285	142	73	172	319	8	189	311	157	262	81	189	311	54	446	74	426	305	195
Internet	402	186	215	228	109	64	125	269	8	148	253	116	216	70	151	251	45	357	64	338	249	153
	80%	80%	80%	80%	77%	88%	73%	84%	93%	79%	81%	74%	82%	87%	80%	81%	83%	80%	86%	79%	82%	78%
TV advertising	338	150	188	184	100	53	107	225	6	130	208	108	173	56	126	212	33	305	48	290	210	127
	68%	65%	70%	65%	70%	73%	62%	70%	72%	69%	67%	69%	66%	70%	67%	68%	61%	68%	64%	68%	69%	65%
Social networking sites	283	132	151	166	79	38	97	181	6	100	183	83	152	48	109	174	31	252	44	239	171	112
	57%	57%	56%	58%	55%	53%	56%	57%	66%	53%	59%	53%	58%	59%	58%	56%	57%	57%	59%	56%	56%	57%
From friends and family	249	98	151	147	67	34	73	170	6	93	156	66	136	47	89	160	25	224	37	212	152	97
	50%	42%	56%	52%	47%	47%	42%	53%	75%	49%	50%	42%	52%	58%	47%	51%	46%	50%	49%	50%	50%	50%
Magazine advertising	202	86	116	106	62	34	59	138	5	74	129	53	109	40	75	128	20	182	31	171	125	77
	40%	37%	43%	37%	44%	47%	34%	43%	61%	39%	41%	34%	42%	49%	39%	41%	37%	41%	42%	40%	41%	39%
Entertainment (TV shows/movies)	198	91	107	105	63	30	53	141	4	69	129	57	108	34	74	124	19	179	29	169	120	78
	40%	39%	40%	37%	44%	42%	31%	44%	51%	37%	41%	36%	41%	42%	39%	40%	35%	40%	39%	40%	39%	40%
In retail stores	171	64	107	100	49	22	57	111	3	63	108	53	90	28	57	114	17	155	26	145	96	75
	34%	28%	40%	35%	35%	30%	33%	35%	40%	33%	35%	34%	34%	34%	30%	37%	31%	35%	36%	34%	32%	38%
Email newsletters	163	78	86	74	52	37	45	115	3	64	99	47	84	32	67	97	22	141	36	127	114	50
	33%	34%	32%	26%	36%	51%	26%	36%	42%	34%	32%	30%	32%	40%	35%	31%	41%	32%	48%	30%	37%	25%
Magazine editorials	120	50	70	57	39	24	32	83	5	47	72	30	65	25	51	69	19	101	25	95	82	37
	24%	21%	26%	20%	27%	33%	19%	26%	55%	25%	23%	19%	25%	31%	27%	22%	34%	23%	34%	22%	27%	19%
Blogs	96	47	48	62	26	8	31	64	1	34	61	28	54	13	35	60	9	87	16	80	56	39
	19%	20%	18%	22%	18%	11%	18%	20%	14%	18%	20%	18%	20%	17%	19%	19%	16%	19%	21%	19%	19%	20%
Direct mail	59	31	28	21	21	17	12	45	2	22	37	11	32	16	33	26	11	48	16	43	45	14
	12%	13%	10%	7%	15%	23%	7%	14%	20%	12%	12%	7%	12%	20%	18%	8%	21%	11%	22%	10%	15%	7%
From celebrities	58	18	40	37	16	5	22	35	1	18	40	22	26	11	16	41	9	49	11	47	32	26
	12%	8%	15%	13%	11%	7%	13%	11%	8%	10%	13%	14%	10%	13%	9%	13%	16%	11%	15%	11%	10%	13%
Text newsletters	55	27	27	22	21	12	17	37	1	24	31	22	26	6	26	29	7	48	9	45	36	19
	11%	12%	10%	8%	14%	16%	10%	12%	6%	12%	10%	14%	10%	8%	14%	9%	13%	11%	13%	11%	12%	10%
None of these	9	7	2	5	3	1	6	3	*	3	6	3	5	1	3	6	2	8	1	9	4	5
	2%	3%	1%	2%	2%	1%	3%	1%	4%	2%	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	1%	3%
Sigma	2402	1066	1337	1316	705	381	735	1616	51	890	1512	699	1275	429	912	1491	267	2136	393	2009	1494	909
	480%	459%	499%	462%	496%	523%	427%	506%	607%	471%	486%	446%	486%	529%	482%	479%	495%	479%	528%	472%	490%	465%

GU4. How do you find out about new brands and products?

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

- 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

Williamson base: 50 (), Smith base: 100 ()

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Socialogue

GU4. How do you find out about new brands and products?

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)	1008	574	434	530	356	122	82	245	681	694	314	90	250	668	667	341	83	925	295	713	875	133	
Base: All Respondents (wtd)	500	249	251	200	196	103	101	140	259	344	156	295	155	50	267	233	44	456	96	404	362	138	
Internet	399	207	193	159	150	90	72	120	208	280	120	231	125	43	229	170	35	364	87	313	290	109	
	80%	83%	77%	79%	77%	87%	71%	86%	80%	81%	77%	78%	81%	87%	86%	73%	79%	80%	90%	77%	80%	79%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	O	*	**	*	*	*	*	*	
TV advertising	299	133	167	96	121	82	51	73	175	224	75	179	90	30	176	123	25	274	65	234	220	79	
	60%	53%	66%	48%	62%	80%	50%	52%	68%	65%	48%	61%	58%	61%	66%	53%	56%	60%	68%	58%	61%	57%	
		*	*	*	*	C*	*	*	G	J	*	*	*	*	*	*	**	*	*	*	*	*	
From friends and family	212	81	130	77	75	59	38	53	121	145	67	128	62	22	102	110	8	204	21	191	132	80	
	42%	33%	52%	38%	38%	57%	37%	38%	47%	42%	43%	43%	40%	43%	38%	47%	17%	45%	22%	47%	36%	58%	
		A*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	R	*	*	T*	
In retail stores	175	74	101	57	80	38	22	51	102	136	39	108	50	17	95	80	11	164	35	140	132	43	
	35%	30%	40%	28%	41%	37%	22%	36%	39%	39%	25%	37%	32%	34%	35%	35%	25%	36%	37%	35%	36%	31%	
		*	*	*	*	*	*	*	*	J	*	*	*	*	*	*	**	*	*	*	*	*	
Social networking sites	172	74	98	74	58	40	25	36	111	127	45	96	55	21	95	77	17	155	43	129	125	47	
	34%	30%	39%	37%	30%	39%	25%	26%	43%	37%	29%	33%	35%	42%	36%	33%	38%	34%	45%	32%	34%	34%	
		*	*	*	*	*	*	*	G	*	*	*	*	*	*	*	**	*	*	*	*	*	
Magazine advertising	143	67	76	67	55	21	23	39	81	98	45	75	51	18	78	66	16	127	38	105	106	38	
	29%	27%	30%	34%	28%	20%	23%	28%	31%	29%	29%	25%	33%	36%	29%	28%	36%	28%	40%	26%	29%	27%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	K	*	*	*	*	*	*	*	
Entertainment (TV shows/movies)	130	48	82	63	37	30	18	43	69	88	42	64	51	15	66	64	11	119	27	103	88	42	
	26%	19%	33%	32%	19%	29%	18%	30%	27%	25%	27%	22%	33%	30%	25%	28%	24%	26%	28%	25%	24%	30%	
		A*	*	*	*	*	*	*	*	*	*	*	*	*	K	*	*	*	*	*	*	*	
Blogs	124	53	71	53	53	18	25	22	76	82	42	80	28	16	77	47	13	111	38	86	92	32	
	25%	21%	28%	26%	27%	18%	25%	16%	29%	24%	27%	27%	18%	31%	29%	20%	29%	24%	40%	21%	25%	23%	
		*	*	*	*	*	*	*	G	*	*	*	*	*	*	*	**	*	S*	*	*	*	
Magazine editorials	101	41	60	50	30	21	16	22	63	67	33	57	31	13	50	51	13	88	36	65	62	39	
	20%	17%	24%	25%	15%	20%	16%	15%	24%	20%	22%	19%	20%	26%	19%	22%	28%	19%	37%	16%	17%	28%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	L	*	**	*	S*	*	*	*	
Direct mail	96	59	37	40	29	26	22	32	41	62	34	51	34	11	61	34	10	85	22	74	72	24	
	19%	24%	15%	20%	15%	25%	22%	23%	16%	18%	22%	17%	22%	21%	23%	15%	23%	19%	23%	18%	20%	17%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	
Email newsletters	84	47	37	30	33	21	15	17	53	64	20	47	25	11	51	33	17	67	24	60	68	16	
	17%	19%	15%	15%	17%	20%	14%	12%	20%	19%	13%	16%	16%	22%	19%	14%	38%	15%	25%	15%	19%	12%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Text newsletters	81	42	39	27	27	27	8	20	53	57	23	36	34	11	46	34	8	72	17	64	53	27	
	16%	17%	15%	13%	14%	26%	8%	14%	20%	17%	15%	12%	22%	21%	17%	15%	18%	16%	18%	16%	15%	20%	
		*	*	*	*	*	*	*	*	*	*	*	K	K	*	*	**	*	*	*	*	*	
From celebrities	48	14	34	27	18	3	12	8	28	27	21	21	20	7	24	24	3	46	10	38	33	15	
	10%	6%	14%	13%	9%	3%	12%	6%	11%	8%	13%	7%	13%	15%	9%	10%	6%	10%	11%	9%	9%	11%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
None of these	15	10	5	7	8	-	10	4	1	4	11	14	1	*	1	14	4	11	*	15	6	8	
	3%	4%	2%	4%	4%	-	10%	3%	*	1%	7%	5%	1%	1%	*	6%	9%	2%	*	4%	2%	6%	
		*	*	*	*	*	H*	*	*	*	I*	*	*	*	*	N*	**	*	*	*	*	*	
Sigma	2079	949	1130	827	774	477	357	539	1183	1462	617	1186	657	235	1149	930	190	1889	463	1616	1479	600	
	416%	381%	450%	413%	395%	461%	353%	386%	457%	425%	396%	402%	424%	471%	430%	400%	429%	414%	482%	400%	408%	436%	

Socialogue
GU4. How do you find out about new brands and products?
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)	1015	449	566	369	332	314	241	524	250	418	597	397	310	308	550	465	39	976	66	949	625	390
Base: All Respondents (wtd)	500	247	253	191	167	142	115	262	123	203	297	168	209	124	273	227	21	479	34	466	314	186
TV advertising	283	133	150	108	94	81	61	154	68	120	163	104	117	62	156	127	8	275	16	267	173	110
	57%	54%	59%	57%	56%	57%	53%	59%	55%	59%	55%	62%	56%	50%	57%	56%	41%	57%	47%	57%	55%	59%
Internet	258	135	123	102	83	73	53	138	66	105	153	76	112	70	144	113	10	248	17	240	160	98
	52%	55%	49%	53%	49%	52%	46%	53%	54%	52%	51%	45%	54%	56%	53%	50%	49%	52%	51%	52%	51%	53%
From friends and family	249	126	123	106	81	62	55	128	67	89	160	78	101	69	133	116	10	239	17	232	157	92
	50%	51%	49%	56%	48%	43%	48%	49%	54%	44%	54%	47%	49%	56%	49%	51%	49%	50%	51%	50%	50%	49%
Magazine advertising	193	85	107	72	61	60	40	96	56	79	114	61	85	47	104	88	7	185	14	178	120	73
	39%	35%	42%	38%	36%	42%	35%	37%	46%	39%	38%	36%	41%	38%	38%	39%	35%	39%	42%	38%	38%	39%
In retail stores	174	86	88	59	62	53	33	89	51	73	101	53	74	47	95	79	8	167	13	161	113	61
	35%	35%	35%	31%	37%	37%	29%	34%	42%	36%	34%	31%	36%	38%	35%	35%	36%	35%	40%	34%	36%	33%
Social networking sites	83	36	47	52	20	12	28	36	19	23	60	28	37	18	37	46	3	81	4	79	47	36
	17%	15%	19%	27%	12%	8%	25%	14%	16%	11%	20%	17%	18%	15%	14%	20%	14%	17%	13%	17%	15%	19%
Entertainment (TV shows/movies)	74	32	42	33	28	13	17	41	16	20	54	25	29	19	39	35	2	71	5	69	51	22
	15%	13%	17%	17%	9%	15%	15%	13%	10%	18%	15%	15%	14%	15%	14%	15%	11%	15%	14%	15%	16%	12%
Email newsletters	72	35	37	19	21	32	10	44	18	36	37	21	32	19	48	25	3	70	5	67	41	32
	14%	14%	15%	10%	12%	23%	9%	17%	14%	18%	12%	13%	16%	15%	18%	11%	13%	15%	15%	14%	13%	17%
Magazine editorials	66	29	36	25	20	21	13	29	24	26	40	16	28	22	36	30	2	63	5	61	42	24
	13%	12%	14%	13%	12%	14%	11%	11%	19%	13%	13%	10%	13%	18%	13%	13%	11%	13%	15%	13%	13%	13%
Direct mail	53	26	28	13	19	22	11	28	14	29	25	21	21	12	28	25	1	52	2	51	33	20
	11%	10%	11%	7%	11%	15%	10%	11%	11%	14%	8%	12%	10%	10%	10%	11%	5%	11%	7%	11%	11%	11%
Blogs	28	11	16	13	10	4	5	15	7	10	18	4	12	12	14	13	*	27	1	27	17	11
	6%	5%	7%	7%	6%	3%	5%	6%	6%	5%	6%	2%	6%	9%	5%	6%	2%	6%	2%	6%	5%	6%
From celebrities	17	4	13	10	6	1	2	9	6	3	14	4	9	5	6	11	3	14	3	14	13	4
	3%	2%	5%	5%	4%	1%	2%	3%	5%	1%	5%	2%	4%	4%	2%	5%	14%	3%	9%	3%	4%	2%
Text newsletters	9	4	5	2	4	3	*	6	2	2	7	2	4	3	7	2	1	8	1	8	7	1
	2%	2%	2%	1%	2%	2%	*	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%
None of these	30	18	12	12	10	9	9	15	7	11	19	10	12	8	19	11	2	28	2	28	20	11
	6%	7%	5%	6%	6%	6%	7%	6%	6%	5%	7%	6%	6%	7%	7%	5%	9%	6%	5%	6%	6%	6%
Sigma	1589	760	828	626	518	445	338	828	422	624	964	503	674	412	868	721	60	1528	106	1483	995	593
	318%	308%	327%	329%	309%	313%	294%	317%	343%	307%	325%	300%	323%	332%	318%	317%	292%	319%	312%	318%	317%	319%

Socialogue
GU4. How do you find out about new brands and products?
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)	1025	519	506	296	388	341	315	301	409	429	596	199	637	189	706	319	81	944	189	836	751	274
Base: All Respondents (wtd)	500	252	248	172	189	139	157	148	195	196	304	113	285	101	336	164	37	463	88	412	356	144
Internet	310	166	144	119	112	79	88	91	131	120	191	60	177	73	211	99	23	287	59	251	221	89
	62%	66%	58%	69%	59%	57%	56%	62%	67%	61%	63%	53%	62%	72%	63%	60%	63%	62%	67%	61%	62%	62%
		B		DE									KL				+					
In retail stores	279	138	141	97	107	74	86	82	111	110	169	56	165	57	185	94	22	257	52	227	198	81
	56%	55%	57%	57%	57%	53%	54%	55%	57%	56%	56%	50%	58%	57%	55%	57%	59%	56%	59%	55%	55%	57%
TV advertising	244	120	124	82	90	72	77	73	94	94	151	53	143	48	165	80	19	225	41	204	171	74
	49%	48%	50%	48%	48%	52%	49%	49%	48%	48%	50%	47%	50%	47%	49%	48%	51%	49%	46%	49%	48%	51%
From friends and family	236	112	124	92	82	62	72	72	92	85	152	47	140	50	162	74	15	221	42	195	166	70
	47%	44%	50%	53%	44%	45%	46%	49%	47%	43%	50%	41%	49%	49%	48%	45%	42%	48%	47%	47%	47%	49%
Magazine advertising	195	96	100	60	75	60	56	58	81	83	113	44	104	47	135	60	13	182	40	156	144	51
	39%	38%	40%	35%	40%	43%	36%	39%	42%	42%	37%	39%	37%	46%	40%	37%	37%	39%	45%	38%	40%	36%
Entertainment (TV shows/movies)	159	85	73	57	58	44	50	49	59	62	97	39	91	29	111	47	10	149	28	131	113	46
	32%	34%	30%	33%	31%	31%	32%	33%	30%	31%	32%	35%	32%	28%	33%	29%	27%	32%	32%	32%	32%	32%
Email newsletters	143	77	65	36	54	53	41	43	59	60	83	33	80	29	100	43	10	132	28	114	101	42
	29%	31%	26%	21%	28%	38%	26%	29%	30%	30%	27%	29%	28%	29%	30%	26%	28%	29%	32%	28%	28%	29%
Social networking sites	103	52	51	61	28	15	32	31	40	33	70	19	65	19	65	38	5	97	18	85	68	35
	21%	21%	20%	35%	15%	11%	20%	21%	20%	17%	23%	17%	23%	18%	19%	23%	15%	21%	20%	21%	19%	24%
Direct mail	102	48	54	26	39	37	29	37	36	51	51	26	56	20	67	35	7	95	20	82	74	28
	20%	19%	22%	15%	21%	26%	18%	25%	19%	26%	17%	23%	20%	20%	20%	21%	19%	21%	23%	20%	21%	19%
Magazine editorials	95	47	49	25	41	29	28	21	46	48	47	21	54	20	68	27	10	86	24	71	70	25
	19%	18%	20%	14%	22%	21%	18%	14%	23%	25%	15%	18%	19%	20%	20%	17%	26%	18%	27%	17%	20%	18%
Blogs	35	19	17	16	14	5	11	12	12	12	23	5	19	11	25	10	2	34	7	28	26	10
	7%	7%	7%	9%	8%	4%	7%	8%	6%	6%	8%	4%	7%	11%	8%	6%	5%	7%	8%	7%	7%	7%
From celebrities	17	7	10	11	4	2	9	3	5	5	12	2	11	4	12	6	-	17	2	15	10	8
	3%	3%	4%	7%	2%	1%	6%	2%	3%	3%	4%	2%	4%	4%	3%	3%	-	4%	3%	4%	3%	5%
Text newsletters	10	6	3	3	3	3	2	2	6	5	4	2	4	4	9	*	*	9	3	7	7	2
	2%	2%	1%	2%	2%	2%	1%	1%	3%	3%	1%	1%	1%	4%	3%	*	1%	2%	3%	2%	2%	1%
None of these	24	12	12	9	10	4	10	4	10	9	15	6	13	4	14	10	3	21	4	20	15	8
	5%	5%	5%	5%	6%	3%	6%	3%	5%	5%	5%	6%	5%	4%	4%	6%	8%	5%	4%	5%	4%	6%
Sigma	1953	985	968	695	720	538	592	579	782	775	1177	413	1123	416	1329	624	139	1814	367	1585	1383	569
	391%	390%	391%	404%	380%	388%	376%	392%	401%	395%	388%	365%	394%	410%	396%	379%	379%	391%	417%	385%	388%	397%

Socialogue
GU4. How do you find out about new brands and products?
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)	513	262	251	187	181	145	177	239	10	210	303	163	254	96	298	215	27	486	26	487	299	214
Base: All Respondents (wtd)	500	244	256	202	150	148	171	229	9	194	306	129	294	77	279	221	25	475	23	477	275	225
Internet	381	200	180	158	106	117	118	180	8	144	237	88	230	62	214	166	20	361	18	362	209	171
	76%	82%	70%	78%	70%	79%	69%	79%	84%	74%	77%	68%	78%	82%	77%	75%	81%	76%	81%	76%	76%	76%
TV advertising	333	155	178	117	107	109	114	157	7	141	192	92	203	39	197	136	19	314	17	316	191	143
	67%	64%	70%	58%	71%	74%	67%	68%	81%	73%	63%	71%	69%	51%	71%	62%	78%	66%	76%	66%	69%	64%
From friends and family	242	108	133	110	59	72	86	107	7	93	149	63	147	32	127	115	15	226	13	229	123	119
	48%	44%	52%	55%	39%	49%	50%	47%	77%	48%	49%	48%	50%	42%	45%	52%	62%	48%	57%	48%	45%	53%
In retail stores	212	98	114	110	48	53	74	92	2	68	144	44	135	32	116	96	8	203	9	203	108	104
	42%	40%	44%	55%	32%	36%	43%	40%	26%	35%	47%	34%	46%	42%	41%	44%	34%	43%	39%	43%	39%	46%
Email newsletters	187	89	97	63	62	62	71	85	3	77	110	52	112	22	110	76	12	174	13	173	105	82
	37%	37%	38%	31%	41%	42%	41%	37%	35%	39%	36%	40%	38%	29%	40%	34%	50%	37%	57%	36%	38%	36%
Social networking sites	182	75	107	94	44	45	66	73	4	59	123	47	112	23	95	87	11	171	11	171	88	95
	36%	31%	42%	47%	29%	31%	39%	32%	44%	30%	40%	36%	38%	30%	34%	40%	46%	36%	48%	36%	32%	42%
Magazine editorials	119	48	71	52	31	36	36	54	2	36	83	24	79	17	63	57	9	110	8	111	67	52
	24%	20%	28%	26%	21%	24%	21%	24%	21%	18%	27%	18%	27%	22%	22%	26%	37%	23%	37%	23%	24%	23%
Magazine advertising	119	55	64	54	27	37	33	56	-	47	72	29	77	12	52	67	6	112	6	113	58	61
	24%	22%	25%	27%	18%	25%	19%	24%	-	24%	24%	22%	26%	16%	19%	30%	25%	24%	27%	24%	21%	27%
Entertainment (TV shows/movies)	86	47	39	30	24	31	28	43	1	39	46	25	50	11	50	36	3	82	3	82	47	39
	17%	19%	15%	15%	16%	21%	16%	19%	9%	20%	15%	19%	17%	15%	18%	16%	14%	17%	15%	17%	17%	17%
Direct mail	71	37	34	27	20	23	22	36	2	31	40	15	50	6	35	35	4	66	5	66	37	33
	14%	15%	13%	14%	14%	15%	13%	16%	21%	16%	13%	12%	17%	7%	13%	16%	17%	14%	21%	14%	14%	15%
Blogs	60	30	30	37	9	14	23	20	1	14	46	10	40	10	23	37	4	56	5	55	24	36
	12%	12%	12%	18%	6%	10%	13%	9%	7%	7%	15%	7%	14%	13%	8%	17%	18%	12%	23%	11%	9%	16%
From celebrities	14	5	9	10	2	2	4	5	-	5	9	10	4	1	6	8	1	13	1	13	5	9
	3%	2%	4%	5%	1%	1%	2%	2%	-	2%	3%	7%	1%	1%	2%	4%	4%	3%	4%	3%	2%	4%
Text newsletters	11	5	6	3	3	5	5	6	-	7	4	3	8	1	5	6	1	10	1	10	3	8
	2%	2%	2%	2%	2%	4%	3%	3%	-	4%	1%	2%	3%	1%	2%	3%	4%	2%	4%	2%	1%	4%
None of these	5	3	2	2	1	2	3	2	-	3	2	2	1	2	2	3	-	5	-	5	2	3
	1%	1%	1%	1%	1%	2%	2%	1%	-	2%	1%	2%	*	2%	1%	1%	-	1%	-	1%	1%	1%
Sigma	2021	955	1066	868	543	610	681	916	37	763	1259	503	1248	270	1096	925	116	1906	112	1909	1067	955
	404%	392%	416%	430%	361%	413%	399%	400%	403%	393%	412%	389%	425%	353%	393%	419%	470%	401%	489%	400%	388%	424%

Socialogue

GU4. How do you find out about new brands and products?

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: All Respondents (unwtd)	1016	547	469	449	376	191	354	381	281	728	288	-	109	907	563	453	301	715	540	476	845	171
Base: All Respondents (wtd)	500	258	242	276	152	72	191	179	129	308	192	-	64	436	254	246	143	357	251	249	396	104
Internet	374	193	180	203	115	55	143	134	97	230	144	-	47	327	184	190	103	271	188	186	294	80
	75%	75%	75%	73%	76%	77%	75%	75%	75%	75%	75%	-	73%	75%	72%	77%	72%	76%	75%	75%	74%	76%
TV advertising	371	184	187	191	121	59	136	139	96	239	132	-	47	324	183	188	98	272	186	185	292	79
	74%	71%	77%	69%	80%	83%	71%	77%	74%	78%	69%	-	74%	74%	72%	76%	69%	76%	74%	74%	74%	76%
From friends and family	275	125	150	141	91	43	91	104	79	177	97	-	35	240	126	149	69	205	131	143	214	61
	55%	48%	62%	51%	60%	60%	48%	58%	61%	58%	51%	-	55%	55%	50%	60%	48%	58%	52%	58%	54%	58%
Entertainment (TV shows/movies)	260	127	133	138	83	39	92	95	73	166	94	-	34	226	120	140	73	187	135	125	207	53
	52%	49%	55%	50%	55%	55%	48%	53%	56%	54%	49%	-	53%	52%	47%	57%	51%	52%	54%	50%	52%	51%
Social networking sites	245	121	124	145	67	32	83	88	74	146	98	-	31	213	118	126	66	178	131	114	184	60
	49%	47%	51%	53%	44%	45%	43%	49%	57%	47%	51%	-	49%	49%	47%	51%	46%	50%	52%	46%	47%	58%
In retail stores	240	119	121	116	85	40	80	88	72	159	81	-	25	216	118	122	65	176	124	116	194	46
	48%	46%	50%	42%	56%	56%	42%	49%	56%	52%	43%	-	39%	49%	47%	50%	45%	49%	49%	47%	49%	44%
Magazine advertising	233	117	116	113	80	41	76	93	65	153	81	-	22	212	122	112	66	168	122	112	190	44
	47%	45%	48%	41%	52%	57%	40%	52%	50%	50%	42%	-	34%	49%	48%	45%	46%	47%	48%	45%	48%	42%
Email newsletters	166	93	73	90	49	28	68	58	40	109	57	-	16	150	95	71	49	117	94	72	141	25
	33%	36%	30%	32%	32%	39%	36%	32%	31%	35%	30%	-	25%	34%	38%	29%	34%	33%	37%	29%	36%	24%
Magazine editorials	163	82	81	89	52	21	61	55	47	103	60	-	15	148	85	78	54	109	91	71	131	32
	33%	32%	33%	32%	34%	30%	32%	31%	36%	34%	31%	-	24%	34%	34%	31%	37%	31%	36%	29%	33%	31%
Direct mail	123	67	56	66	36	21	43	40	40	81	42	-	14	108	69	53	44	79	80	43	106	17
	25%	26%	23%	24%	24%	29%	22%	22%	31%	26%	22%	-	23%	25%	27%	22%	31%	22%	32%	17%	27%	16%
Text newsletters	104	57	47	63	30	11	38	35	31	63	41	-	12	91	57	47	35	69	56	48	88	16
	21%	22%	19%	23%	20%	15%	20%	20%	24%	20%	22%	-	20%	21%	23%	19%	24%	19%	22%	19%	22%	15%
Blogs	103	53	49	65	26	12	35	38	30	60	42	-	16	87	56	47	35	67	57	45	82	21
	21%	21%	20%	23%	17%	17%	18%	21%	23%	20%	22%	-	25%	20%	22%	19%	25%	19%	23%	18%	21%	20%
From celebrities	96	37	59	59	29	8	31	32	33	61	35	-	10	86	45	51	37	59	58	38	77	19
	19%	14%	24%	21%	19%	11%	16%	18%	25%	20%	18%	-	16%	20%	18%	21%	26%	16%	23%	15%	19%	18%
None of these	5	4	1	4	*	1	3	*	2	2	3	-	2	4	2	3	*	5	2	3	4	1
	1%	1%	1%	1%	*	1%	2%	*	1%	1%	2%	-	3%	1%	1%	1%	*	1%	1%	1%	1%	1%
Sigma	2757	1379	1378	1481	865	411	979	999	779	1749	1008	-	327	2430	1381	1375	794	1963	1454	1302	2203	554
	551%	534%	570%	536%	568%	574%	512%	557%	601%	567%	526%	-	513%	557%	545%	558%	554%	550%	579%	523%	557%	532%

Socialogue
GU4. How do you find out about new brands and products?
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)	505	249	256	229	186	90	71	254	180	298	207	174	42	289	251	254	78	427	142	363	404	101
Base: All Respondents (wtd)	500	250	250	282	152	66	85	251	164	266	234	177	41	281	236	264	72	428	135	365	397	103
Internet	421	219	202	244	123	54	64	221	136	220	201	149	35	237	212	209	58	363	116	305	344	77
	84%	88%	81%	87%	81%	81%	75%	88%	83%	83%	86%	84%	85%	84%	90%	79%	81%	85%	86%	84%	87%	75%
		B				*	*	F					*		O		*				U	*
TV advertising	343	170	173	186	105	52	53	177	113	186	157	121	26	196	164	179	46	297	89	254	275	68
	69%	68%	69%	66%	69%	78%	62%	71%	69%	70%	67%	68%	63%	70%	70%	68%	64%	69%	66%	69%	69%	66%
						C*	*						*				*					*
Social networking sites	297	151	146	186	78	33	53	149	94	148	149	99	23	174	145	152	46	251	90	207	237	60
	59%	60%	58%	66%	51%	50%	63%	59%	57%	56%	61%	56%	56%	62%	62%	57%	64%	59%	67%	57%	60%	58%
						DE	*	*					*				*		S			*
From friends and family	282	124	158	157	92	34	38	141	103	155	127	84	26	172	134	148	45	237	81	201	226	56
	56%	50%	63%	56%	60%	51%	45%	56%	63%	58%	54%	47%	63%	61%	57%	56%	62%	55%	60%	55%	57%	55%
			A			*	*	F					*	K			*				U	*
Magazine advertising	240	112	128	118	87	35	34	122	84	142	98	70	22	149	120	121	37	203	72	168	201	39
	48%	45%	51%	42%	57%	53%	40%	48%	52%	54%	42%	39%	53%	53%	51%	46%	52%	47%	54%	46%	51%	38%
						C	*	*	J				*	K			*					*
Entertainment (TV shows/movies)	198	95	103	118	58	21	33	105	59	99	99	71	17	110	91	107	32	166	60	138	158	39
	40%	38%	41%	42%	38%	32%	39%	42%	36%	37%	42%	40%	42%	39%	39%	40%	44%	39%	45%	38%	40%	38%
						*	*	*					*				*		*			*
In retail stores	182	89	94	97	60	25	23	96	64	105	77	49	17	116	98	84	32	150	52	130	146	37
	36%	35%	37%	35%	39%	38%	27%	38%	39%	40%	33%	27%	41%	41%	42%	32%	44%	35%	39%	36%	37%	35%
						*	*	*					*				*		*			*
Blogs	157	84	73	96	44	17	29	66	62	88	69	52	12	93	73	83	31	126	54	103	124	33
	31%	34%	29%	34%	29%	26%	35%	26%	38%	33%	30%	29%	28%	33%	31%	32%	43%	29%	40%	28%	31%	32%
						G	*	G					*				Q*		S			*
Magazine editorials	93	51	42	41	37	14	7	46	39	55	38	30	10	52	47	45	22	71	33	60	75	18
	19%	20%	17%	15%	25%	21%	9%	18%	24%	20%	16%	17%	25%	19%	20%	17%	30%	17%	24%	16%	19%	18%
						C	*	F					*				Q*		S			*
Email newsletters	47	20	27	30	11	6	6	25	15	27	20	14	7	26	17	30	10	37	15	32	38	9
	9%	8%	11%	11%	7%	9%	7%	10%	9%	10%	9%	8%	17%	9%	7%	11%	14%	9%	11%	9%	10%	8%
						*	*	*					*				*		*			*
Direct mail	44	20	23	23	14	7	2	26	15	27	17	12	6	26	23	21	13	30	17	26	37	6
	9%	8%	9%	8%	9%	10%	3%	10%	9%	10%	7%	7%	14%	9%	10%	8%	19%	7%	13%	7%	9%	6%
						*	*	F					*				Q*		S			*
From celebrities	37	10	27	29	6	2	5	22	10	16	21	11	2	24	14	23	10	28	14	24	31	6
	7%	4%	11%	10%	4%	3%	6%	9%	6%	6%	9%	6%	5%	9%	6%	9%	13%	6%	10%	6%	8%	6%
			A			*	*						*				Q*					*
Text newsletters	19	9	10	12	6	1	-	11	8	11	8	6	2	10	12	7	7	12	9	10	16	2
	4%	4%	4%	4%	4%	2%	-	4%	5%	4%	3%	3%	6%	4%	5%	3%	10%	3%	7%	3%	4%	2%
						*	*	*					*				Q*		S			*
None of these	2	2	-	2	-	-	-	-	2	1	1	-	1	1	2	-	-	2	2	-	2	-
	*	1%	-	1%	-	-	-	-	1%	*	1%	-	3%	*	1%	-	-	1%	2%	-	1%	-
						*	*	*					K*				*		S		*	
Sigma	2361	1155	1205	1340	720	300	349	1207	805	1279	1081	767	208	1386	1151	1210	388	1973	704	1657	1910	451
	472%	462%	482%	476%	472%	454%	410%	480%	492%	480%	463%	432%	501%	493%	489%	457%	541%	461%	523%	453%	481%	438%

Socialogue
GU4. How do you find out about new brands and products?
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)	1020	509	511	323	390	307	263	483	274	497	523	341	556	123	499	521	98	922	138	882	615	405
Base: All Respondents (wtd)	500	250	250	181	176	143	140	235	125	244	256	243	198	58	231	269	45	455	63	437	284	216
Internet	317	161	156	135	106	76	88	146	82	139	178	144	134	39	147	170	26	291	38	279	181	136
	63%	64%	62%	75%	60%	53%	63%	62%	66%	57%	69%	59%	68%	67%	63%	63%	58%	64%	61%	64%	64%	63%
		DE															+					
TV advertising	274	144	130	94	94	87	75	126	72	145	129	142	105	28	134	140	23	251	32	242	164	110
	55%	57%	52%	52%	53%	61%	54%	54%	58%	59%	51%	58%	53%	47%	58%	52%	51%	55%	52%	55%	58%	51%
						C											+				U	
Direct mail	236	112	124	84	81	71	72	108	56	121	116	123	88	25	103	134	20	217	27	209	130	107
	47%	45%	50%	47%	46%	50%	51%	46%	45%	49%	45%	51%	45%	43%	44%	50%	44%	48%	44%	48%	46%	49%
																	+					
From friends and family	235	109	126	90	84	61	61	112	62	104	131	113	91	31	101	134	20	215	30	205	135	100
	47%	44%	50%	50%	48%	43%	44%	48%	49%	42%	51%	47%	46%	53%	44%	50%	44%	47%	47%	47%	48%	46%
			A														+					
In retail stores	233	108	125	82	80	71	62	109	62	118	115	108	102	24	100	133	20	213	28	205	139	94
	47%	43%	50%	45%	46%	50%	44%	46%	50%	48%	45%	44%	51%	41%	43%	50%	45%	47%	45%	47%	49%	44%
			A										M				+					
Social networking sites	188	89	99	96	57	35	53	95	40	76	112	92	74	23	80	108	12	176	19	169	99	89
	38%	35%	40%	53%	32%	24%	38%	41%	32%	31%	44%	38%	37%	39%	35%	40%	27%	39%	30%	39%	35%	41%
				DE													+					
Magazine advertising	172	77	95	59	61	52	43	80	49	93	80	80	72	19	72	101	13	160	19	153	101	71
	34%	31%	38%	33%	35%	36%	31%	34%	40%	38%	31%	33%	37%	34%	31%	38%	28%	35%	30%	35%	36%	33%
			A						F								+					
Email newsletters	126	62	64	46	47	33	37	58	32	62	65	57	53	16	61	66	9	117	13	113	72	54
	25%	25%	26%	26%	27%	23%	26%	25%	25%	25%	25%	24%	27%	27%	26%	24%	21%	26%	21%	26%	25%	25%
																	+					
Entertainment (TV shows/movies)	91	47	43	38	30	23	27	42	22	40	50	49	29	13	44	47	7	84	11	80	52	38
	18%	19%	17%	21%	17%	16%	19%	18%	17%	17%	20%	20%	15%	22%	19%	17%	15%	18%	18%	18%	18%	18%
																	+					
Blogs	74	30	44	36	23	16	22	33	19	28	46	31	33	10	34	40	6	68	9	65	45	28
	15%	12%	17%	20%	13%	11%	15%	14%	15%	11%	18%	13%	17%	18%	15%	15%	14%	15%	14%	15%	16%	13%
				DE													+					
Magazine editorials	60	27	32	19	19	22	16	25	19	29	31	24	27	9	27	32	5	55	7	53	35	25
	12%	11%	13%	11%	11%	15%	11%	11%	15%	12%	12%	10%	14%	15%	12%	12%	10%	12%	11%	12%	12%	12%
																	+					
Text newsletters	36	19	17	12	14	10	9	16	11	20	16	14	18	3	19	16	6	30	5	30	21	15
	7%	8%	7%	7%	8%	7%	6%	7%	9%	8%	6%	6%	9%	5%	8%	6%	12%	7%	9%	7%	7%	7%
																	Q+					
From celebrities	25	15	10	10	8	6	7	15	3	16	9	10	12	3	12	12	3	22	4	21	15	10
	5%	6%	4%	6%	5%	4%	5%	6%	2%	7%	3%	4%	6%	5%	5%	5%	7%	5%	6%	5%	5%	4%
																	+					
None of these	16	9	7	6	4	6	6	7	3	10	6	8	7	1	7	9	2	14	3	13	8	8
	3%	4%	3%	3%	2%	4%	4%	3%	2%	4%	2%	3%	3%	2%	3%	3%	4%	3%	5%	3%	3%	4%
																	+					
Sigma	2084	1009	1074	807	708	569	578	973	532	1000	1084	996	846	242	942	1142	170	1913	247	1837	1197	886
	417%	404%	430%	446%	402%	398%	412%	415%	426%	410%	424%	409%	426%	417%	407%	425%	379%	420%	392%	420%	422%	410%

Socialogue
GU4. How do you find out about new brands and products?
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)	1007	534	473	277	345	385	593	346	68	621	386	325	217	465	524	483	65	942	101	906	696	311
Base: All Respondents (wtd)	500	251	249	186	155	159	328	153	20	273	227	295	90	115	224	276	27	473	39	461	316	184
Internet	310	163	147	120	95	94	207	91	11	163	147	184	57	69	138	171	16	294	24	286	197	112
	62%	65%	59%	65%	61%	59%	63%	60%	58%	60%	65%	62%	63%	60%	62%	62%	59%	62%	60%	62%	62%	61%
TV advertising	151	79	72	49	41	61	104	40	7	84	67	93	26	33	74	77	6	145	10	142	92	59
	30%	31%	29%	26%	26%	38%	32%	26%	37%	31%	30%	31%	29%	28%	33%	28%	24%	31%	25%	31%	29%	32%
From friends and family	124	49	75	52	34	37	74	43	7	61	62	77	25	22	45	78	9	115	12	111	70	54
	25%	20%	30%	28%	22%	23%	23%	28%	34%	22%	28%	26%	28%	19%	20%	28%	33%	24%	32%	24%	22%	29%
In retail stores	89	44	45	33	32	24	60	25	4	47	42	51	16	22	39	50	7	82	8	81	56	33
	18%	17%	18%	18%	21%	15%	18%	16%	20%	17%	18%	17%	18%	19%	18%	18%	25%	17%	21%	18%	18%	18%
Magazine advertising	89	43	46	34	27	28	53	32	4	48	41	50	19	20	37	51	6	82	8	80	55	34
	18%	17%	18%	18%	17%	17%	16%	21%	19%	18%	18%	17%	21%	18%	17%	19%	24%	17%	21%	17%	17%	18%
Entertainment (TV shows/movies)	81	35	46	34	27	21	54	24	3	45	35	48	15	17	29	52	5	75	6	75	47	34
	16%	14%	18%	18%	17%	13%	16%	16%	17%	17%	16%	16%	17%	15%	13%	19%	20%	16%	15%	16%	15%	19%
Blogs	65	27	39	39	21	6	43	20	2	28	38	44	11	11	22	43	2	63	4	62	32	33
	13%	11%	16%	21%	13%	4%	13%	13%	13%	10%	17%	15%	12%	9%	10%	16%	8%	13%	9%	13%	10%	18%
Email newsletters	55	27	27	14	18	23	38	13	4	31	23	33	10	12	30	25	5	50	7	48	33	22
	11%	11%	11%	7%	12%	14%	12%	9%	18%	11%	10%	11%	11%	10%	13%	9%	18%	10%	17%	10%	10%	12%
Direct mail	45	24	21	15	13	17	27	15	4	27	18	33	4	8	21	24	2	43	2	44	24	22
	9%	10%	9%	8%	8%	11%	8%	10%	18%	10%	8%	11%	4%	7%	9%	9%	9%	9%	4%	9%	7%	12%
Social networking sites	44	22	22	25	14	5	31	11	3	16	28	24	7	12	23	21	4	40	5	39	25	19
	9%	9%	9%	14%	9%	3%	9%	7%	13%	6%	12%	8%	8%	11%	10%	7%	14%	8%	13%	8%	8%	10%
From celebrities	33	11	23	14	11	8	24	9	1	21	12	19	9	6	9	25	*	33	*	33	19	14
	7%	4%	9%	8%	7%	5%	7%	6%	3%	8%	5%	6%	10%	5%	4%	9%	2%	7%	1%	7%	6%	8%
Magazine editorials	24	8	16	8	9	7	16	7	2	14	10	12	7	6	10	14	1	24	1	23	18	7
	5%	3%	6%	4%	6%	4%	5%	4%	8%	5%	4%	4%	7%	5%	5%	5%	3%	5%	3%	5%	6%	4%
Text newsletters	16	9	7	8	7	1	12	4	1	8	8	10	2	4	7	9	*	15	1	14	10	6
	3%	3%	3%	4%	4%	1%	4%	2%	3%	3%	3%	3%	2%	3%	3%	3%	1%	3%	4%	3%	3%	3%
None of these	75	39	36	29	23	23	51	23	2	43	32	44	13	18	35	40	4	72	6	70	48	27
	15%	16%	15%	16%	15%	14%	15%	15%	9%	16%	14%	15%	15%	15%	16%	15%	13%	15%	14%	15%	15%	15%
Sigma	1201	579	622	474	371	355	792	356	53	638	563	721	221	259	521	680	68	1133	93	1108	725	476
	240%	231%	250%	256%	239%	223%	242%	233%	270%	233%	248%	244%	245%	226%	232%	247%	251%	240%	239%	240%	229%	259%

Socialogue
GU4. How do you find out about new brands and products?
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)	506	251	255	242	170	94	350	138	18	219	287	137	151	218	263	243	124	382	122	384	313	193
Base: All Respondents (wtd)	500	238	262	270	160	70	397	94	9	212	288	321	103	76	238	262	111	389	91	409	271	229
TV advertising	376	189	187	201	119	57	298	71	7	166	210	243	75	57	187	189	98	278	83	293	218	158
	75%	79%	72%	74%	74%	82%	75%	75%	84%	78%	73%	76%	73%	76%	79%	72%	87%	72%	90%	72%	80%	69%
									**								Q*		S*		U	
Internet	359	188	171	196	112	52	272	80	7	144	216	222	77	60	179	181	87	273	79	280	200	159
	72%	79%	66%	73%	70%	74%	69%	86%	77%	68%	75%	69%	75%	79%	75%	69%	*	70%	87%	69%	74%	70%
		B															*					
From friends and family	282	143	139	152	89	41	219	54	8	126	156	169	63	51	142	140	65	217	59	223	170	112
	56%	60%	53%	56%	56%	59%	55%	58%	93%	59%	54%	53%	61%	67%	60%	53%	58%	56%	65%	55%	63%	49%
									**								*				U	
Magazine advertising	263	114	149	127	90	45	211	45	7	115	148	169	51	43	132	131	77	186	69	194	161	102
	53%	48%	57%	47%	56%	65%	53%	48%	80%	54%	51%	53%	50%	56%	55%	50%	69%	48%	75%	47%	59%	45%
						C*											Q*		S*		U	
Social networking sites	217	100	118	127	60	30	161	51	6	92	125	136	44	37	106	112	47	171	48	169	117	100
	43%	42%	45%	47%	38%	43%	41%	54%	62%	44%	43%	43%	42%	49%	44%	43%	42%	44%	53%	41%	43%	44%
							F*		**								*					
In retail stores	184	83	101	81	73	31	144	35	5	76	109	106	43	36	95	90	61	124	52	132	99	85
	37%	35%	39%	30%	45%	45%	36%	37%	62%	36%	38%	33%	42%	48%	40%	34%	55%	32%	57%	32%	37%	37%
						C*											Q*		S*			
Entertainment (TV shows/movies)	173	87	86	98	49	25	137	31	5	71	102	106	38	30	95	78	39	134	36	137	85	88
	35%	37%	33%	36%	31%	36%	34%	33%	54%	34%	35%	33%	37%	39%	40%	30%	35%	35%	39%	34%	31%	38%
									**								*					
Email newsletters	154	76	78	67	54	32	119	30	5	70	83	93	32	29	91	63	49	104	45	109	90	64
	31%	32%	30%	25%	34%	46%	30%	32%	58%	33%	29%	29%	31%	38%	38%	24%	44%	27%	49%	27%	33%	28%
						C*			**								Q*		S*			
Magazine editorials	120	67	53	53	47	20	89	26	5	51	69	70	28	23	64	56	40	80	34	86	74	46
	24%	28%	20%	20%	29%	29%	22%	27%	61%	24%	24%	22%	27%	30%	27%	21%	36%	21%	37%	21%	27%	20%
									**								Q*		S*			
Blogs	97	48	49	63	25	10	68	26	3	45	52	61	23	14	50	48	25	72	27	70	46	51
	19%	20%	19%	23%	16%	14%	17%	28%	35%	21%	18%	19%	22%	18%	21%	18%	23%	19%	30%	17%	17%	22%
									**								*					
Direct mail	84	44	40	44	27	13	59	20	5	41	43	47	20	17	51	33	34	50	35	49	53	31
	17%	18%	15%	16%	17%	19%	15%	22%	54%	20%	15%	15%	20%	22%	21%	13%	31%	13%	38%	12%	20%	14%
									**								Q*		S*			
From celebrities	78	29	49	61	12	5	55	20	3	22	56	60	10	9	29	49	13	65	14	64	32	46
	16%	12%	19%	23%	8%	7%	14%	22%	35%	10%	19%	19%	9%	12%	12%	19%	11%	17%	16%	16%	12%	20%
						D*			**								*					T
Text newsletters	64	27	37	27	25	12	41	20	3	30	34	45	9	11	32	32	29	36	29	35	35	29
	13%	11%	14%	10%	16%	17%	10%	22%	35%	14%	12%	14%	9%	14%	14%	12%	26%	9%	32%	9%	13%	13%
									**								Q*		S*			
None of these	4	1	3	3	1	*	3	1	-	3	1	2	1	*	-	4	-	4	-	4	-	4
	1%	1%	1%	1%	*	*	1%	1%	-	1%	*	1%	1%	*	-	2%	-	1%	-	1%	-	2%
						*			**								*		*			
Sigma	2457	1196	1260	1299	785	373	1876	510	70	1052	1405	1528	513	416	1252	1205	662	1795	610	1846	1380	1077
	491%	502%	482%	481%	489%	536%	472%	545%	791%	497%	487%	476%	498%	548%	526%	460%	594%	462%	667%	452%	509%	470%

Socialogue

GU4. How do you find out about new brands and products?

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)	514	294	220	207	161	146	399	104	11	247	267	60	364	90	232	282	61	453	76	438	285	229	
Base: All Respondents (wtd)	500	248	252	215	147	138	403	87	9	229	271	104	327	69	206	294	51	449	63	437	253	247	
Internet	382	202	181	162	116	105	304	70	8	176	207	74	256	52	155	227	38	344	44	339	194	188	
	76%	81%	72%	75%	79%	76%	75%	80%	91%	77%	76%	72%	78%	74%	75%	77%	75%	77%	69%	78%	77%	76%	
		B							**			*		*			*		*				
From friends and family	290	115	175	121	86	82	232	51	7	127	162	57	196	36	114	175	34	256	35	255	142	148	
	58%	46%	69%	56%	58%	60%	57%	59%	73%	56%	60%	55%	60%	52%	55%	60%	67%	57%	55%	58%	56%	60%	
		A							**			*		*			*		*				
TV advertising	255	120	135	122	68	65	205	47	3	115	140	62	165	28	100	156	25	230	25	230	115	140	
	51%	48%	54%	57%	46%	47%	51%	54%	35%	50%	52%	59%	51%	40%	48%	53%	49%	51%	39%	53%	46%	57%	
									**			M*		*			*		R		T		
Magazine editorials	184	84	101	76	49	59	146	34	4	83	102	37	119	28	74	110	21	163	24	160	95	89	
	37%	34%	40%	36%	34%	42%	36%	39%	43%	36%	38%	35%	37%	40%	36%	38%	42%	36%	38%	37%	38%	36%	
									**			*		*			*		*				
Magazine advertising	139	63	77	64	28	47	111	25	3	64	76	25	95	19	63	76	14	125	16	124	68	71	
	28%	25%	30%	30%	19%	34%	27%	29%	34%	28%	28%	24%	29%	27%	30%	26%	27%	28%	25%	28%	27%	29%	
						D			**			*		*			*		*				
Direct mail	139	66	73	65	37	38	116	21	3	70	69	30	96	13	57	82	17	122	14	125	62	77	
	28%	26%	29%	30%	25%	27%	29%	24%	27%	30%	26%	28%	30%	19%	28%	28%	34%	27%	23%	29%	24%	31%	
									**			M		*			*		*				
In retail stores	130	60	69	57	35	37	105	22	3	53	76	29	82	19	51	79	20	110	19	110	69	61	
	26%	24%	28%	27%	24%	27%	26%	25%	28%	23%	28%	28%	25%	27%	25%	27%	39%	24%	30%	25%	27%	25%	
									**			*		*			Q*		*				
Social networking sites	116	61	54	63	28	24	98	16	2	42	73	31	67	17	48	68	11	105	15	100	58	57	
	23%	25%	22%	29%	19%	18%	24%	19%	19%	19%	27%	30%	21%	25%	23%	23%	21%	23%	24%	23%	23%	23%	
				DE					**			*		*			*		*				
Email newsletters	99	64	34	50	21	27	77	21	1	41	58	25	60	13	44	54	9	89	15	83	48	50	
	20%	26%	14%	23%	14%	20%	19%	23%	9%	18%	21%	24%	18%	19%	21%	19%	18%	20%	24%	19%	19%	20%	
		B							**			*		*			*		*				
Entertainment (TV shows/movies)	85	43	42	50	24	11	73	10	2	28	58	29	50	6	30	55	5	80	7	78	37	49	
	17%	17%	17%	24%	16%	8%	18%	12%	19%	12%	21%	28%	15%	8%	15%	19%	11%	18%	11%	18%	14%	20%	
				E					**			I		LM*		*		*		*			
Blogs	52	17	35	24	16	12	43	10	-	22	31	13	31	9	16	36	5	47	8	45	27	26	
	10%	7%	14%	11%	11%	9%	11%	11%	-	10%	11%	13%	9%	13%	8%	12%	11%	10%	12%	10%	11%	10%	
		A							**			*		*			*		*				
Text newsletters	44	20	23	15	12	17	33	10	1	22	22	7	28	9	19	25	9	35	10	33	23	20	
	9%	8%	9%	7%	8%	12%	8%	12%	8%	9%	8%	7%	8%	13%	9%	9%	18%	8%	16%	8%	9%	8%	
									**			*		*			Q*		S*				
From celebrities	24	8	16	12	7	5	21	3	-	8	16	8	16	-	10	14	1	23	2	22	9	15	
	5%	3%	6%	6%	5%	4%	5%	3%	-	3%	6%	8%	5%	-	5%	5%	2%	5%	3%	5%	4%	6%	
									**			M*	M	*			*		*				
None of these	8	6	2	1	4	3	7	2	-	7	2	1	6	1	5	3	1	7	1	7	5	3	
	2%	3%	1%	*	3%	2%	2%	2%	-	3%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	
									**			*		*			*		*				
Sigma	1947	930	1017	883	531	533	1570	342	36	856	1092	429	1269	250	785	1162	212	1735	235	1712	952	996	
	389%	375%	404%	411%	361%	386%	389%	391%	387%	373%	403%	412%	389%	360%	380%	396%	415%	386%	370%	392%	377%	403%	

Socialogue
GU4. How do you find out about new brands and products?
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)	503	234	269	194	175	134	61	270	172	257	246	81	285	137	265	238	33	470	43	460	365	138
Base: All Respondents (wtd)	500	241	259	211	177	112	75	276	149	234	266	146	265	89	246	254	32	468	38	462	343	157
Internet	373	179	194	163	122	89	40	211	123	178	195	107	197	70	179	194	28	345	32	341	255	118
	75%	74%	75%	77%	69%	79%	53%	76%	82%	76%	73%	73%	74%	79%	73%	76%	88%	74%	85%	74%	74%	75%
TV advertising	320	155	165	132	119	70	45	173	102	154	167	93	173	54	159	162	22	298	28	292	220	100
	64%	65%	64%	62%	67%	62%	61%	63%	68%	66%	63%	64%	65%	61%	64%	64%	69%	64%	74%	63%	64%	64%
In retail stores	291	132	158	137	88	65	41	164	85	132	159	79	158	53	138	153	16	275	18	273	197	94
	58%	55%	61%	65%	50%	58%	55%	59%	57%	56%	60%	54%	60%	60%	56%	60%	50%	59%	48%	59%	57%	60%
From friends and family	272	121	151	130	83	60	39	146	88	124	147	77	145	51	125	147	19	253	18	254	193	79
	54%	50%	58%	61%	47%	53%	52%	53%	59%	53%	55%	52%	54%	57%	51%	58%	59%	54%	48%	55%	56%	50%
Social networking sites	227	87	140	115	69	43	27	140	60	94	133	77	124	25	95	131	18	208	18	208	148	78
	45%	36%	54%	54%	39%	39%	35%	51%	40%	40%	50%	53%	47%	29%	39%	52%	58%	44%	49%	45%	43%	50%
Magazine advertising	178	59	118	75	67	36	20	102	56	86	92	51	99	28	81	97	14	164	12	166	124	54
	36%	25%	46%	35%	38%	32%	27%	37%	37%	37%	34%	35%	37%	32%	33%	38%	43%	35%	31%	36%	36%	34%
Email newsletters	175	81	94	67	54	54	16	99	60	91	84	51	92	32	83	92	15	159	17	158	128	46
	35%	34%	36%	32%	30%	48%	21%	36%	40%	39%	32%	35%	35%	36%	34%	36%	48%	34%	44%	34%	37%	30%
Entertainment (TV shows/movies)	129	54	75	52	47	30	6	78	45	63	66	35	74	20	66	63	9	120	6	123	98	30
	26%	22%	29%	24%	27%	27%	8%	28%	30%	27%	25%	24%	28%	22%	27%	25%	27%	26%	16%	27%	29%	19%
Direct mail	97	41	55	36	36	25	13	48	36	49	47	27	52	18	52	45	10	87	9	88	68	29
	19%	17%	21%	17%	20%	22%	17%	17%	24%	21%	18%	18%	20%	20%	21%	18%	31%	19%	24%	19%	20%	18%
Blogs	63	32	31	33	19	11	4	42	17	19	44	18	37	8	35	28	9	54	6	57	42	21
	13%	13%	12%	16%	11%	10%	5%	15%	12%	8%	16%	12%	14%	9%	14%	11%	27%	12%	16%	12%	12%	14%
Text newsletters	60	22	38	22	21	18	6	31	23	29	31	19	34	7	30	30	5	55	5	55	46	15
	12%	9%	15%	10%	12%	16%	8%	11%	16%	12%	12%	13%	13%	8%	12%	12%	15%	12%	12%	12%	13%	9%
Magazine editorials	58	23	35	24	21	13	9	28	21	29	29	13	34	11	29	29	5	53	6	52	37	21
	12%	10%	14%	11%	12%	11%	13%	10%	14%	12%	11%	9%	13%	13%	12%	11%	16%	11%	16%	11%	11%	13%
From celebrities	22	7	15	12	9	1	1	17	4	9	14	5	15	2	9	13	4	18	4	18	17	5
	4%	3%	6%	6%	5%	1%	1%	6%	3%	4%	5%	4%	6%	2%	4%	5%	13%	4%	11%	4%	5%	3%
None of these	9	6	3	3	3	3	2	7	1	4	5	-	9	1	7	3	-	9	-	9	6	3
	2%	2%	1%	1%	2%	3%	2%	2%	1%	2%	2%	-	3%	1%	3%	1%	-	2%	-	2%	2%	2%
Sigma	2273	999	1274	999	757	517	268	1284	721	1060	1213	651	1243	379	1088	1185	174	2100	179	2094	1580	694
	455%	415%	491%	473%	428%	461%	359%	465%	483%	454%	456%	446%	468%	428%	443%	466%	542%	449%	475%	453%	460%	443%

Socialogue
GU4. How do you find out about new brands and products?
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)	516	329	187	310	171	35	246	137	60	316	200	119	143	254	249	267	86	430	102	414	331	185
Base: All Respondents (wtd)	500	283	217	295	164	41	276	116	42	304	196	290	145	65	213	287	73	427	78	422	277	223
Internet	326	185	141	198	89	39	182	79	33	200	126	184	92	50	139	187	50	276	59	268	192	135
	65%	65%	65%	67%	55%	95%	66%	68%	79%	66%	64%	63%	64%	78%	65%	65%	68%	65%	75%	63%	69%	60%
					*	**		*	**					KL			*		*			
From friends and family	304	160	144	187	95	22	175	72	23	178	126	167	98	39	116	188	41	263	47	257	176	128
	61%	56%	66%	64%	58%	52%	63%	62%	56%	59%	64%	58%	68%	60%	54%	66%	56%	62%	60%	61%	63%	58%
					*	**		*	**								*		*			
TV advertising	291	165	126	173	88	30	172	65	23	177	114	165	84	42	129	162	34	257	44	247	163	128
	58%	58%	58%	58%	54%	74%	62%	56%	55%	58%	54%	57%	58%	65%	60%	57%	46%	60%	57%	59%	59%	57%
					*	**		*	**								*		*			
Social networking sites	246	132	114	152	72	22	154	44	23	139	108	140	73	33	100	147	36	211	45	201	136	110
	49%	47%	52%	51%	44%	54%	56%	38%	55%	46%	55%	48%	50%	51%	47%	51%	48%	49%	58%	48%	49%	49%
					*	**	G	*	**								*		*			
Magazine advertising	193	115	78	108	65	20	114	44	20	120	73	120	47	26	91	102	23	170	27	166	103	90
	39%	41%	36%	37%	40%	48%	41%	38%	48%	39%	37%	41%	32%	39%	43%	36%	32%	40%	34%	39%	37%	40%
					*	**		*	**								*		*			
In retail stores	189	112	77	98	70	21	112	45	17	132	57	113	49	26	88	102	32	157	39	150	118	71
	38%	40%	36%	33%	43%	51%	41%	39%	42%	43%	29%	39%	34%	41%	41%	35%	44%	37%	50%	36%	43%	32%
					**	**		*	**	J							*		*			
Direct mail	188	107	81	103	64	20	113	42	20	123	65	113	50	24	85	103	28	160	35	153	108	80
	38%	38%	37%	35%	39%	50%	41%	36%	48%	40%	33%	39%	34%	38%	40%	36%	38%	37%	45%	36%	39%	36%
					**	**		*	**								*		*			
Email newsletters	169	101	68	86	62	21	106	30	19	105	64	97	42	29	80	89	35	134	38	131	99	70
	34%	36%	31%	29%	38%	52%	39%	26%	46%	34%	33%	34%	29%	45%	37%	31%	47%	31%	49%	31%	36%	32%
					**	**		*	**	KL							*		S*			
Entertainment (TV shows/movies)	145	80	65	87	47	11	92	25	18	86	60	76	45	23	61	84	32	113	32	113	79	66
	29%	28%	30%	29%	29%	27%	34%	21%	44%	28%	30%	26%	31%	36%	28%	29%	44%	26%	41%	27%	29%	30%
					**	**		*	**	**							Q*		*			
Text newsletters	104	58	46	49	49	6	60	34	8	72	32	59	29	16	41	63	17	88	20	85	62	42
	21%	21%	21%	17%	30%	14%	22%	30%	18%	24%	16%	20%	20%	25%	19%	22%	23%	21%	25%	20%	22%	19%
					C*	**		*	**								*		*			
Magazine editorials	89	39	50	58	26	5	56	16	8	44	45	51	24	14	32	57	21	68	23	66	49	41
	18%	14%	23%	20%	16%	13%	20%	14%	18%	14%	23%	18%	17%	21%	15%	20%	28%	16%	29%	16%	18%	18%
					*	**		*	**								*		S*			
From celebrities	76	35	41	53	14	9	48	15	5	47	29	49	17	10	32	45	11	65	14	63	39	38
	15%	13%	19%	18%	9%	22%	18%	13%	12%	15%	15%	17%	12%	15%	15%	16%	15%	15%	18%	15%	14%	17%
					*	**		*	**								*		*			
Blogs	51	19	32	36	13	2	31	9	6	29	22	21	22	7	17	34	11	40	11	40	28	23
	10%	7%	15%	12%	8%	4%	11%	8%	14%	10%	11%	7%	15%	11%	8%	12%	15%	9%	14%	10%	10%	11%
		A			*	**		*	**					K			*		*			
None of these	21	13	9	9	12	-	3	7	-	17	5	15	5	1	10	11	4	17	4	17	9	12
	4%	4%	4%	3%	7%	-	1%	6%	-	5%	2%	5%	3%	2%	5%	4%	5%	4%	5%	4%	3%	5%
					*	**		F*	**								*		*			
Sigma	2394	1322	1071	1398	767	229	1418	528	223	1468	925	1373	679	342	1019	1374	375	2018	437	1956	1359	1034
	479%	467%	494%	474%	469%	556%	514%	455%	535%	483%	473%	474%	468%	525%	478%	479%	511%	473%	561%	463%	491%	464%

Socialogue
GU4. How do you find out about new brands and products?
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	South Africa																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Business Owner		Senior Executive/Decision		Employment Status	
		Total																				
		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)	515	164	351	207	189	119	22	121	372	264	251	230	153	132	283	232	95	420	156	359	449	66
Base: All Respondents (wtd)	500	240	260	287	132	82	34	130	335	203	297	235	139	126	261	239	89	411	137	363	398	102
TV advertising	364	170	193	209	93	61	21	90	253	148	216	179	96	89	188	175	67	297	97	266	294	69
	73%	*71%	74%	73%	71%	75%	60%	69%	75%	73%	73%	76%	69%	70%	72%	73%	75%	72%	71%	73%	74%	68%
Internet	355	183	172	218	88	49	18	93	244	132	223	153	108	94	186	169	68	287	106	249	294	61
	71%	76%	66%	76%	67%	60%	51%	71%	73%	65%	75%	65%	78%	75%	71%	71%	76%	70%	78%	68%	74%	60%
From friends and family	327	148	179	180	88	60	20	64	243	142	185	139	106	82	159	168	54	273	92	235	262	65
	65%	62%	69%	63%	67%	73%	58%	49%	72%	70%	62%	59%	77%	65%	61%	70%	61%	66%	67%	65%	66%	64%
In retail stores	297	140	157	160	83	54	11	70	216	129	168	138	81	78	164	133	65	233	96	201	243	54
	59%	58%	60%	56%	63%	66%	32%	54%	64%	64%	57%	59%	58%	62%	63%	56%	70%	57%	70%	55%	61%	53%
Magazine advertising	274	113	160	149	79	46	11	76	187	127	147	125	80	69	138	135	49	224	81	193	226	48
	55%	47%	62%	52%	60%	57%	32%	58%	56%	63%	49%	53%	58%	55%	53%	57%	56%	55%	59%	53%	57%	47%
Social networking sites	222	96	126	145	50	27	6	61	155	90	132	106	63	53	112	111	46	176	66	157	190	32
	44%	40%	49%	51%	38%	33%	17%	47%	46%	44%	44%	45%	46%	42%	43%	46%	52%	43%	48%	43%	48%	31%
Entertainment (TV shows/movies)	190	90	101	116	51	23	13	45	132	69	121	100	54	37	89	101	35	155	53	137	156	34
	38%	37%	39%	40%	39%	28%	38%	35%	39%	34%	41%	43%	39%	29%	34%	42%	39%	38%	39%	38%	39%	33%
Email newsletters	189	89	100	106	53	30	9	43	137	80	109	83	62	44	97	92	38	151	59	130	164	25
	38%	37%	39%	37%	40%	36%	28%	33%	41%	39%	37%	35%	45%	34%	37%	39%	43%	37%	43%	36%	41%	24%
Magazine editorials	153	60	92	80	46	27	6	33	114	69	84	65	46	42	77	75	38	115	57	96	129	24
	31%	25%	35%	28%	35%	33%	19%	25%	34%	34%	28%	28%	33%	34%	30%	31%	42%	28%	42%	26%	32%	23%
Direct mail	95	40	55	50	30	15	4	30	62	43	53	41	30	24	57	39	18	78	31	64	89	6
	19%	17%	21%	17%	23%	19%	10%	23%	19%	21%	18%	18%	22%	19%	22%	16%	20%	19%	23%	18%	22%	6%
Text newsletters	58	33	25	34	15	9	8	19	31	20	38	28	19	12	38	20	13	45	18	40	50	8
	12%	14%	10%	12%	11%	11%	23%	14%	9%	10%	13%	12%	13%	9%	15%	8%	14%	11%	13%	11%	13%	8%
Blogs	52	27	24	34	11	7	2	7	43	18	34	15	16	21	29	23	7	44	12	40	44	8
	10%	11%	9%	12%	9%	8%	5%	5%	13%	9%	11%	6%	11%	17%	11%	9%	8%	11%	9%	11%	11%	8%
From celebrities	31	13	17	23	5	3	1	9	21	9	22	15	6	10	8	23	10	20	14	17	27	4
	6%	6%	7%	8%	4%	4%	2%	7%	6%	4%	7%	6%	4%	8%	3%	10%	11%	5%	10%	5%	7%	4%
None of these	1	-	1	-	1	-	-	1	-	1	-	1	-	-	-	1	-	1	-	1	1	-
	*	-	*	-	*	-	-	*	-	*	-	*	-	-	-	*	-	*	-	*	*	*
Sigma	2607	1203	1404	1503	693	411	129	640	1837	1075	1532	1187	765	654	1342	1265	508	2099	782	1825	2169	438
	521%	501%	540%	524%	527%	502%	376%	491%	548%	530%	515%	505%	552%	518%	514%	530%	571%	511%	571%	502%	545%	429%

Socialogue
GU4. How do you find out about new brands and products?
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)	508	258	250	176	205	127	87	198	223	315	193	10	127	371	292	216	77	431	118	390	395	113
Base: All Respondents (wtd)	500	252	248	211	192	97	92	203	205	283	217	10	133	357	276	224	69	431	104	396	374	126
Internet	370	198	172	153	145	72	56	160	154	212	158	5	97	268	206	164	48	321	74	295	276	94
	74%	78%	69%	73%	75%	74%	61%	79%	75%	75%	73%	50%	73%	75%	75%	73%	70%	75%	71%	75%	74%	75%
		B					*	F	F			**					*					
TV advertising	256	136	120	93	100	62	44	98	114	157	99	3	63	190	158	98	29	227	49	207	196	59
	51%	54%	48%	44%	52%	64%	48%	48%	56%	55%	46%	28%	48%	53%	57%	44%	43%	53%	47%	52%	53%	47%
						CD	*			J		**			O		*					
From friends and family	187	83	104	93	57	37	30	74	84	102	85	2	55	130	90	97	18	170	33	154	133	54
	37%	33%	42%	44%	30%	38%	32%	36%	41%	36%	39%	23%	41%	36%	33%	43%	26%	39%	32%	39%	35%	43%
		A		D			*					**			N		*	P				
Blogs	157	76	81	89	54	14	24	71	62	70	87	2	40	115	83	74	16	140	25	131	110	46
	31%	30%	33%	42%	28%	14%	26%	35%	30%	25%	40%	21%	30%	32%	30%	33%	24%	33%	24%	33%	29%	37%
				DE	E		*			I		**					*					
Entertainment (TV shows/movies)	147	82	66	65	55	27	24	66	57	81	67	3	41	104	82	65	20	128	30	117	105	43
	29%	32%	26%	31%	29%	28%	26%	33%	28%	28%	31%	29%	31%	29%	30%	29%	29%	30%	29%	30%	28%	34%
							*					**					*					
Magazine advertising	125	53	73	51	50	24	26	45	55	68	57	2	33	90	69	56	14	111	24	101	90	35
	25%	21%	29%	24%	26%	24%	28%	22%	27%	24%	26%	15%	25%	25%	25%	25%	21%	26%	23%	26%	24%	28%
		A					*					**					*					
Social networking sites	110	58	52	55	37	17	23	46	40	52	58	2	33	75	60	50	14	96	27	83	79	30
	22%	23%	21%	26%	20%	17%	25%	23%	20%	18%	27%	21%	25%	21%	22%	22%	20%	22%	26%	21%	21%	24%
							**					**					*					
Direct mail	97	46	52	35	38	25	16	35	46	55	42	2	24	71	62	35	8	89	17	80	73	24
	19%	18%	21%	17%	20%	25%	17%	17%	23%	19%	19%	21%	18%	20%	23%	16%	12%	21%	16%	20%	20%	19%
							*					**					*					
Email newsletters	87	47	40	30	38	19	7	37	43	59	28	1	16	70	53	34	12	75	25	62	70	17
	17%	19%	16%	14%	20%	20%	7%	18%	21%	21%	13%	7%	12%	20%	19%	15%	18%	17%	24%	16%	19%	13%
							F					**					*					
In retail stores	68	25	43	31	22	15	8	28	32	41	27	2	17	50	32	37	7	61	14	54	49	19
	14%	10%	17%	15%	11%	16%	9%	14%	16%	15%	12%	21%	12%	14%	12%	16%	10%	14%	13%	14%	13%	15%
							*					**					*					
Magazine editorials	51	22	28	26	17	8	7	20	23	24	27	-	12	39	27	24	4	46	9	42	38	13
	10%	9%	11%	12%	9%	9%	8%	10%	11%	9%	12%	-	9%	11%	10%	11%	6%	11%	8%	11%	10%	10%
							*					**					*					
Text newsletters	44	20	24	15	18	11	8	15	21	30	14	1	9	34	21	23	6	38	11	33	34	11
	9%	8%	10%	7%	9%	11%	9%	7%	10%	11%	6%	14%	7%	9%	8%	10%	9%	9%	11%	8%	9%	8%
							*					**					*					
From celebrities	30	13	17	21	7	2	5	12	14	10	21	1	11	18	12	19	2	29	4	27	19	11
	6%	5%	7%	10%	4%	2%	5%	6%	7%	3%	10%	14%	8%	5%	4%	8%	3%	7%	4%	7%	5%	9%
				DE			*					**					*					
None of these	11	3	8	7	2	2	5	3	3	4	7	1	4	6	4	7	1	10	1	10	6	5
	2%	1%	3%	3%	1%	2%	5%	1%	2%	1%	3%	8%	3%	2%	1%	3%	1%	2%	1%	3%	2%	4%
							*					**					*					
Sigma	1741	861	879	765	641	335	282	709	749	964	777	27	454	1259	958	783	200	1540	344	1396	1279	462
	348%	341%	355%	363%	334%	343%	307%	350%	365%	341%	358%	271%	342%	353%	348%	349%	291%	357%	330%	353%	342%	367%

Socialogue

GU4. How do you find out about new brands and products?

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: All Respondents (unwtd)	1020	484	536	315	429	276	695	287	38	476	544	653	79	288	555	465	77	943	83	937	603	417
Base: All Respondents (wtd)	500	252	248	205	177	118	344	137	19	202	298	249	115	136	267	233	36	464	41	459	289	211
TV advertising	331	167	164	130	118	83	227	93	12	143	189	167	82	82	171	161	16	315	21	311	190	141
	66%	66%	66%	64%	67%	71%	66%	68%	62%	71%	63%	67%	71%	60%	64%	69%	46%	68%	51%	68%	66%	67%
Internet	320	165	156	145	111	64	217	92	11	110	211	146	79	95	171	150	18	302	25	295	189	132
	64%	65%	63%	71%	63%	54%	63%	67%	61%	54%	71%	59%	69%	69%	64%	64%	51%	65%	60%	64%	65%	62%
From friends and family	275	129	147	115	103	58	195	68	12	104	171	131	69	75	145	130	18	257	22	253	153	122
	55%	51%	59%	56%	58%	49%	57%	50%	63%	51%	58%	53%	61%	55%	54%	56%	50%	55%	54%	55%	53%	58%
Social networking sites	188	88	100	95	67	25	137	47	4	55	132	92	47	49	93	95	13	175	16	172	106	81
	38%	35%	40%	46%	38%	21%	40%	34%	23%	27%	44%	37%	41%	36%	35%	41%	36%	38%	39%	37%	37%	39%
Magazine advertising	160	66	94	52	66	42	106	47	7	71	89	82	36	41	88	72	12	148	12	148	95	65
	32%	26%	38%	25%	37%	35%	31%	34%	38%	35%	30%	33%	32%	30%	33%	31%	33%	32%	28%	32%	33%	31%
Entertainment (TV shows/movies)	107	60	47	43	34	30	75	28	4	36	70	54	28	24	55	52	7	100	8	99	59	48
	21%	24%	19%	21%	19%	25%	22%	20%	22%	18%	24%	22%	25%	18%	21%	22%	19%	22%	19%	22%	20%	23%
In retail stores	100	47	53	35	42	23	68	30	2	43	57	46	27	26	58	42	10	90	10	90	61	39
	20%	19%	21%	17%	24%	20%	20%	22%	9%	21%	19%	19%	24%	19%	22%	18%	28%	19%	23%	20%	21%	18%
Email newsletters	95	46	49	27	41	26	67	26	2	40	54	45	23	26	56	38	8	87	9	85	58	37
	19%	18%	20%	13%	23%	22%	19%	19%	10%	20%	18%	18%	20%	19%	21%	17%	21%	19%	23%	19%	20%	17%
Blogs	65	25	40	40	17	7	45	17	2	13	52	23	16	26	34	30	4	61	7	58	40	25
	13%	10%	16%	20%	10%	6%	13%	13%	12%	6%	17%	9%	14%	19%	13%	13%	10%	13%	16%	13%	14%	12%
Direct mail	62	30	32	20	30	12	45	16	1	32	30	33	13	17	35	27	6	56	6	56	38	24
	12%	12%	13%	10%	17%	10%	13%	12%	6%	16%	10%	13%	11%	12%	13%	11%	18%	12%	14%	12%	13%	11%
Magazine editorials	55	22	33	20	22	13	34	16	5	21	34	26	14	15	28	27	2	53	6	49	31	24
	11%	9%	13%	10%	12%	11%	10%	12%	26%	10%	12%	10%	12%	11%	10%	12%	7%	11%	14%	11%	11%	11%
From celebrities	24	8	16	14	8	2	17	7	*	8	16	14	5	5	9	15	1	23	2	22	9	15
	5%	3%	6%	7%	5%	1%	5%	5%	2%	4%	5%	6%	4%	4%	4%	6%	2%	5%	4%	5%	3%	7%
Text newsletters	22	9	13	9	6	8	15	7	*	8	14	10	2	9	12	10	2	20	3	19	13	9
	4%	4%	5%	4%	3%	6%	4%	5%	2%	4%	5%	4%	2%	7%	4%	4%	6%	4%	9%	4%	4%	4%
None of these	13	8	5	4	5	4	9	2	1	6	7	9	2	1	8	5	1	12	1	12	7	6
	3%	3%	2%	2%	3%	4%	3%	2%	7%	3%	2%	4%	2%	1%	3%	2%	4%	3%	2%	3%	2%	3%
Sigma	1817	869	948	749	671	397	1256	496	65	689	1128	880	445	492	964	853	118	1699	146	1671	1050	767
	363%	345%	382%	366%	379%	336%	365%	363%	342%	341%	379%	353%	389%	360%	361%	366%	331%	366%	356%	364%	363%	363%

Socialogue
GU4. How do you find out about new brands and products?
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: All Respondents (unwtd)	513	252	261	145	161	207	152	267	94	200	313	366	77	70	325	188	57	456	80	433	374	139	
Base: All Respondents (wtd)	500	253	247	185	140	174	138	242	120	185	315	105	262	132	323	177	59	441	78	422	407	93	
From friends and family	296	156	140	95	93	108	59	152	84	120	176	59	145	92	189	107	32	263	53	243	256	40	
	59%	61%	57%	51%	66%	62%	43%	63%	70%	65%	56%	56%	55%	69%	59%	60%	55%	60%	68%	58%	63%	43%	
		*	*	*	*	*	*	F	F*	*	*	*	*	*	*	*	**	*	*	*	U	*	
Internet	287	155	132	118	84	85	64	149	74	98	189	60	141	86	176	110	37	250	49	238	241	46	
	57%	61%	54%	63%	60%	49%	46%	62%	61%	53%	60%	58%	54%	65%	55%	62%	62%	57%	63%	56%	59%	50%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
TV advertising	257	110	148	90	74	94	79	130	49	88	169	60	133	65	176	81	24	234	32	225	204	53	
	51%	43%	60%	48%	53%	54%	57%	54%	41%	48%	54%	57%	51%	49%	55%	46%	41%	53%	41%	53%	50%	58%	
		A*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
In retail stores	213	95	118	75	53	84	59	105	49	77	136	46	113	54	142	71	20	193	30	183	180	33	
	43%	38%	48%	41%	38%	48%	43%	43%	41%	42%	43%	44%	43%	41%	44%	40%	34%	44%	38%	43%	44%	36%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Magazine advertising	183	74	109	53	47	83	37	91	54	98	85	43	84	56	109	74	18	165	25	158	143	40	
	37%	29%	44%	29%	33%	48%	27%	38%	45%	53%	27%	41%	32%	42%	34%	42%	30%	37%	32%	37%	35%	43%	
		A*	*	*	*	C*	*	*	*	J*	*	*	*	*	*	*	**	*	*	*	*	*	
Direct mail	172	67	105	44	44	84	47	85	41	75	97	38	101	33	116	56	13	159	16	157	134	38	
	34%	27%	43%	24%	31%	48%	34%	35%	34%	41%	31%	37%	39%	25%	36%	32%	23%	36%	20%	37%	33%	41%	
		A*	*	*	*	CD*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Social networking sites	142	51	90	86	37	19	49	73	20	34	107	30	74	37	89	53	17	125	22	120	115	27	
	28%	20%	37%	46%	26%	11%	35%	30%	16%	19%	34%	29%	28%	28%	28%	30%	29%	28%	28%	28%	28%	29%	
		A*	*	DE*	E*	H*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Email newsletters	118	43	75	58	21	39	41	49	29	41	77	23	67	28	79	39	16	102	20	98	85	33	
	24%	17%	30%	31%	15%	23%	30%	20%	24%	22%	24%	22%	26%	21%	25%	22%	28%	23%	25%	23%	21%	36%	
		A*	D*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Blogs	71	13	58	55	13	3	33	35	4	19	53	16	35	20	39	32	8	63	8	63	49	22	
	14%	5%	24%	30%	9%	2%	24%	14%	3%	10%	17%	16%	13%	15%	12%	18%	14%	14%	10%	15%	12%	24%	
		A*	*	DE*	E*	*	H*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Entertainment (TV shows/movies)	51	21	30	29	14	7	15	33	3	12	39	15	24	11	27	23	6	45	5	45	36	14	
	10%	8%	12%	15%	10%	4%	11%	14%	2%	6%	12%	14%	9%	8%	8%	13%	10%	10%	7%	11%	9%	16%	
		*	*	E*	*	*	*	H	*	*	*	*	*	*	*	*	*	**	*	*	*	*	
Magazine editorials	30	11	20	10	12	8	9	15	6	9	21	3	12	15	26	4	6	24	8	22	27	3	
	6%	4%	8%	5%	9%	4%	7%	6%	5%	5%	7%	3%	5%	11%	8%	2%	11%	5%	11%	5%	7%	3%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
From celebrities	18	1	17	14	4	*	7	8	4	6	12	6	8	4	10	8	*	18	*	18	15	3	
	4%	*	7%	8%	3%	*	5%	3%	3%	3%	4%	6%	3%	3%	3%	5%	*	4%	*	4%	4%	4%	
		A*	E*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Text newsletters	14	7	6	6	4	4	4	8	3	7	7	5	3	5	7	7	1	12	3	11	10	4	
	3%	3%	3%	3%	3%	2%	3%	3%	2%	4%	2%	5%	1%	4%	2%	4%	2%	3%	3%	3%	2%	4%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
None of these	17	3	15	11	1	6	10	7	1	3	14	5	10	2	12	5	*	17	*	17	16	2	
	3%	1%	6%	6%	1%	3%	7%	3%	1%	2%	4%	5%	4%	1%	4%	3%	1%	4%	1%	4%	4%	2%	
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*	*	*	
Sigma	1870	808	1062	743	500	626	512	939	419	688	1182	412	950	508	1199	671	200	1670	272	1598	1511	359	
	374%	319%	431%	401%	357%	359%	372%	388%	349%	372%	375%	392%	362%	383%	371%	379%	341%	378%	346%	379%	371%	388%	

Socialogue
GU4. How do you find out about new brands and products?
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)	504	283	221	299	172	33	16	174	314	289	215	137	86	281	284	220	75	429	206	298	367	137
Base: All Respondents (wtd)	500	252	248	262	183	54	15	170	315	287	213	144	83	272	277	223	72	428	195	305	351	149
Internet	456	230	226	236	171	48	13	148	295	270	186	126	76	254	253	203	63	392	182	274	325	130
	91%	91%	91%	90%	93%	90%	84%	87%	94%	94%	87%	87%	91%	93%	91%	91%	89%	92%	93%	90%	93%	88%
TV advertising	392	192	200	199	145	48	13	131	248	224	168	115	66	212	216	176	56	336	149	243	271	121
	78%	76%	81%	76%	79%	88%	88%	77%	79%	78%	79%	80%	79%	78%	78%	79%	79%	78%	77%	80%	77%	82%
Social networking sites	323	151	172	184	107	33	10	110	203	178	146	90	56	177	171	152	48	275	130	194	227	97
	65%	60%	69%	70%	58%	60%	66%	65%	64%	62%	68%	62%	67%	65%	62%	68%	67%	64%	66%	63%	64%	65%
From friends and family	306	132	174	164	115	26	9	87	210	163	144	82	52	172	159	148	38	268	109	197	212	94
	61%	52%	70%	63%	63%	49%	61%	51%	67%	57%	67%	57%	62%	63%	57%	66%	53%	63%	56%	64%	60%	63%
Email newsletters	256	138	118	137	89	31	4	81	170	155	101	65	50	141	144	112	37	219	112	145	186	70
	51%	55%	48%	52%	49%	57%	28%	48%	54%	54%	47%	45%	60%	52%	52%	50%	51%	51%	57%	47%	53%	47%
In retail stores	254	131	122	111	114	29	4	76	173	161	93	73	34	147	149	105	43	211	111	142	192	62
	51%	52%	49%	42%	62%	53%	25%	45%	55%	56%	44%	51%	40%	54%	54%	47%	59%	49%	57%	47%	55%	42%
Magazine advertising	183	85	98	95	69	20	6	50	127	100	83	49	29	104	101	82	33	150	91	92	132	51
	37%	34%	40%	36%	37%	36%	43%	29%	40%	35%	39%	34%	35%	38%	37%	37%	46%	35%	47%	30%	38%	34%
Blogs	148	77	71	88	48	13	5	47	95	76	72	35	23	89	86	62	26	122	72	76	107	41
	30%	30%	29%	33%	26%	23%	35%	28%	30%	26%	34%	25%	28%	33%	31%	28%	37%	28%	37%	25%	31%	27%
Magazine editorials	146	69	76	78	46	22	5	31	110	75	71	39	27	80	77	69	25	121	60	86	102	43
	29%	28%	31%	30%	25%	41%	36%	18%	35%	26%	33%	27%	32%	29%	28%	31%	35%	28%	31%	28%	29%	29%
Entertainment (TV shows/movies)	106	53	53	71	29	6	4	35	67	56	50	31	18	58	54	53	12	95	41	65	70	37
	21%	21%	21%	27%	16%	12%	25%	21%	21%	20%	23%	21%	21%	21%	19%	24%	16%	22%	21%	21%	20%	25%
Direct mail	73	38	35	47	23	3	2	19	52	44	29	15	13	45	45	29	16	57	37	36	58	15
	15%	15%	14%	18%	12%	6%	11%	11%	17%	15%	14%	11%	15%	17%	16%	13%	23%	13%	19%	12%	17%	10%
Text newsletters	60	30	30	29	25	6	2	15	43	37	23	17	12	31	31	29	10	50	27	33	49	11
	12%	12%	12%	11%	13%	11%	12%	9%	14%	13%	11%	11%	14%	12%	11%	13%	13%	12%	14%	11%	14%	7%
From celebrities	52	18	34	34	17	2	3	15	35	31	21	17	7	29	20	32	7	46	18	34	34	18
	10%	7%	14%	13%	9%	3%	17%	9%	11%	11%	10%	11%	8%	11%	7%	14%	9%	11%	9%	11%	10%	12%
None of these	1	-	1	1	-	-	-	1	-	-	1	-	1	-	-	1	-	1	-	1	-	1
	*	-	*	*	-	-	-	1%	-	-	*	-	1%	-	-	*	-	*	-	*	-	1%
Sigma	2756	1344	1412	1473	997	286	80	847	1829	1569	1188	754	462	1540	1505	1251	414	2343	1138	1618	1966	790
	551%	533%	569%	561%	544%	528%	532%	499%	580%	547%	558%	523%	555%	565%	543%	561%	577%	547%	583%	531%	559%	532%

Socialogue
GU4. How do you find out about new brands and products?
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	Great Britain																				
	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: All Respondents (unwtd)	1017	505	512	364	306	347	250	592	175	408	609	307	334	376	592	425	79	938	102	915	688	329
Base: All Respondents (wtd)	500	246	254	185	147	168	128	287	85	193	307	156	168	176	280	220	38	462	49	451	327	173
Internet	301	146	155	115	92	94	63	178	60	120	182	76	109	116	167	135	26	275	33	268	199	102
	60%	60%	61%	62%	62%	56%	49%	62%	70%	62%	59%	49%	65%	66%	59%	61%	69%	60%	67%	60%	61%	59%
TV advertising	286	126	160	99	84	103	67	174	44	110	176	91	106	89	153	133	16	270	21	265	183	103
	57%	51%	63%	54%	57%	62%	53%	61%	52%	57%	57%	58%	63%	51%	55%	60%	42%	58%	44%	59%	56%	60%
In retail stores	272	127	145	98	86	89	63	161	49	104	168	77	102	93	145	127	18	254	26	247	174	98
	54%	52%	57%	53%	58%	53%	49%	56%	58%	54%	55%	50%	61%	53%	52%	58%	48%	55%	52%	55%	53%	57%
From friends and family	254	115	139	99	76	79	60	150	44	95	159	77	91	86	127	127	17	238	24	230	163	92
	51%	47%	55%	54%	51%	47%	47%	52%	52%	49%	52%	50%	54%	49%	45%	58%	44%	51%	49%	51%	50%	53%
Magazine advertising	140	60	80	45	41	54	25	83	31	60	80	35	48	57	68	71	8	132	12	128	93	46
	28%	24%	31%	24%	28%	32%	20%	29%	36%	31%	26%	22%	28%	32%	24%	32%	21%	28%	24%	28%	28%	27%
Social networking sites	126	50	76	66	35	25	31	74	22	39	87	34	45	47	61	65	11	115	17	109	76	50
	25%	20%	30%	35%	24%	15%	24%	26%	26%	20%	28%	22%	27%	27%	22%	30%	30%	25%	36%	24%	23%	29%
Email newsletters	105	50	55	31	31	43	22	64	19	44	60	24	38	43	58	47	8	96	11	93	70	35
	21%	20%	22%	17%	21%	25%	17%	22%	22%	23%	20%	15%	23%	24%	21%	21%	22%	21%	23%	21%	21%	20%
Magazine editorials	90	38	52	29	23	39	18	50	22	40	50	20	34	36	51	39	6	84	11	79	61	29
	18%	15%	21%	16%	15%	23%	14%	17%	26%	21%	16%	13%	20%	21%	18%	18%	16%	18%	23%	18%	19%	17%
Entertainment (TV shows/movies)	86	39	47	40	24	22	16	58	12	25	61	20	33	33	42	44	7	79	8	79	50	36
	17%	16%	19%	22%	16%	13%	12%	20%	14%	13%	20%	13%	20%	19%	15%	20%	19%	17%	16%	17%	15%	21%
Direct mail	84	41	43	19	22	43	18	52	15	36	48	23	33	28	50	34	7	77	9	75	54	30
	17%	16%	17%	10%	15%	26%	14%	18%	17%	19%	15%	15%	20%	16%	18%	16%	19%	17%	18%	17%	16%	18%
Blogs	45	21	24	24	13	7	9	24	12	16	29	7	14	24	22	23	8	37	10	34	29	15
	9%	9%	9%	13%	9%	4%	7%	8%	15%	8%	9%	4%	8%	14%	8%	10%	20%	8%	21%	8%	9%	9%
Text newsletters	15	9	7	5	5	5	3	7	5	6	9	5	4	7	10	6	2	14	5	11	11	5
	3%	3%	3%	3%	3%	3%	3%	2%	6%	3%	3%	3%	2%	4%	4%	3%	5%	3%	10%	2%	3%	3%
From celebrities	15	6	8	8	5	2	2	10	3	5	9	4	4	6	9	6	2	13	4	11	11	3
	3%	2%	3%	4%	3%	1%	2%	3%	3%	3%	3%	3%	2%	3%	3%	3%	4%	3%	8%	2%	3%	2%
None of these	30	21	8	9	9	12	12	14	3	8	21	12	8	10	19	10	2	28	2	28	18	12
	6%	9%	3%	5%	6%	7%	10%	5%	3%	4%	7%	8%	5%	6%	7%	5%	5%	6%	4%	6%	5%	7%
Sigma	1849	849	1000	686	545	617	410	1099	340	710	1139	504	669	675	982	867	137	1712	193	1656	1192	657
	370%	345%	394%	371%	370%	368%	320%	383%	401%	368%	371%	324%	398%	384%	350%	395%	365%	370%	394%	367%	364%	380%

Socialogue

GU4. How do you find out about new brands and products?

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: All Respondents (unwtd)	1014	485	529	310	309	395	188	464	362	598	416	398	337	279	515	499	109	905	126	888	620	394
Base: All Respondents (wtd)	500	247	253	182	148	170	81	210	210	292	208	232	127	141	246	254	55	445	64	436	310	190
TV advertising	291	139	152	88	87	116	43	124	124	180	111	145	70	77	133	158	33	258	40	251	175	116
	58%	56%	60%	48%	59%	68%	53%	59%	59%	62%	53%	62%	55%	55%	54%	62%	60%	58%	63%	58%	56%	61%
From friends and family	272	113	159	102	75	94	37	102	134	172	100	111	75	86	123	150	30	242	36	236	168	104
	54%	46%	63%	56%	51%	56%	45%	48%	64%	59%	48%	48%	59%	61%	50%	59%	55%	54%	56%	54%	54%	55%
Internet	271	126	144	107	78	86	41	113	117	156	115	113	76	82	132	139	34	237	38	233	165	106
	54%	51%	57%	59%	53%	50%	51%	54%	56%	53%	55%	49%	60%	58%	54%	55%	62%	53%	60%	53%	53%	56%
In retail stores	252	112	140	85	74	93	36	107	109	154	98	118	64	70	116	135	27	225	34	218	151	101
	50%	45%	55%	47%	50%	55%	44%	51%	52%	53%	47%	51%	50%	50%	47%	53%	48%	51%	53%	50%	49%	53%
Magazine advertising	156	61	95	52	41	62	22	55	78	99	57	60	45	51	75	81	17	138	24	131	96	60
	31%	25%	38%	29%	28%	37%	27%	26%	37%	34%	27%	26%	35%	36%	30%	32%	32%	31%	38%	30%	31%	32%
Social networking sites	127	36	91	61	42	24	20	56	51	79	48	48	37	42	48	79	17	110	18	109	73	54
	25%	15%	36%	34%	28%	14%	25%	27%	24%	27%	23%	21%	29%	30%	19%	31%	32%	25%	28%	25%	24%	29%
Entertainment (TV shows/movies)	109	49	61	42	33	35	17	41	51	65	44	43	31	35	54	55	17	92	21	88	64	45
	22%	20%	24%	23%	22%	21%	21%	20%	25%	22%	21%	19%	24%	25%	22%	22%	31%	21%	34%	20%	21%	24%
Direct mail	107	51	56	26	34	47	16	43	48	65	42	50	26	32	60	47	13	94	15	92	63	44
	21%	21%	22%	14%	23%	28%	20%	21%	23%	22%	20%	22%	20%	22%	24%	19%	23%	21%	23%	21%	20%	23%
Email newsletters	92	36	56	28	32	32	11	38	43	56	36	39	21	32	48	44	11	81	15	78	52	40
	18%	15%	22%	15%	22%	19%	14%	18%	21%	19%	17%	17%	17%	23%	20%	17%	20%	18%	23%	18%	17%	21%
Magazine editorials	66	22	44	24	17	25	8	23	36	43	23	22	18	26	31	35	11	55	11	55	41	25
	13%	9%	18%	13%	12%	15%	10%	11%	17%	15%	11%	10%	14%	18%	12%	14%	19%	12%	18%	13%	13%	13%
Blogs	61	21	39	33	20	7	6	30	25	37	23	19	16	26	24	37	10	51	11	50	35	25
	12%	9%	16%	18%	14%	4%	7%	14%	12%	13%	11%	8%	12%	18%	10%	15%	17%	11%	17%	11%	11%	13%
From celebrities	21	11	10	11	7	3	2	8	11	12	8	5	6	10	13	8	5	16	5	16	14	7
	4%	5%	4%	6%	5%	2%	2%	4%	5%	4%	4%	2%	5%	7%	5%	3%	9%	4%	7%	4%	4%	4%
Text newsletters	15	6	9	6	5	4	2	5	8	11	4	3	4	9	8	7	4	11	5	10	10	5
	3%	2%	4%	4%	3%	2%	2%	3%	4%	4%	2%	1%	3%	6%	3%	3%	8%	2%	8%	2%	3%	3%
None of these	26	18	7	10	11	5	7	10	9	12	14	15	5	6	15	10	3	23	2	24	17	9
	5%	7%	3%	5%	7%	3%	9%	5%	4%	4%	7%	6%	4%	4%	6%	4%	5%	5%	3%	5%	5%	5%
Sigma	1866	803	1063	676	556	634	267	755	844	1142	724	791	492	583	879	986	231	1634	275	1590	1124	741
	373%	324%	421%	370%	376%	373%	330%	360%	403%	391%	348%	340%	387%	415%	357%	389%	420%	367%	430%	365%	362%	390%