

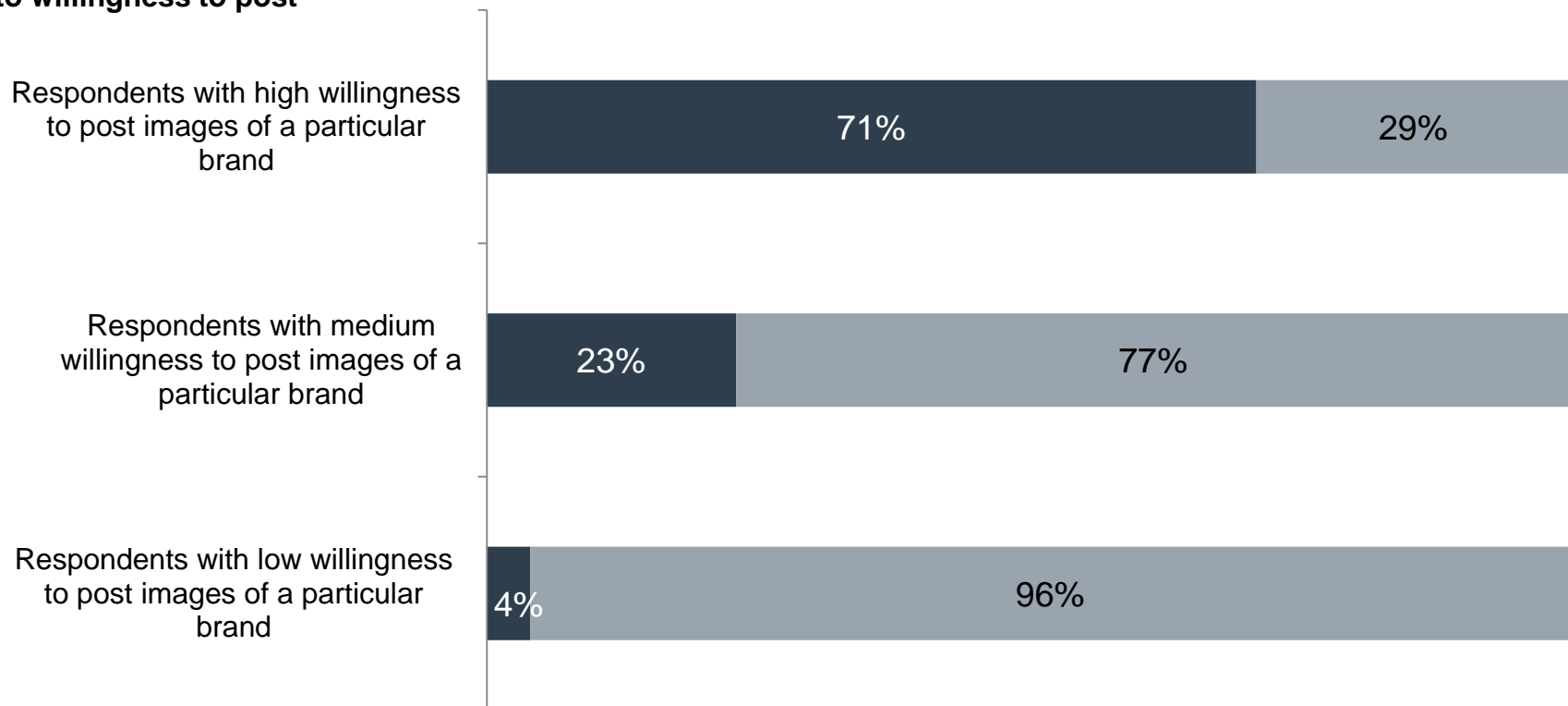
# Willingness to post shows brand affection

## Connection between willingness to post and brand affection

The measured value for brand affection is the sum of the scores from six different statements; figures in % (rounded)

### Subgroups according to willingness to post

■ High to very high brand affection ■ Medium to low brand affection

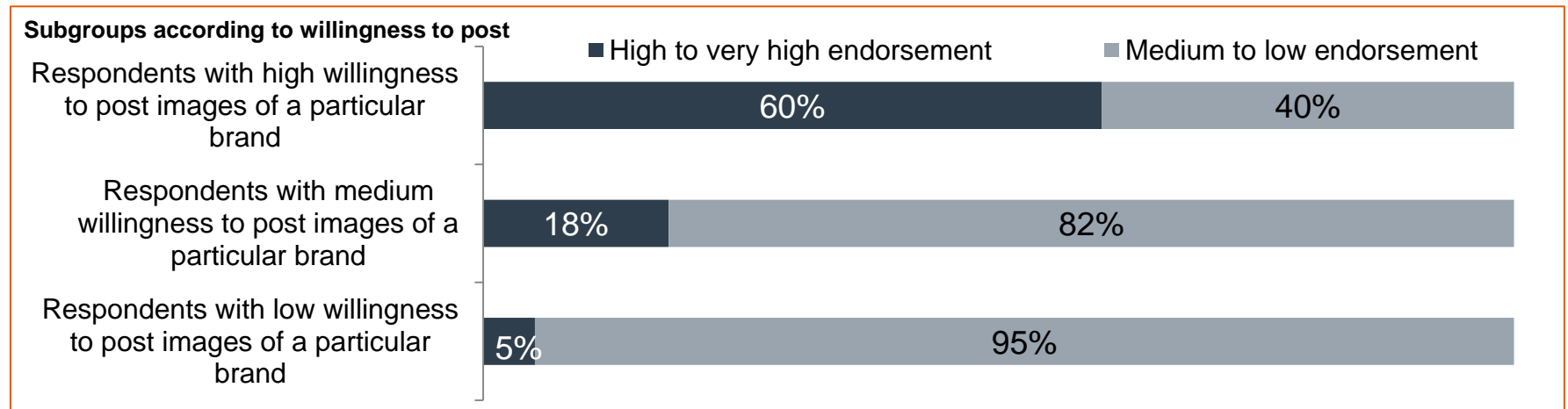
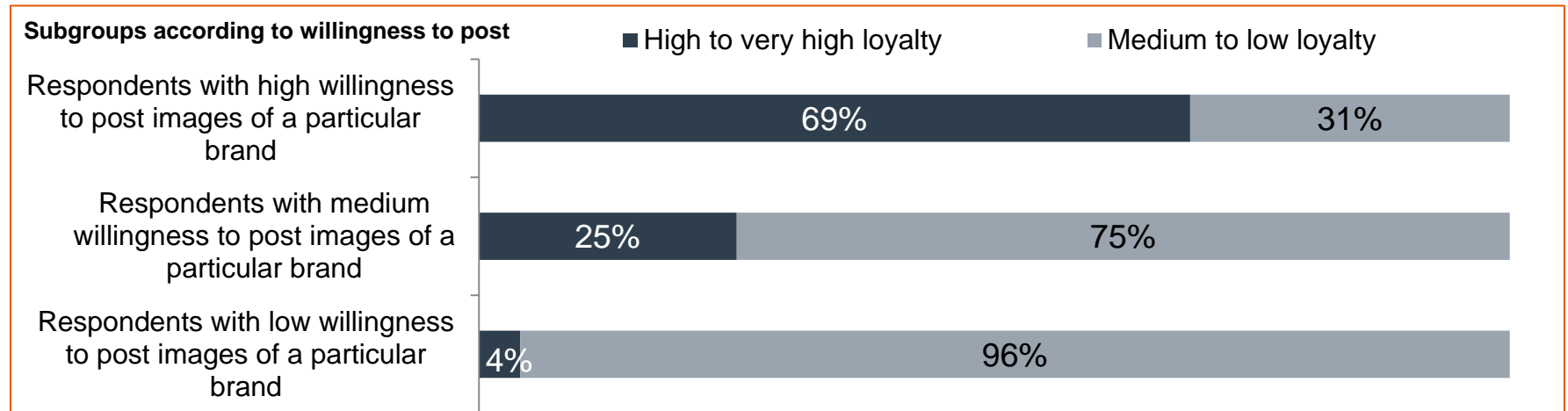


Source: GfK Verein and the University of Michigan-Dearborn; Survey May 2014; No. of respondents = 255 German and 248 American Facebook users, who admit to having posted at least one brand image on Facebook; total number of respondents = 503 Facebook users => 5,030 brand ratings

# Willingness to buy: Willingness to post shows brand affection

## Connection between willingness to post, loyalty and further endorsements

The measured values for loyalty and further endorsements are the sum of scores from two different statements in each case; figures in % (rounded)



Source: GfK Verein and the University of Michigan-Dearborn; Survey May 2014; No. of respondents = 255 German and 248 American Facebook users, who admit to having posted at least one brand image on Facebook; total number of respondents = 503 Facebook users => 5,030 brand ratings