Online Consumers Link Monthly to Brand or Product Articles

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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, while 15% have forwarded a link to a brandâ€™s or productâ€™s video.

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 productâ€™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.

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