

SOCIALOGUE

Which would you rather do?

		All Countries																				
		Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	19271	10059	9212	7801	6591	4879	5571	7705	5785	9258	9507	5445	6859	6967	10958	8313	13427	5844	2363	16908	3720	15551
Base: All Respondents (wtd)	12500	6227	6273	5462	4113	2924	3833	4607	3889	5614	6386	4316	4349	3834	6711	5789	8469	4031	1494	11006	2252	10248
Receive a text message promotion from a brand or store	3186	1485	1702	1507	1023	657	1020	1133	959	1407	1538	1122	1084	981	1616	1571	2125	1061	415	2771	613	2573
	25%	24%	27%	28%	25%	22%	27%	25%	25%	25%	24%	26%	25%	26%	24%	27%	25%	26%	28%	25%	27%	25%
			A	DE	E											N			S			
Receive an email promotion from a brand or store	9314	4742	4572	3956	3090	2268	2814	3474	2930	4206	4849	3194	3265	2854	5095	4219	6343	2970	1078	8235	1639	7675
	75%	76%	73%	72%	75%	78%	73%	75%	75%	75%	76%	74%	75%	74%	76%	73%	75%	74%	72%	75%	73%	75%
		B			C	CD										O				R		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

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Which would you rather do?

	Total	Argentina	Australia	Belgium	Brazil	Canada	China	France	Germany	Great Britain	Hungary	India	Indonesia	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States	Hong Kong
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	19271	506	1005	508	1059	1014	1006	1023	1023	1017	1001	1003	509	1000	1028	502	506	504	506	520	500	1005	502	516	1005	503
Base: All Respondents (wtd)	12500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	
Receive a text message promotion from a brand or store	3186	92	69	133	122	42	215	183	53	66	107	168	72	169	201	100	115	161	241	98	215	101	87	138	69	167
	25%	18%	14%	27%	24%	8%	43%	37%	11%	13%	21%	34%	14%	34%	40%	20%	23%	32%	48%	20%	43%	20%	17%	28%	14%	33%
		EH	E	ABEHJLSUV	BEHILX	ABCDEHIJKLMOPQSD	EHJLOPSUVWX		E	BEHILX	CDEHIJLOPSU	EH	CDEHIJLOPSUHIJKLMOPQS	BEHIX	BEHILX	DEHJLOPSUHIJKLMNOPQ	EHIX	HIJKLMOPQS	BEHILX	EH	ABEHILUVX	EH	CDEHIJLOPSU			
Receive an email promotion from a brand or store	9314	408	431	367	378	458	285	317	447	434	393	332	428	331	299	400	385	339	259	402	285	399	413	362	431	333
	75%	82%	86%	73%	76%	92%	57%	63%	89%	87%	79%	66%	86%	66%	60%	80%	77%	68%	52%	80%	57%	80%	83%	72%	86%	67%
		CFGKMNQRTW	IJKMNOPQRT	FGKMNRTY	FGKMNQRTY	IJKLMNOPQRSTU	VWXY	RT	KL	MNOPQRS	IJKMNOPQRS	FGKMNQRT	FNRT	IJKMNPORT	FNRT	R	FGKMNQRTY	FGKMNQRTY	FNRT		CFGKMNQRTY	CFGKMNQRTY	FGKMNQRTW	FGNRT	IJKMNOPQRS	FNRT

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y

Which would you rather do?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	19271	2019	2067	7585	5555	7614	3572	1542
Base: All Respondents (wtd)	12500	1000	1500	4500	3500	4000	2000	1500
Receive a text message promotion from a brand or store	3186	111	314	1014	1102	946	666	477
	25%	11%	21%	23%	31%	24%	33%	32%
			A	A	ABCE	A	ABCE	ABCE
Receive an email promotion from a brand or store	9314	889	1186	3486	2398	3054	1334	1023
	75%	89%	79%	77%	69%	76%	67%	68%
		BCDEFG	DFG	DFG		DFG		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G

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Which would you rather do?

		Argentina																				
	Argentina	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	270	236	225	180	101	33	66	407	160	346	174	182	150	286	220	376	130	48	458	84	422
Base: All Respondents (wtd)	500	245	255	248	163	89*	44**	90*	366	150	350	327	119	55	255	245	329	171	40*	460	65*	435
Receive a text message promotion from a brand or store	92	32	59	53	31	8	13	22	57	23	68	66	21	5	45	47	65	27	4	88	9	83
	18%	13%	23%	21%	19%	9%	29%	24%	16%	15%	20%	20%	18%	9%	17%	19%	20%	16%	9%	19%	14%	19%
			A	E									M	M								
Receive an email promotion from a brand or store	408	213	196	195	132	80	31	69	309	127	281	261	97	50	211	197	264	144	37	371	56	352
	82%	87%	77%	79%	81%	91%	71%	76%	84%	85%	80%	80%	82%	91%	83%	81%	80%	84%	91%	81%	86%	81%
		B				C								KL								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		India																				
	India	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1003	813	190	715	249	39	261	454	288	634	369	0	74	929	746	257	933	70	293	710	630	373
Base: All Respondents (wtd)	500	258	242	276	175	48**	132	210	158	297	203	.**	44*	456	290	210	433	67*	128	372	281	219
Receive a text message promotion from a brand or store	168	83	85	108	53	7	46	73	49	94	74	0	21	147	84	84	132	36	47	121	91	77
	34%	32%	35%	39%	30%	15%	35%	35%	31%	32%	37%	-	47%	32%	29%	40%	31%	53%	37%	32%	32%	35%
Receive an email promotion from a brand or store																N		P				
	332	175	157	169	122	41	86	137	108	203	129	0	24	308	207	125	301	31	80	252	190	142
	66%	68%	65%	61%	70%	85%	65%	65%	69%	68%	63%	-	53%	68%	71%	60%	69%	47%	63%	68%	68%	65%
															O		Q					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		Mexico																					
	Mexico	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	333	169	206	199	97	333	142	27	233	269	111	161	230	312	190	373	129	65	437	126	376	
Base: All Respondents (wtd)	500	238	262*	270*	158*	72*	406	85*	9**	215*	285	321*	103	76	243	257*	314	186*	32*	468	73*	427	
Receive a text message promotion from a brand or store	100	57	42	62	33	5	81	18	1	45	55	62	24	13	41	58	63	37	9	91	15	85	
	20%	24%	16%	23%	21%	6%	20%	22%	10%	21%	19%	19%	24%	17%	17%	23%	20%	20%	27%	19%	21%	20%	
Receive an email promotion from a brand or store				E																			
	400	181	219	208	126	67	326	66	8	171	230	259	79	63	201	199	251	150	23	377	58	343	
	80%	76%	84%	77%	79%	94%	80%	78%	90%	79%	81%	81%	76%	83%	83%	77%	80%	80%	73%	81%	79%	80%	
						C																	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		Spain																				
	Spain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	464	541	389	381	235	611	334	60	453	552	657	76	272	544	461	654	351	92	913	116	889
Base: All Respondents (wtd)	500	252	248	205	181	114	296	174	31*	212	288	249	115*	137	276	224	321	179	46*	454	59*	441
Receive a text message promotion from a brand or store	101	50	50	46	36	19	62	35	4	40	61	60	20	21	47	54	51	49	7	94	10	91
	20%	20%	20%	22%	20%	17%	21%	20%	12%	19%	21%	24%	17%	15%	17%	24%	16%	27%	15%	21%	17%	21%
												M				N		P				
Receive an email promotion from a brand or store	399	202	198	159	145	95	234	138	27	172	227	189	95	116	229	170	269	130	39	361	49	351
	80%	80%	80%	78%	80%	83%	79%	80%	88%	81%	79%	76%	83%	85%	83%	76%	84%	73%	85%	79%	83%	79%
														K	O		Q					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		South Africa																					
	South Africa	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	520	240	280	133	224	163	17	98	405	314	206	191	168	161	317	203	463	57	152	368	205	315	
Base: All Respondents (wtd)	500	240	260	286*	130	83	29**	111*	361	224	276*	194*	150*	156*	258	242*	414	86**	135*	365	181*	319	
Receive a text message promotion from a brand or store	98	45	53	64	21	13	14	27	57	29	69	48	32	18	45	53	86	12	29	69	37	61	
	20%	19%	20%	22%	16%	16%	47%	25%	16%	13%	25%	25%	21%	11%	17%	22%	21%	14%	22%	19%	21%	19%	
Receive an email promotion from a brand or store											I												
	402	195	207	222	109	70	15	83	304	194	208	146	118	138	214	188	328	74	105	297	143	259	
	80%	81%	80%	78%	84%	84%	53%	75%	84%	87%	75%	75%	79%	89%	83%	78%	79%	86%	78%	81%	79%	81%	
										J													

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Great Britain																					
	Great Britain	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	1017	488	529	328	368	321	226	626	165	446	571	315	341	361	637	380	653	364	96	921	126	891	
Base: All Respondents (wtd)	500	246	254	185	167	148	112	308	80	210	290	154	170	177	306	194	317	183	46*	454	60	440	
Receive a text message promotion from a brand or store	66	37	29	34	15	17	17	41	8	22	44	25	22	19	39	27	38	28	7	59	8	58	
	13%	15%	11%	18%	9%	12%	15%	13%	10%	10%	15%	16%	13%	11%	13%	14%	12%	15%	15%	13%	14%	13%	
				DE							I		M										
Receive an email promotion from a brand or store	434	209	225	151	152	130	95	267	72	188	246	129	148	158	267	167	278	156	39	395	52	382	
	87%	85%	89%	82%	91%	88%	85%	87%	90%	90%	85%	84%	87%	89%	87%	86%	88%	85%	85%	87%	86%	87%	
				C	C	C				J				K									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		US																				
	US	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1005	442	563	320	317	368	158	266	581	584	421	467	301	237	479	526	611	394	133	872	144	861
Base: All Respondents (wtd)	500	247	253	182	148	169	76	110	315	284	216	232	127	141	244	256	309	191	69	431	77	423
Receive a text message promotion from a brand or store	69	33	37	38	21	10	18	10	41	38	31	31	17	21	35	34	47	22	12	57	12	57
	14%	13%	15%	21%	14%	6%	23%	9%	13%	14%	14%	13%	14%	15%	14%	13%	15%	12%	18%	13%	16%	14%
				DE	E		GH															
Receive an email promotion from a brand or store	431	215	216	144	128	159	58	99	273	246	185	202	110	119	209	222	262	169	56	374	65	366
	86%	87%	85%	79%	86%	94%	77%	91%	87%	86%	86%	87%	86%	85%	86%	87%	85%	88%	82%	87%	84%	86%
					C	CD		F	F													

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SOCIALOGUE

Which would you rather do?

		Saudi Arabia																				
	Saudi Arabia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	322	184	403	93	10	150	119	160	0	0	153	135	218	278	228	350	156	152	354	167	339
Base: All Respondents (wtd)	500	283	217	295	158*	47**	148*	104*	158*	..*	..*	147*	142*	211	258	242	307	193*	135	365	151*	349
Receive a text message promotion from a brand or store	241	123	118	146	66	29	64	42	77	0	0	71	88	83	112	130	131	110	64	177	83	159
	48%	44%	54%	49%	42%	62%	43%	40%	48%	-	-	48%	62%	39%	43%	54%	43%	57%	47%	49%	55%	45%
													M					P				
Receive an email promotion from a brand or store	259	160	99	149	92	18	84	62	82	0	0	76	54	128	146	112	175	83	71	187	68	190
	52%	56%	46%	51%	58%	38%	57%	60%	52%	-	-	52%	38%	61%	57%	46%	57%	43%	53%	51%	45%	55%
														L			Q					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		Canada																											
	Canada	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
Base: All Respondents (unwtd)	1014	505	509	320	315	379	230	406	378	432	582	350	519	145	545	469	680	334	93	921	106	908	69	86	95	128	0	398	238
Base: All Respondents (wtd)	900	247	253	177	155	167	116	197	187	205	296	186	223	90	262	238	332	168	46*	454	52	448	34*	42*	46*	65	~**	196	117
Receive a text message promotion from a brand or store	42	21	21	20	10	12	9	17	16	15	27	15	14	13	22	20	26	16	3	39	4	38	4	2	2	3	0	15	16
	8%	8%	8%	11%	6%	7%	8%	9%	8%	7%	9%	8%	6%	15%	8%	8%	8%	9%	7%	9%	7%	9%	10%	6%	5%	4%	-	8%	14%
				D									KL																WXYa
Receive an email promotion from a brand or store	458	226	232	157	145	155	106	181	171	190	268	171	210	77	240	218	306	152	43	415	48	410	30	40	43	62	0	181	101
	92%	92%	92%	89%	94%	93%	92%	91%	92%	93%	91%	92%	94%	85%	92%	92%	92%	91%	93%	91%	93%	91%	90%	94%	95%	96%	-	92%	86%
				C								M	M											b	b	b		b	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X/Y/Z/a/b * small base; ** very small base (under 30) ineligible for sig testing

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Which would you rather do?

		France																				
	France	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1023	485	538	369	292	362	248	550	225	358	665	365	330	328	612	411	616	407	34	989	63	960
Base: All Respondents (wtd)	500	247	253	191	141	168	123	271	106	173	327	168	209	124	293	207	299	201	16*	484	28*	472
Receive a text message promotion from a brand or store	183	88	96	64	53	67	49	95	39	63	120	69	75	39	100	83	104	79	8	175	10	174
	37%	36%	38%	33%	37%	40%	40%	35%	36%	37%	37%	41%	36%	32%	34%	40%	35%	39%	51%	36%	35%	37%
												M										
Receive an email promotion from a brand or store	317	159	157	127	89	101	74	175	68	110	207	99	133	85	192	124	194	122	8	309	18	299
	63%	64%	62%	67%	63%	60%	60%	65%	64%	63%	63%	59%	64%	68%	66%	60%	65%	61%	49%	64%	65%	63%
														K								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		Germany																				
	Germany	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1023	502	521	269	428	326	375	332	316	444	579	238	643	142	640	383	590	433	71	952	137	886
Base: All Respondents (wtd)	500	253	247	172	188	140	186	159	154	199	301	113	285	101	307	193	286	214	34*	466	65	435
Receive a text message promotion from a brand or store	53	30	23	22	19	13	21	18	15	20	34	12	33	8	33	20	33	21	4	49	8	45
	11%	12%	9%	13%	10%	9%	11%	11%	10%	10%	11%	11%	12%	8%	11%	10%	11%	10%	11%	11%	12%	10%
Receive an email promotion from a brand or store	447	222	225	150	169	127	166	142	139	180	267	101	252	94	274	173	253	193	31	416	57	390
	89%	88%	91%	87%	90%	91%	89%	89%	90%	90%	89%	89%	88%	92%	89%	90%	89%	90%	89%	89%	88%	90%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		Australia																												
	Australia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		REGION							
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	METRO	NON-METRO	VIC/TAS	NSW/ACT	QLD	SAINT	WA	
Base: All Respondents (unwtd)	1005	484	521	469	343	193	212	531	262	450	555	329	296	380	555	450	668	337	109	896	146	859	704	301	313	330	164	122	76	
	900	248	252	197	156	148	104	277	119	233	267	131	295	74	284	216	328	172	61*	439	76*	424	333	167	141	159	91	67*	42*	
Receive a text message promotion from a brand or store	69	30	39	38	18	13	18	39	12	19	51	19	40	10	40	29	48	22	7	62	8	61	45	24	22	18	15	9	4	
	14%	12%	15%	19%	11%	9%	18%	14%	10%	8%	19%	15%	13%	14%	14%	13%	15%	13%	12%	14%	10%	14%	14%	15%	16%	11%	16%	14%	10%	
Receive an email promotion from a brand or store	431	217	213	158	138	134	85	238	107	214	217	112	255	64	244	187	280	150	54	377	68	363	288	143	118	141	77	57	37	
	86%	88%	85%	81%	89%	91%	82%	86%	90%	92%	81%	85%	87%	86%	86%	87%	85%	87%	88%	86%	90%	86%	86%	85%	84%	89%	84%	86%	90%	
					C	C					J																			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W - X/Y/Z/a/b * small base

SOCIALOGUE

Which would you rather do?

		Japan																				
	Japan	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1028	525	503	370	332	326	617	351	60	583	445	330	239	459	470	558	656	372	120	908	139	889
Base: All Respondents (wtd)	500	251	249	186	150	165	299	171	30*	288	212	159	117	224	228	272	320	180	59	441	68	432
Receive a text message promotion from a brand or store	201	100	101	74	58	69	124	68	9	117	84	66	44	91	94	107	129	72	26	175	30	171
	40%	40%	41%	40%	39%	42%	42%	40%	31%	41%	39%	41%	38%	41%	42%	39%	40%	40%	44%	40%	45%	40%
Receive an email promotion from a brand or store	299	151	148	112	91	96	175	104	20	170	129	93	73	132	133	166	191	107	33	266	37	261
	60%	60%	59%	60%	61%	58%	58%	60%	69%	59%	61%	59%	62%	59%	58%	61%	60%	60%	56%	60%	55%	60%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		South Korea																				
	South Korea	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	500	261	239	201	188	111	95	184	221	286	214	19	148	333	252	248	351	149	67	433	107	393
Base: All Respondents (wtd)	500	253	247	210	193	97	99*	187	214	276	224	21**	153	326	241	259	341	159	63*	437	102	398
Receive a text message promotion from a brand or store	215	102	113	87	83	46	37	84	94	129	87	11	64	141	103	112	147	69	25	190	48	168
	43%	41%	46%	41%	43%	47%	38%	45%	44%	47%	39%	52%	42%	43%	43%	43%	43%	43%	40%	44%	47%	42%
Receive an email promotion from a brand or store	285	150	135	124	110	51	61	103	120	148	137	10	89	185	138	147	195	90	38	247	54	231
	57%	59%	54%	59%	57%	53%	62%	55%	56%	53%	61%	48%	58%	57%	57%	57%	57%	57%	60%	56%	53%	58%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Russia																				
	Russia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	504	258	246	194	199	111	18	50	436	246	258	100	279	125	290	214	457	47	36	468	76	428
Base: All Respondents (wtd)	500	240	260	211	184	105	18**	54*	428	236	264	146*	266	88	279	221	449	51*	33*	467	73*	427
Receive a text message promotion from a brand or store	161	75	86	69	63	29	7	17	137	82	80	53	85	23	89	72	144	17	8	153	17	144
	32%	31%	33%	33%	34%	28%	40%	31%	32%	35%	30%	36%	32%	26%	32%	33%	32%	33%	25%	33%	23%	34%
Receive an email promotion from a brand or store	339	165	174	142	121	75	11	37	291	155	184	93	181	65	190	149	305	34	24	314	57	282
	68%	69%	67%	67%	66%	72%	60%	69%	68%	65%	70%	64%	68%	74%	68%	67%	68%	67%	75%	67%	77%	66%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Sweden																					
	Sweden	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	502	273	229	159	154	189	208	252	42	139	363	331	78	93	341	161	316	186	47	455	64	438	
Base: All Respondents (wtd)	500	253	247*	186*	158*	157*	192*	258	51**	155*	345	105	263*	133*	340	160*	360	140*	63**	437	83*	417	
Receive a text message promotion from a brand or store	87	27	60	45	25	17	38	46	3	17	70	20	50	17	60	27	58	29	9	78	7	80	
	17%	11%	24%	24%	16%	11%	20%	18%	6%	11%	20%	19%	19%	13%	18%	17%	16%	21%	15%	18%	9%	19%	
			A	E																			
Receive an email promotion from a brand or store	413	226	187	141	132	140	153	212	47	138	274	85	212	115	280	132	302	111	54	359	76	337	
	83%	89%	76%	76%	84%	89%	80%	82%	94%	89%	80%	81%	81%	87%	82%	83%	84%	79%	85%	82%	91%	81%	
		B				C																	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Indonesia																					
	Indonesia	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	509	258	251	285	173	51	75	266	168	305	204	205	42	262	227	282	424	85	61	448	100	409	
Base: All Respondents (wtd)	500	250	250	281	162	56*	80*	258	163	288	212	208	41*	250	216	284	407	93*	60*	440	96*	404	
Receive a text message promotion from a brand or store	72	34	39	40	24	8	13	38	22	44	29	36	5	32	23	49	55	17	7	65	15	58	
	14%	13%	15%	14%	15%	14%	16%	15%	13%	15%	14%	17%	11%	13%	11%	17%	14%	19%	12%	15%	15%	14%	
Receive an email promotion from a brand or store																N							
	428	216	211	241	138	48	67	220	141	245	183	172	37	219	193	235	352	75	52	375	82	346	
	86%	87%	85%	86%	85%	86%	84%	85%	87%	85%	86%	83%	89%	87%	89%	83%	86%	81%	88%	85%	85%	86%	
															O								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base

SOCIALOGUE

Which would you rather do?

		Turkey																					
	Turkey	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	516	358	158	395	107	14	49	231	236	235	281	137	82	297	275	241	379	137	68	448	162	354	
Base: All Respondents (wtd)	500	252	248*	263	145*	93**	40*	213*	247*	249*	251	141*	85*	274	275*	225	316	184*	64*	436	136*	364	
Receive a text message promotion from a brand or store	138	66	72	84	40	15	15	50	74	65	74	33	32	73	71	67	95	43	16	122	37	101	
	28%	26%	29%	32%	27%	16%	37%	23%	30%	26%	29%	23%	38%	27%	26%	30%	30%	24%	25%	28%	28%	28%	
Receive an email promotion from a brand or store	362	186	176	179	105	78	25	164	173	184	178	108	53	201	204	158	221	141	48	314	98	264	
	72%	74%	71%	68%	73%	84%	63%	77%	70%	74%	71%	77%	62%	73%	74%	70%	70%	76%	75%	72%	72%	72%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Hungary																					
	Hungary	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
Base: All Respondents (unwtd)	1001	507	494	229	313	459	488	372	8	511	490	172	645	184	556	445	601	400	79	922	79	922	
Base: All Respondents (wtd)	500	244	256	202	142	156	255	159	5**	218	282	129	294	76	249	251	296	204	31*	469	32*	468	
Receive a text message promotion from a brand or store	107	50	56	34	31	42	58	32	1	59	48	41	52	14	61	46	70	37	6	101	6	101	
	21%	21%	22%	17%	22%	27%	23%	20%	25%	27%	17%	31%	18%	19%	25%	18%	24%	18%	19%	21%	19%	21%	
						C				J		LM			O								
Receive an email promotion from a brand or store	393	194	200	168	111	115	197	127	4	159	234	89	242	62	188	206	226	168	25	369	26	368	
	79%	79%	78%	83%	78%	73%	77%	80%	75%	73%	83%	69%	82%	81%	75%	82%	76%	82%	81%	79%	81%	79%	
				E						I			K	K		N							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Poland																				
	Poland	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	506	255	251	194	173	139	385	105	16	253	253	70	337	99	301	205	292	214	46	460	77	429
Base: All Respondents (wtd)	500	248	252	215	156	129	391	94*	15**	246	254	104*	326	70*	288	212	272	228	40*	460	67*	433
Receive a text message promotion from a brand or store	115	49	66	49	31	35	92	19	4	58	58	25	74	16	60	56	56	60	11	104	11	104
	23%	20%	26%	23%	20%	27%	24%	20%	29%	23%	23%	24%	23%	23%	21%	26%	20%	26%	27%	23%	17%	24%
Receive an email promotion from a brand or store	385	199	186	166	125	94	299	75	11	188	196	79	253	53	229	156	216	168	29	356	56	329
	77%	80%	74%	77%	80%	73%	76%	80%	71%	77%	77%	76%	77%	77%	79%	74%	80%	74%	73%	77%	83%	76%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		China																				
	China	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
Base: All Respondents (unwtd)	1006	534	472	481	410	115	87	301	618	695	311	98	278	630	696	310	889	117	124	882	317	689
Base: All Respondents (wtd)	500	249	251	200	200*	99*	90*	186*	224	340	160*	295*	155	50	294	206*	394	106*	57**	443	114*	386
Receive a text message promotion from a brand or store	215	87	128	80	93	42	45	73	97	145	70	128	68	19	122	92	166	48	25	190	56	159
	43%	35%	51%	40%	46%	42%	50%	39%	43%	43%	44%	43%	44%	38%	42%	45%	42%	46%	44%	43%	49%	41%
Receive an email promotion from a brand or store			A																			
	285	162	123	120	108	57	45	113	127	195	90	167	87	31	172	113	228	58	32	253	58	227
	57%	65%	49%	60%	54%	58%	50%	61%	57%	57%	56%	57%	56%	62%	58%	55%	58%	54%	56%	57%	51%	59%
		B																				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Brazil																				
	Brazil	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1059	509	550	440	388	231	245	777	37	449	610	151	571	337	524	535	756	303	119	940	208	851
Base: All Respondents (wtd)	500	244	256	271*	148	82*	225*	270	5**	170*	330	363	107	29	207	293	327	173*	41**	459	67*	433
Receive a text message promotion from a brand or store	122	43	79	82	25	15	66	56	1	42	80	91	26	5	41	81	74	48	16	107	19	103
	24%	18%	31%	30%	17%	18%	29%	21%	11%	25%	24%	25%	24%	18%	20%	28%	23%	28%	38%	23%	28%	24%
Receive an email promotion from a brand or store			A	D																		
	378	201	177	189	122	67	159	214	5	128	250	272	82	24	166	212	253	124	25	353	48	329
	76%	82%	69%	70%	83%	82%	71%	79%	89%	75%	76%	75%	76%	82%	80%	72%	77%	72%	62%	77%	72%	76%
		B			C																	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Italy																				
	Italy	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Base: All Respondents (unwtd)	1000	471	529	391	357	252	183	453	364	555	445	353	516	131	472	528	621	379	116	884	162	838
Base: All Respondents (wtd)	500	250	250	181	185	134	98	228	174	287	213	243	198	58	247	253	306	194	58	442	78	422
Receive a text message promotion from a brand or store	169	79	90	67	65	38	37	80	52	105	64	89	66	14	77	92	98	71	15	154	19	150
	34%	32%	36%	37%	35%	28%	37%	35%	30%	37%	30%	37%	33%	24%	31%	36%	32%	37%	26%	35%	25%	36%
				E							J		M									T
Receive an email promotion from a brand or store	331	171	160	114	120	96	61	148	122	182	149	155	132	44	170	161	208	122	44	287	59	272
	66%	68%	64%	63%	65%	72%	63%	65%	70%	63%	70%	63%	67%	76%	69%	64%	68%	63%	74%	65%	75%	64%
						C					I			K							U	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U

SOCIALOGUE

Which would you rather do?

		Belgium																									
	Belgium	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		Region			Language	
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	North	Center	South	French	Flemish
Base: All Respondents (unwid)	508	266	242	152	195	161	184	201	123	202	306	121	235	152	306	202	300	208	16	492	45	463	180	148	180	358	150
Base: All Respondents (wid)	500	251	249	184	174	142	192	194	114	183	317	172	186	142	278	222	280	220	15**	485	41*	459	171	136	193	353	147
Receive a text message promotion from a brand or store	133	72	61	47	42	43	49	59	25	47	86	50	47	37	70	63	72	61	3	130	9	124	26	43	64	117	16
	27%	29%	25%	26%	24%	31%	26%	30%	22%	26%	27%	29%	25%	26%	25%	28%	26%	28%	20%	27%	21%	27%	15%	31%	33%	33%	11%
Receive an email promotion from a brand or store	367	180	188	137	132	98	143	135	89	137	231	123	139	106	209	159	208	159	12	355	32	335	144	94	129	236	132
	73%	71%	75%	74%	76%	69%	74%	70%	78%	74%	73%	71%	75%	74%	75%	72%	74%	72%	80%	73%	79%	73%	85%	69%	67%	67%	89%
																						WX					Y

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Which would you rather do?

		Hong Kong																					
	Hong Kong	Gender		Age			Household Income			Marital Status		Education			Chief Income Earner		Employment		Business Owner		Senior Executive/Decision Maker/Leader		
	Total	Male	Female	Under 35	35 to 49	50 to 64	Low	Medium	High	Married	Other	Low	Medium	High	Yes	No	Employed	Not Employed	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: All Respondents (unwtd)	503	236	267	164	213	126	83	238	182	291	212	8	183	312	297	206	418	85	126	377	134	369	
Base: All Respondents (wtd)	500	236	264	188	195	117	85*	239	176	274	226	7**	176	316	291	209	411	89*	122	378	129	371	
Receive a text message promotion from a brand or store	167	68	99	56	68	43	28	75	64	91	77	2	65	100	100	67	136	32	45	122	46	122	
	33%	29%	37%	30%	35%	36%	34%	32%	36%	33%	34%	25%	37%	32%	34%	32%	33%	36%	37%	32%	35%	33%	
		A																					
Receive an email promotion from a brand or store	333	167	165	132	126	75	56	164	113	183	149	6	111	216	191	142	276	57	76	256	84	249	
	67%	71%	63%	70%	65%	64%	66%	68%	64%	67%	66%	75%	63%	68%	66%	68%	67%	64%	63%	68%	65%	67%	
		B																					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J - K/L/M - N/O - P/Q - R/S - T/U * small base; ** very small base (under 30) ineligible for sig testing