

Base Audience:

Audiences:

All internet users

Next Vehicle Fuel Type : EV

Next Vehicle Fuel Type : Hybrid

Next Vehicle Fuel Type : Petrol



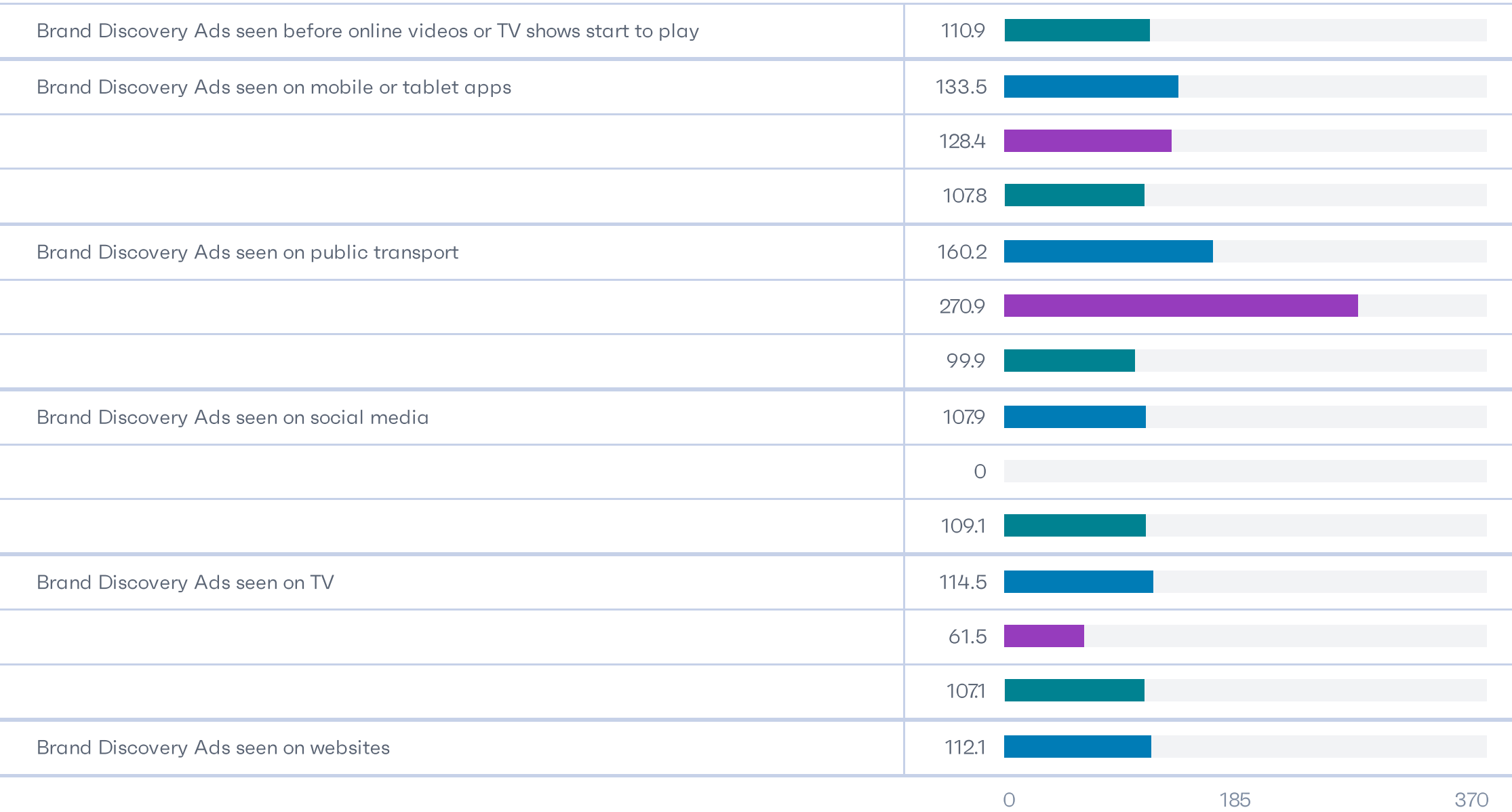
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Answer Option

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0 185 370

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Answer Option	Index
Brand Discovery Ads seen on websites	117.9
	104.4
Brand Discovery Brand / product websites	143.3
	52.2
	113.3
Brand Discovery Consumer review sites	115.5
	186.6
	108.1
Brand Discovery Emails or letters / mailshots from companies	137.5
	0
	112.5
Brand Discovery Endorsements by celebrities or an influencer	137.2
	0
	106.2

0 185 370

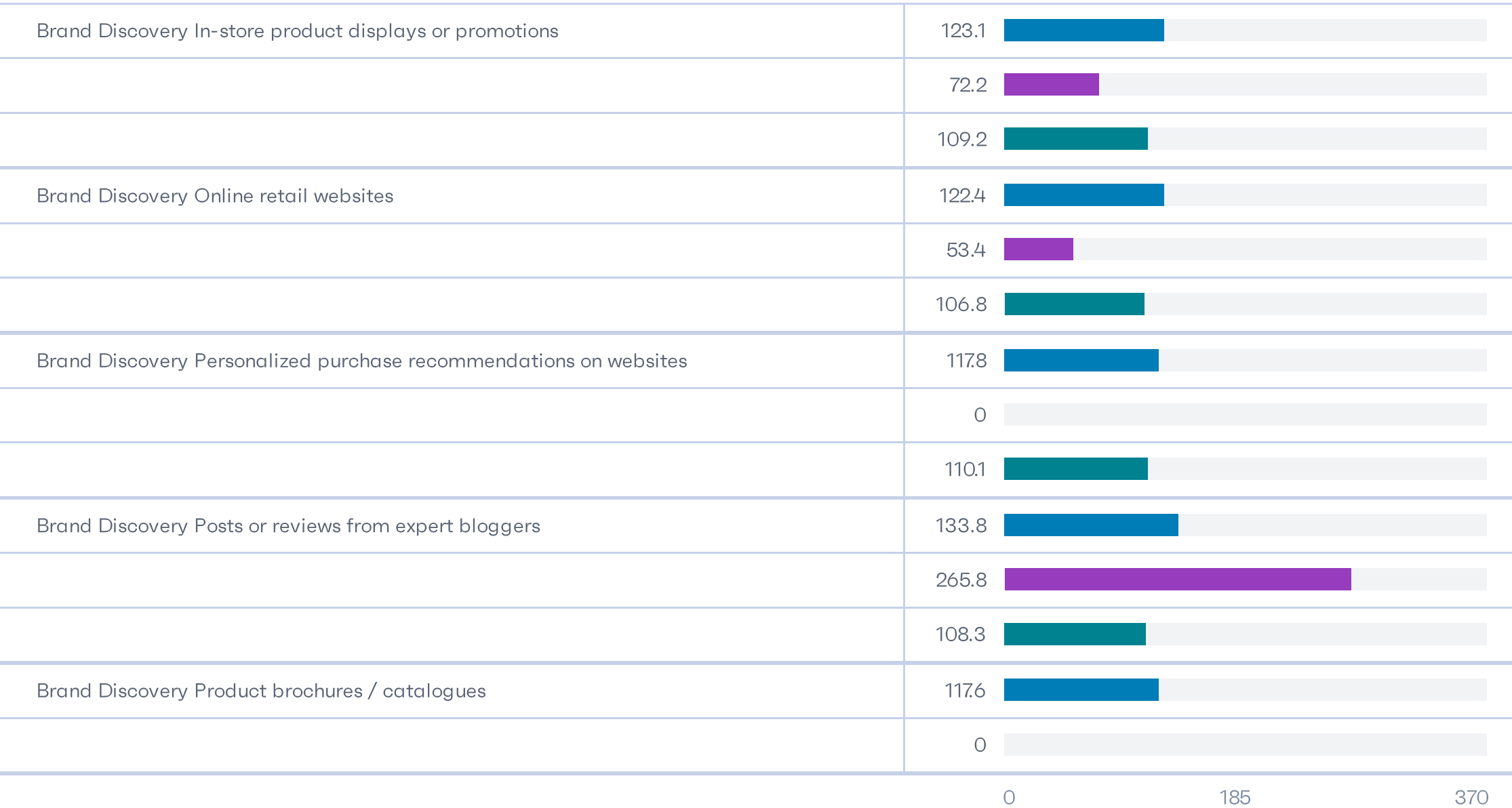
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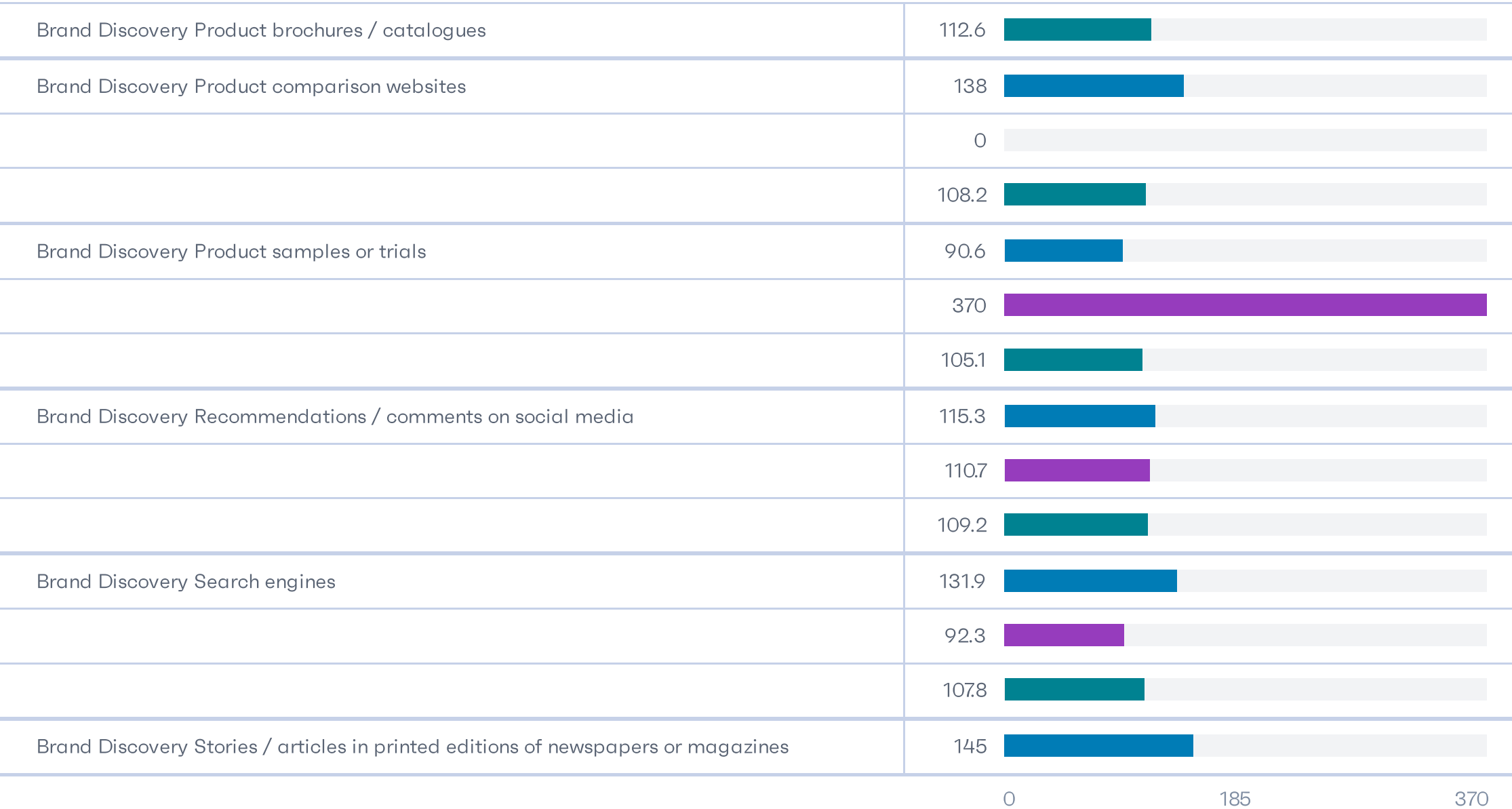
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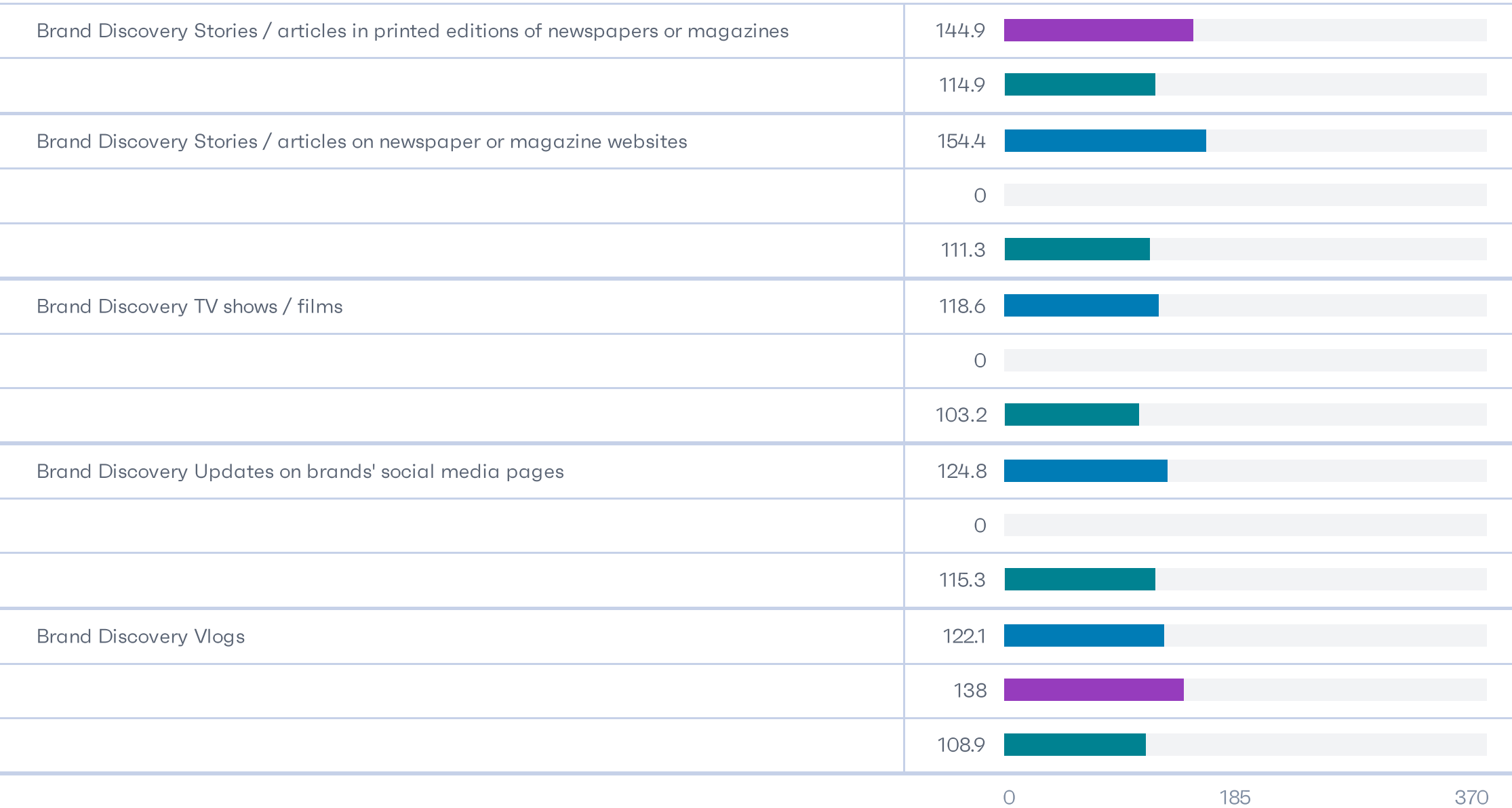
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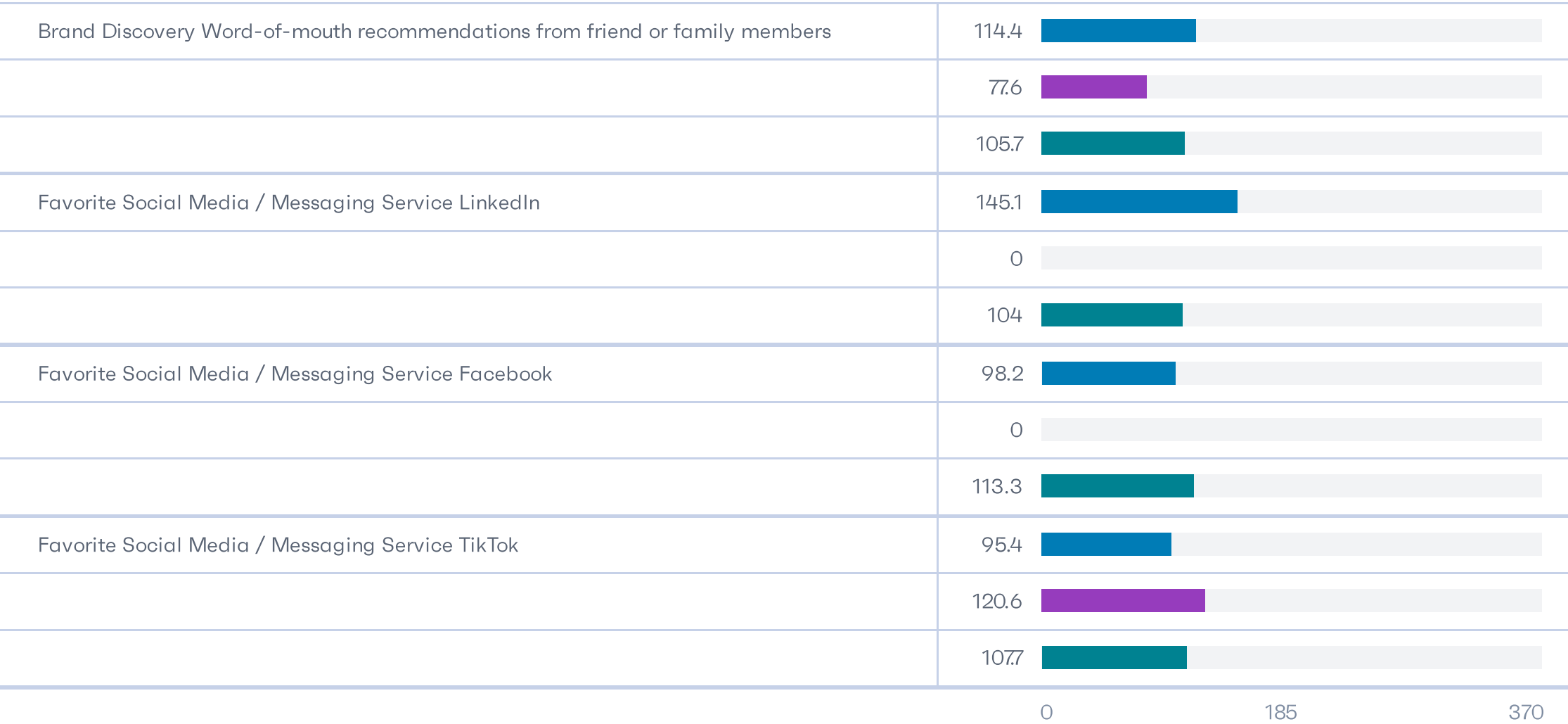
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Reference

**Full questions**

**Brand Discovery**

How do you typically find out about new brands and products?

**Favorite Social Media / Messaging**

**Service**

Which of these would you say is your favorite?

**Audiences**

Next Vehicle Fuel Type : EV

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Next Vehicle Fuel Type : Petrol

**Base audience:**

All internet users

**Locations**

Malaysia

**Waves**

Q4 2023, Q3 2023, Q2 2023, Q1 2023