

Online Consumers Link Monthly to Brand or Product Articles (19%), Websites (19%) or Videos (15%)

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Global — Two in ten online consumers indicate that, in the past month, they have forwarded a link to an article about a brand or product (19%) or to a brand's or product's website (19%) to someone in the past month, while 15% have forwarded a link to a brand's or product's video. The findings reflect a new poll of 18,331 respondents conducted by Ipsos OTX – the global innovation center for Ipsos, the world's third largest market and opinion research firm.

Of the online consumers, those from South Africa (32%) are most likely to indicate they have forwarded a link to an article about a brand or product, followed by three in ten in each of: India (30%), Indonesia (29%), Brazil (28%) and Turkey (26%). About two in ten indicate they have forwarded this content from: Spain (24%), Canada (23%), Mexico (22%), Australia (21%), Italy (20%), Argentina (19%), Sweden (19%), China (18%), Poland (18%), United States (18%) and Saudi Arabia (17%). Those least likely to forward a brand or product's article are from Germany (16%), Hungary (16%), Great Britain (14%), Russia (14%), Belgium (12%), France (12%), South Korea (11%) and Japan (2%).

Demographically, education appears to have the strongest impact. Those who have a high level of education are considerably more likely than those with a medium or low education to indicate they have shared an article (23%, 20%, 16% respectively), website (23%, 19%, 15%) or video (18%, 15%, 13%) by a brand or product. Age also plays a role as those under the age of 35 are more likely than those 35-49 or 50-64 to have shared an article (21%, 19%, 16%), website (21%, 18%, 14%) or video (19%, 14%, 10%) in the past month.

1. Forwarded a link to an article about a brand or product to someone
2. Forwarded a link to a brand's or product's website to someone
3. Forwarded a link to a brand's or product's video to someone

1. Article		2. Website		3. Video	
Total 19%		Total 19%		Total 15%	
South Africa 32%		Turkey 35%		Turkey 28%	
India 30%		India 28%		Brazil 24%	
Indonesia 29%		Indonesia 28%		India 23%	
Brazil 28%		South Africa 28%		Mexico 22%	
Turkey 26%		Brazil 26%		South Africa 22%	
Spain 24%		Mexico 24%		Indonesia 21%	



Canada 23%	Spain 24%	Spain 20%
Mexico 22%	China 22%	Argentina 18%
Australia 21%	Australia 21%	China 18%
Italy 20%	Italy 21%	Saudi Arabia 18%
Argentina 19%	Canada 20%	Canada 16%
Sweden 19%	Argentina 18%	Italy 16%
China 18%	Poland 18%	Poland 13%
Poland 18%	United States 16%	Australia 12%
United States 18%	Germany 15%	South Korea 12%
Saudi Arabia 17%	Saudi Arabia 15%	Sweden 12%
Germany 16%	Sweden 15%	United States 11%
Hungary 16%	Hungary 14%	Germany 10%
Great Britain 14%	Russia 14%	Belgium 9%
Russia 14%	Great Britain 13%	France 9%
Belgium 12%	Belgium 11%	Hungary 9%
France 12%	France 10%	Russia 9%
South Korea 11%	South Korea 10%	Great Britain 8%
Japan 2%	Japan 3%	Japan 1%

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These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, an ongoing publication that features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@43” wave between March 5th and March 19th. The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 18,331 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Finland, Hungary, Indonesia, Mexico, Netherlands, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to



+/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 24 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed – Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.

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About Ipsos Open Thinking Exchange (Ipsos OTX)

This global innovation center is comprised of a multi-disciplinary team of researchers, strategists, digital natives, and design technologists is blending advancements in technology and a cultural shift toward social interactions to create the future of research, one that is immersive, collaborative, authentic and relevant. Among other assignments



and activities, the team produces *Socialogue* which is an ongoing publication that features global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.