

SOCIALOGUE

Have you ever . . . ?

		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)	18775	9725	9050	7463	6226	5086	5797	7419	5214	8654	9619	5678	6589	6508	10697	8078	12776	5999	2270	16505	3923	14852	
Base: All Respondents (wtd)	12000	5991	6009	5275	3896	2830	3856	4503	3398	5133	6367	4428	4120	3452	6492	5508	7873	4127	1415	10585	2366	9634	
Read an ad on your mobile phone	4908	2455	2453	2390	1600	919	1432	1820	1611	2175	2577	1797	1552	1558	2666	2242	3350	1558	624	4283	1144	3764	
	41%	41%	41%	45%	41%	32%	37%	40%	47%	42%	40%	41%	38%	45%	41%	41%	43%	38%	44%	40%	48%	39%	
				DE	E			F	FG			L		KL			Q		S		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

Have you ever . . . ?

	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
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents (unwtd)	18775	515	1010	514	1011	1120	1005	1000	1010	1011	1000	1000	505	1004	1002	510	501	504	502	520	504	1007	502	513	1005
Base: All Respondents (wtd)	12000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500*	500
Read an ad on your mobile phone	4908	286	101	83	223	68	261	141	94	105	200	276	304	212	96	299	262	288	156	284	269	265	155	365	115
	41%	57%	20%	17%	45%	14%	52%	28%	19%	21%	40%	55%	61%	42%	19%	60%	52%	58%	31%	57%	54%	53%	31%	73%	23%
		BCEDEGHJMNRI	E		BCEGHINRVX		BCEGHJUMNRV	BCEHINX	E	CE	BCEGHINRVX	CDEGHJUMNR	EFHGHJUMNPR	BCEGHINRVX	E	DEGHJUMNPR	DEGHJUMNR	CDEGHJUMNR	BCEHINX	CDEGHJUMNR	CDEGHJUMNR	CDEGHJUMNR	BCEHINX	SHUJUMNPOK	CEHN

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 * small base

Have you ever . . . ?

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BRIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents (unwtd)	18775	2125	2036	7549	5530	7656	3520	1535
Base: All Respondents (wtd)	12000	1000	1500	4500	3500	4000	2000	1500
Read an ad on your mobile phone	4908	183	807	1518	1596	1119	1048	804
	41%	18%	54%	34%	46%	28%	52%	54%
			ACDE	AE	ACE	A	ACDE	ACDE

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

SOCIALOGUE

Have you ever . . . ?

		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	
Base: All Respondents (unwtd)	515	278	237	186	164	165	26	185	304	193	322	176	162	177	274	241	340	175	55	460	96	419	
Base: All Respondents (wtd)	500	245	255	248	142	110	39**	211	251	151	349	326	118	55	222	278	270	230	38*	462	65*	435	
Read an ad on your mobile phone	286	127	159	134	87	65	18	125	143	94	191	186	67	33	137	149	155	131	27	259	39	247	
	57%	52%	62%	54%	61%	59%	46%	59%	57%	62%	55%	57%	57%	60%	62%	53%	57%	57%	70%	56%	60%	57%	

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

Have you ever . . . ?

		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)	1000	757	243	701	275	24	239	490	271	654	346	4	52	944	766	234	939	61	297	703	700	300	
Base: All Respondents (wtd)	500	258	242	276	180	44**	132	234	133	310	190	4**	39**	457	315	185	440	60*	149	351	319	181	
Read an ad on your mobile phone	276	136	139	161	96	18	66	131	79	170	106	3	15	258	175	101	244	32	88	188	196	80	
	55%	53%	58%	58%	54%	42%	50%	56%	59%	55%	56%	65%	39%	56%	56%	54%	55%	53%	59%	53%	61%	44%	
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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

Have you ever . . . ?

		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)	510	293	217	219	193	98	360	132	18	228	282	135	183	192	287	223	374	136	68	442	124	386	
Base: All Respondents (wtd)	500	239	261	270	148	82*	397	95*	8**	193	307	321	103	76	246	254	317	183*	49*	451	88*	412	
Read an ad on your mobile phone	299	134	165	165	93	41	237	58	4	119	180	194	61	44	148	151	186	113	31	268	55	244	
	60%	56%	63%	61%	63%	50%	60%	61%	53%	62%	59%	61%	59%	58%	60%	59%	59%	62%	63%	59%	62%	59%	

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

Have you ever . . . ?

		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)	1007	485	522	384	391	232	632	312	63	502	505	650	78	279	512	495	623	384	90	917	124	883	
Base: All Respondents (wtd)	500	252	248	205	181	114	304	163	33*	239	261	249	115*	137	256	244	314	186	45*	455	67*	433	
Read an ad on your mobile phone	265	137	128	113	96	56	157	91	17	124	141	128	61	76	134	131	166	99	26	239	43	223	
	53%	55%	52%	55%	53%	49%	51%	56%	53%	52%	54%	51%	54%	56%	52%	54%	53%	53%	58%	53%	63%	51%	
																					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 * small base

SOCIALOGUE

Have you ever . . . ?

		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	234	286	128	204	188	27	103	390	290	230	212	157	151	309	211	438	82	160	360	215	305	
Base: All Respondents (wtd)	500	240	260	287*	127	86	39**	117*	345	210	290	214	145*	140*	260	240	390	110*	108	392	165	335	
Read an ad on your mobile phone	284	142	142	167	76	41	16	70	197	111	173	126	82	76	148	135	214	70	57	226	95	188	
	57%	59%	55%	58%	60%	47%	42%	60%	57%	53%	60%	59%	56%	54%	57%	56%	55%	64%	53%	58%	58%	56%	
					E																		

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

Have you ever ...?

		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	
Base: All Respondents (unwtd)	1011	492	519	348	312	351	250	578	183	442	569	327	349	335	548	463	571	440	83	928	133	878	
Base: All Respondents (wtd)	500	246	254	185	156	159	125	284	91	210	290	164	172	164	266	234	280	220	40*	460	64	436	
Read an ad on your mobile phone	105	56	49	52	35	19	21	63	21	37	68	28	37	40	52	53	63	43	11	95	18	87	
	21%	23%	19%	28%	22%	12%	16%	22%	23%	18%	24%	17%	22%	24%	20%	23%	22%	19%	26%	21%	29%	20%	
				E	E						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 * small base

SOCIALOGUE

Have you ever . . . ?

		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	444	561	274	297	434	180	273	552	554	451	416	331	258	541	464	607	398	102	903	120	885	
Base: All Respondents (wtd)	500	247	253	182	147	171	76	110	314	273	227	233	127	140	255	245	306	194	51*	449	61	439	
Read an ad on your mobile phone	115	65	50	65	30	20	12	18	85	62	54	43	29	43	58	58	76	40	15	100	22	93	
	23%	26%	20%	36%	20%	12%	16%	16%	27%	23%	24%	19%	23%	30%	23%	24%	25%	21%	30%	22%	36%	21%	
		B		DE	E					FG					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 * small base

SOCIALOGUE

Have you ever . . . ?

		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	
Base: All Respondents (unwtd)	502	358	144	428	74	0	140	171	104	0	0	147	117	238	271	231	342	160	167	335	193	309	
Base: All Respondents (wtd)	500	283*	217*	295	205**	..**	140*	148*	104*	..**	..**	171**	94*	234*	268*	232*	290	210*	176*	324*	201*	299*	
Read an ad on your mobile phone	156	98	58	90	66	0	37	50	52	0	0	47	19	89	87	69	100	56	53	103	70	86	
	31%	35%	27%	31%	32%	-	26%	34%	49%	-	-	27%	21%	38%	32%	30%	34%	27%	30%	32%	35%	29%	
									F					L									

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

Have you ever...?

		Canada																											
	Canada	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	CANADA-PRAIRIES	CANADA-ATLANTIC	CANADA-ALBERTA	CANADA-BRITISH COLUMBIA	NORTHWEST TERRITORIES	CANADA-ONTARIO	CANADA-QUEBEC
Base: All Respondents (unwtd)	1120	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
	500	525	595	306	362	452	248	486	386	443	677	361	606	153	645	475	745	375	134	986	165	955	90	88	104	154	0	433	251
Base: All Respondents (wtd)	900	247	253	178	162	161	113	214	173	187	313	196	223	91	282	218	336	164	58	442	73	427	39*	39*	47*	67	--	196	112
Read an ad on your mobile phone	68	37	30	40	19	9	9	29	30	21	47	19	34	15	36	31	50	17	10	57	13	55	3	6	9	10	0	26	12
	14%	15%	12%	23%	12%	5%	8%	13%	18%	11%	15%	10%	15%	16%	13%	14%	15%	10%	18%	13%	17%	13%	9%	15%	19%	15%	-	14%	11%
				DE	E			F	F				K				Q												

Proportions/Means: 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

SOCIALOGUE

Have you ever . . . ?

		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	
Base: All Respondents (unwtd)	1000	508	492	391	345	264	244	508	248	384	616	393	299	308	551	449	660	340	47	953	96	904	
Base: All Respondents (wtd)	500	247	253	191	170	139	123	255	122	190	310	168	209	124	277	223	325	175	22*	478	45*	455	
Read an ad on your mobile phone	141	72	70	72	39	30	41	63	37	45	97	47	56	38	75	67	82	60	6	136	13	128	
	28%	29%	27%	38%	23%	22%	34%	25%	30%	23%	31%	28%	27%	31%	27%	30%	25%	34%	27%	28%	29%	28%	
				DE			G				I							P					

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

Have you ever . . . ?

		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	
Base: All Respondents (unwtd)	1010	501	509	351	347	312	339	271	249	296	714	211	642	157	665	345	676	334	89	921	162	848	
Base: All Respondents (wtd)	500	252	248	172	172	156	168	132	125	145	355	113	285	101	332	168	335	165	45*	455	81	419	
Read an ad on your mobile phone	94	63	31	36	40	18	29	26	31	27	67	23	48	24	64	30	67	27	12	83	21	73	
	19%	25%	12%	21%	23%	12%	17%	20%	25%	18%	19%	20%	17%	23%	19%	18%	20%	16%	26%	18%	25%	18%	
		B		E	E				F												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 * small base

SOCIALOGUE

Have you ever...?

		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	SA/NT	WA	
Base: All Respondents (unwtd)	1010	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	
	500	500	510	282	369	359	227	535	248	520	490	286	361	363	567	443	673	337	127	883	174	836	627	383	325	340	204	73	68	
Base: All Respondents (wtd)	500	248	252	197	161	143	123	273	104	232	266	132	295	74	267	233	324	176	59*	441	75	425	298	202	158	109	104	40*	29*	
	101	48	53	54	29	19	22	52	28	43	59	25	56	20	49	52	73	28	11	91	15	87	63	39	35	34	21	6	6	
Read an ad on your mobile phone	20%	19%	21%	27%	18%	13%	18%	19%	26%	18%	22%	19%	19%	28%	18%	23%	23%	16%	18%	21%	20%	20%	21%	19%	22%	20%	21%	14%	20%	
				DE					G					KL			Q													

Proportions/Means: 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

Have you ever . . . ?

		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)	1002	509	493	376	291	335	622	322	58	526	476	343	216	443	499	503	644	358	110	892	143	859	
Base: All Respondents (wtd)	500	251	249	186	149	166	310	161	29*	264	236	170	109	221	249	251	323	177	55	445	71	429	
Read an ad on your mobile phone	96	51	45	51	22	23	58	31	6	43	53	36	20	40	45	50	61	35	9	87	12	83	
	19%	20%	18%	28%	15%	14%	19%	19%	22%	16%	23%	21%	18%	18%	18%	20%	19%	20%	16%	20%	17%	19%	
				DE							I												

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

Have you ever . . . ?

		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)	504	263	241	207	185	112	90	202	212	289	215	12	161	331	259	245	346	158	56	448	104	400	
Base: All Respondents (wtd)	500	253	247	210	183	106	92*	198	210	281	219	13**	166	321	247	253	333	167	53*	447	99	401	
Read an ad on your mobile phone	269	141	128	128	99	42	45	107	118	135	134	7	88	174	130	139	171	98	24	245	50	219	
	54%	56%	52%	61%	54%	40%	48%	54%	56%	48%	61%	52%	53%	54%	53%	55%	51%	59%	46%	55%	51%	55%	
				E	E							I											

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

Have you ever . . . ?

		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	250	254	160	213	131	23	46	435	263	241	92	280	132	305	199	459	45	33	471	70	434	
Base: All Respondents (wtd)	500	241	259	211	187	102	27**	50*	423	253	247	146*	266	88	293	207	452	48*	30**	470	65*	435	
Read an ad on your mobile phone	288	124	164	130	98	61	13	37	238	148	141	76	156	57	171	118	265	24	22	267	40	249	
	58%	52%	63%	62%	52%	60%	50%	73%	56%	59%	57%	52%	59%	64%	58%	57%	59%	50%	72%	57%	61%	57%	
			A						H														

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

Have you ever . . . ?

		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	
Base: All Respondents (unwtd)	502	234	268	166	134	202	221	234	47	134	368	335	79	88	328	174	281	221	48	454	63	439	
Base: All Respondents (wtd)	500	253*	247	185*	153*	162*	209*	233*	58**	126*	374	105	263*	133*	347	153*	309	191*	58**	442	79*	421	
Read an ad on your mobile phone	155	84	71	68	49	37	59	74	22	39	116	33	82	39	123	32	112	42	21	134	30	125	
	31%	33%	29%	37%	32%	23%	28%	32%	37%	31%	31%	32%	31%	29%	35%	21%	36%	22%	36%	30%	38%	30%	
															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

SOCIALOGUE

Have you ever . . . ?

		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)	505	225	280	254	184	67	67	290	148	301	204	181	41	283	211	294	423	82	67	438	127	378	
Base: All Respondents (wtd)	500	250	250	281	162	56*	76*	286	138	279	221	186	40*	274	212	288	415	85*	67*	433	125	375	
Read an ad on your mobile phone	304	148	156	160	112	32	36	178	90	180	124	108	27	169	137	167	262	43	41	263	80	224	
	61%	59%	62%	57%	69%	57%	47%	62%	66%	64%	56%	58%	67%	62%	65%	58%	63%	50%	61%	61%	64%	60%	
					C			F	F								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

Have you ever . . . ?

		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)	513	414	99	427	78	8	73	234	206	200	313	173	94	246	280	233	345	168	81	432	186	327	
Base: All Respondents (wtd)	500*	252	248**	263	133*	105**	48*	226*	226*	207*	293*	220**	85*	195*	293*	207	298*	202**	66**	434*	159*	341*	
Read an ad on your mobile phone	365	170	195	161	107	97	27	164	174	165	200	161	65	140	229	136	214	150	47	318	115	250	
	73%	67%	79%	61%	80%	93%	56%	72%	77%	80%	68%	73%	76%	71%	78%	66%	72%	75%	71%	73%	72%	73%	
					C					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 * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		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)	1000	460	540	281	275	444	586	302	5	440	560	355	494	151	546	454	507	493	73	927	84	916	
Base: All Respondents (wtd)	500	244	256	202	139	160	289	148	3**	198	302	129	294	76	256	244	256	244	37*	463	43*	457	
Read an ad on your mobile phone	200	102	98	80	52	68	120	61	0	77	123	48	120	32	107	93	104	96	14	186	18	182	
	40%	42%	38%	40%	37%	43%	41%	41%	12%	39%	41%	37%	41%	42%	42%	38%	41%	40%	38%	40%	41%	40%	

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

Have you ever . . . ?

		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	
Base: All Respondents (unwtd)	501	251	250	180	184	137	383	99	19	263	238	84	334	83	320	181	302	199	49	452	83	418	
Base: All Respondents (wtd)	500	248	252	215	160	125	393	90*	18**	249	251	104*	327	70*	302	198	285	215	46*	454	77*	423	
Read an ad on your mobile phone	262	130	132	116	77	69	204	49	8	134	128	49	170	42	160	102	153	109	24	238	41	220	
	52%	52%	52%	54%	48%	55%	52%	55%	47%	54%	51%	48%	52%	60%	53%	51%	54%	51%	52%	52%	54%	52%	

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

Have you ever . . . ?

		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)	1005	506	499	491	398	116	86	287	632	679	326	87	264	654	685	320	879	126	106	899	343	662	
Base: All Respondents (wtd)	500	249	251	200	187*	112*	83*	186*	231	344	156*	295*	155	50	293	207*	389	111*	42**	458	123*	377	
Read an ad on your mobile phone	261	124	136	112	95	54	22	95	144	189	72	140	89	31	153	108	210	51	21	240	71	190	
	52%	50%	54%	56%	50%	48%	26%	51%	62%	55%	46%	48%	58%	63%	52%	52%	54%	45%	50%	52%	58%	50%	
								F	F					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; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		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)	1011	510	501	426	384	201	261	725	25	406	605	164	560	287	476	535	720	291	113	898	214	797	
Base: All Respondents (wtd)	500	244	256	271	149	81*	211*	283	6**	189	311	363	107	30	180	320	312	188*	54*	446	97*	403	
Read an ad on your mobile phone	223	118	104	117	79	26	93	125	4	97	125	152	55	15	76	147	144	78	30	193	46	176	
	45%	48%	41%	43%	53%	32%	44%	44%	71%	51%	40%	42%	51%	52%	42%	46%	46%	41%	56%	43%	47%	44%	
					E								K	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; ** very small base (under 30) ineligible for sig testing

SOCIALOGUEA

Have you ever . . . ?

		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	
Base: All Respondents (unwtd)	1004	464	540	319	387	298	265	441	298	477	527	362	517	125	520	484	581	423	96	908	158	846	
Base: All Respondents (wtd)	500	250	250	181	174	145	135	221	144	241	259	244	198	58	261	239	285	215	50*	450	78	422	
Read an ad on your mobile phone	212	99	113	81	74	57	55	96	61	99	112	95	86	31	109	102	125	87	24	188	36	175	
	42%	40%	45%	45%	42%	39%	41%	43%	42%	41%	43%	39%	43%	53%	42%	43%	44%	40%	48%	42%	46%	42%	
														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

SOCIALOGUE

Have you ever . . . ?

		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
	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	
Base: All Respondents (unwid)	514	264	250	178	180	156	208	193	113	170	344	172	212	130	332	182	301	213	19	495	46	468	182	164	168	343	171
Base: All Respondents (wid)	500	252	248	184	169	146	202	187	110	160	340	172	186	142	316	184	290	210	18**	482	45*	455	176	159	166	335	165
Read an ad on your mobile phone	83	46	37	31	16	35	28	20	17	66	22	29	32	62	21	53	31	2	81	6	77	27	25	32	55	28	
	17%	18%	15%	20%	18%	11%	17%	15%	18%	11%	19%	13%	16%	22%	20%	12%	18%	15%	11%	17%	14%	17%	15%	16%	19%	16%	17%
				E						I				K	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 - V/W/X - Y/Z * small base; ** very small base (under 30) ineligible for sig testing