

January 5, 2009

The Nielsen Company Global Online Survey 2008

Consumer Perceptions of Superbrands

Survey Methodology: Online survey of Nielsen access panelists

Market Covered: Chile

Survey Field Dates: 22nd Sept – 6th Oct 2008

	<u>Sample</u>	<u>Weighted Base (000)</u>
Sample Size :	503	6,834

Sample Profile: Adults, +15 Years

Sample is weighted by age and gender to reflect the internet populations of each market

Internet Penetration: 45%

Source: Internet World Stats www.internetworldstats.com

At these levels of internet penetration, the results are reflective of the general population as a whole, with a slight skew to higher demographics and younger age groups.

Top Line Results

High Awareness

- **65%** of consumers surveyed were aware of Superbrands

Positive Brand Attributes

- Of those aware of Superbrands, when they see the Superbrands logo associated with a product or service, they consider ...

Brand has Good Reputation: **43%**

Brand must be Good Quality: **46%**

More Confident about Buying: **29%**

Purchasing Power

- Of those aware of Superbrands, **76%** are *much* more or more likely to consider buying a brand associated with the Superbrands logo

Personal Recommendation

- **74%** of them are *much* more or more likely to recommend a Superbrands-associated brand to a friend

Superbrand Qualities

High Quality Brand: **58%**

Trustworthy Brand: **40%**