

SOCIALOGUE

Have you ever . . . ?

		All Countries								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	18775	6019	6182	6574	3118	3203	3404	2901	2979	3170
Base: All Respondents (wtd)	12000	4406	3796	3799	2061	1931	1998	2344	1864	1800
Clicked on an ad you saw on a social network	5800	2494	1860	1447	1150	885	746	1344	975	700
	48%	57%	49%	38%	56%	46%	37%	57%	52%	39%
		BC	C		EF	F		HI	IE	
Read an ad on your mobile phone	4908	1990	1636	1283	944	822	690	1046	814	593
	41%	45%	43%	34%	46%	43%	35%	45%	44%	33%
		C	C		F	F		I	I	
Opened an email sent by a retailer on your mobile phone	3490	1332	1192	965	635	648	507	698	544	458
	29%	30%	31%	25%	31%	34%	25%	30%	29%	25%
		C	C		F	FH		I	I	

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

SOCIALOGUE

Have you ever . . . ?

		North America								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	2125	474	622	1029	181	282	506	293	340	523
Base: All Respondents (wtd)	1000	297	319	385	129	158	208	168	161	177
Clicked on an ad you saw on a social network	289	116	93	80	52	44	44	64	49	36
	29%	39%	29%	21%	40%	28%	21%	38%	31%	20%
		BC	C		EF	F		HI	I	
Opened an email sent by a retailer on your mobile phone	199	97	61	42	47	31	27	50	30	15
	20%	33%	19%	11%	36%	20%	13%	30%	19%	8%
		BC	C		EF	F	I	HI	I	
Read an ad on your mobile phone	183	89	55	39	42	31	30	48	24	9
	18%	30%	17%	10%	32%	19%	14%	28%	15%	5%
		BC	C		EF		I	HI	I	

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

SOCIALOGUE

Have you ever . . . ?

		LATAM								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	2036	671	722	643	319	366	396	352	356	247
Base: All Respondents (wtd)	1500	693	439	369	305	209	214	388	230	154
Clicked on an ad you saw on a social network	947	465	276	206	206	120	121	258	156	85
	63%	67%	63%	56%	68%	58%	56%	67%	68%	55%
		C			F			I	I	
Read an ad on your mobile phone	807	356	267	184	157	113	109	199	154	75
	54%	51%	61%	50%	52%	54%	51%	51%	67%	49%
			AC						GIE	
Opened an email sent by a retailer on your mobile phone	391	160	139	93	79	80	59	80	59	34
	26%	23%	32%	25%	26%	38%	28%	21%	26%	22%
			A			DFH				
None of the above	219	79	60	81	29	36	49	49	23	32
	15%	11%	14%	22%	10%	17%	23%	13%	10%	21%
				AB		D	D			H

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

SOCIALOGUE

Have you ever . . . ?

		Europe								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	7549	2062	2431	3056	941	1224	1494	1121	1207	1562
Base: All Respondents (wtd)	4500	1388	1432	1680	625	763	856	763	669	824
Clicked on an ad you saw on a social network	1947	751	614	582	313	314	278	438	300	304
	43%	54%	43%	35%	50%	41%	32%	57%	45%	37%
		BC	C		EF	F		HID	I	F
Read an ad on your mobile phone	1518	532	506	479	257	285	248	275	222	231
	34%	38%	35%	29%	41%	37%	29%	36%	33%	28%
		C	C		F	F		I	I	
Opened an email sent by a retailer on your mobile phone	924	312	316	296	139	186	156	172	131	140
	21%	22%	22%	18%	22%	24%	18%	23%	20%	17%
		C	C		F	FH		I		

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

SOCIALOGUE

Have you ever . . . ?

		APAC								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	5530	1978	1964	1588	1065	1068	877	913	896	711
Base: All Respondents (wtd)	3500	1302	1140	1059	617	576	556	685	564	502
Clicked on an ad you saw on a social network	1762	766	581	415	361	278	200	405	303	215
	50%	59%	51%	39%	58%	48%	36%	59%	54%	43%
		BC	C		EF	F		I	I	F
Read an ad on your mobile phone	1596	665	528	402	305	257	212	361	271	190
	46%	51%	46%	38%	49%	45%	38%	53%	48%	38%
		BC	C		F	F		I	I	
Opened an email sent by a retailer on your mobile phone	1351	519	456	376	245	236	192	274	219	184
	39%	40%	40%	36%	40%	41%	35%	40%	39%	37%
		C	C			F				

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

SOCIALOGUE

Have you ever . . . ?

		G-8 Countries								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	7656	2039	2431	3186	922	1202	1569	1117	1229	1617
Base: All Respondents (wtd)	4000	1208	1286	1505	558	660	763	651	626	742
Clicked on an ad you saw on a social network	1354	543	442	369	234	218	175	309	224	193
	34%	45%	34%	24%	42%	33%	23%	48%	36%	26%
		BC	C		EF	F		HID	I	F
Read an ad on your mobile phone	1119	439	357	323	201	192	176	238	165	148
	28%	36%	28%	21%	36%	29%	23%	37%	26%	20%
		BC	C		EF	F	I	HI	I	
Opened an email sent by a retailer on your mobile phone	979	366	316	297	163	172	153	203	144	145
	24%	30%	25%	20%	29%	26%	20%	31%	23%	19%
		BC	C		F	F		HI	I	

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

SOCIALOGUE

Have you ever . . . ?

		BRIC								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	3520	1419	1355	746	832	767	424	587	588	322
Base: All Respondents (wtd)	2000	821	639	540	397	325	270	424	314	270
Clicked on an ad you saw on a social network	1222	547	395	280	272	190	128	275	205	152
	61%	67%	62%	52%	69%	58%	48%	65%	65%	56%
		C	C		EF	F				
Read an ad on your mobile phone	1048	437	347	264	207	167	129	230	180	135
	52%	53%	54%	49%	52%	51%	48%	54%	57%	50%
Opened an email sent by a retailer on your mobile phone	823	317	284	223	150	145	101	167	139	122
	41%	39%	44%	41%	38%	45%	37%	39%	44%	45%

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

SOCIALOGUE

Have you ever . . . ?

		Middle East/ Africa								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1535	834	443	258	612	263	131	222	180	127
Base: All Respondents (wtd)	1500	727	467	306**	386	226	164**	341	241	143**
Clicked on an ad you saw on a social network	856	396	296	164	217	129	104	179	167	60
	57%	54%	63%	54%	56%	57%	63%	52%	69%	42%
			A						G	
Read an ad on your mobile phone	804	346	280	178	183	136	91	164	143	88
	54%	48%	60%	58%	47%	60%	55%	48%	59%	61%
			A			D				
Opened an email sent by a retailer on your mobile phone	625	246	220	159	124	115	73	122	105	86
	42%	34%	47%	52%	32%	51%	45%	36%	44%	60%
			A			D				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Argentina								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	515	161	142	212	57	72	149	104	70	63
Base: All Respondents (wtd)	500	226	130*	144	89*	64*	93*	137*	66*	52*
Clicked on an ad you saw on a social network	330	157	90	82	51	35	45	107	55	37
	66%	70%	69%	57%	57%	55%	48%	78%	83%	72%
		C						D	E	F
Read an ad on your mobile phone	286	120	81	85	44	33	50	76	48	34
	57%	53%	62%	59%	50%	51%	54%	56%	73%	67%
									E	
Opened an email sent by a retailer on your mobile phone	136	51	44	41	21	27	30	30	16	11
	27%	23%	34%	29%	23%	43%	33%	22%	25%	22%

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

SOCIALOGUE

Have you ever . . . ?

		India								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1000	535	413	52	405	314	38	130	99	14
Base: All Respondents (wtd)	500	236	161	103*	123	85	50*	113*	76*	53**
Clicked on an ad you saw on a social network	302	150	98	54	82	52	24	67	46	30
	60%	63%	61%	52%	67%	61%	47%	60%	61%	57%
					F					
Read an ad on your mobile phone	276	135	89	52	66	46	25	69	44	27
	55%	57%	55%	50%	54%	53%	50%	61%	58%	50%
Opened an email sent by a retailer on your mobile phone	242	119	79	44	61	43	21	59	36	23
	48%	51%	49%	42%	49%	50%	42%	52%	48%	43%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Mexico								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	510	171	206	133	99	112	82	72	94	51
Base: All Respondents (wtd)	500	230	162	108*	108*	70*	60*	122*	92*	47*
Clicked on an ad you saw on a social network	310	149	99	62	73	43	39	76	56	23
	62%	65%	61%	58%	67%	62%	65%	63%	61%	49%
Read an ad on your mobile phone	299	136	108	55	63	42	29	73	66	25
	60%	59%	67%	51%	58%	60%	49%	60%	72%	54%
			C							
Opened an email sent by a retailer on your mobile phone	131	55	52	25	32	27	12	23	24	13
	26%	24%	32%	23%	30%	39%	20%	19%	26%	27%
						F				

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

SOCIALOGUE

Have you ever . . . ?

		Spain								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1007	285	394	328	120	198	167	165	196	161
Base: All Respondents (wtd)	500	158	180	163	68*	99	85	90	81	77
Read an ad on your mobile phone	265	89	96	80	39	58	41	50	38	40
	53%	57%	53%	49%	58%	59%	47%	56%	47%	51%
						H				
Clicked on an ad you saw on a social network	238	89	85	65	38	50	31	50	36	34
	48%	56%	47%	40%	57%	50%	36%	56%	44%	44%
		C			F	F				
Opened an email sent by a retailer on your mobile phone	90	32	31	27	13	19	17	19	12	10
	18%	20%	17%	17%	19%	20%	20%	21%	14%	13%

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

SOCIALOGUE

Have you ever . . . ?

		South Africa								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	520	90	188	242	38	78	118	52	110	124
Base: All Respondents (wtd)	500	230*	158	111	114*	71*	55	117*	87*	56
Clicked on an ad you saw on a social network	304	153	98	54	77	42	25	75	56	29
	61%	66%	62%	49%	68%	59%	45%	65%	64%	52%
		C	C		F					
Read an ad on your mobile phone	284	127	101	56	58	54	30	68	48	26
	57%	55%	64%	50%	51%	75%	54%	59%	55%	46%
			C			DFH				
Opened an email sent by a retailer on your mobile phone	224	95	79	50	42	43	26	53	36	24
	45%	41%	50%	45%	37%	60%	47%	45%	42%	43%
						DH				

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

SOCIALOGUE

Have you ever . . . ?

		Great Britain								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1011	272	321	418	110	172	210	162	149	208
Base: All Respondents (wtd)	500	148	163	190	61	88	96	86	74	93
Clicked on an ad you saw on a social network	130	55	42	33	19	22	14	35	20	20
	26%	37%	26%	18%	32%	25%	14%	41%	27%	21%
		BC	C		F	F		HI		
Opened an email sent by a retailer on your mobile phone	126	48	47	31	19	31	18	29	16	13
	25%	33%	29%	16%	31%	35%	19%	34%	22%	14%
		C	C		F	FH		HI		
Read an ad on your mobile phone	105	43	38	24	17	24	16	26	15	8
	21%	29%	23%	13%	27%	27%	17%	31%	19%	9%
		C	C		F	F	I	HI	I	

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

SOCIALOGUE

Have you ever . . . ?

		US								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1005	225	273	507	74	112	258	151	161	249
Base: All Respondents (wtd)	500	151	149	200	61*	71	115	90	79	84
Clicked on an ad you saw on a social network	153	64	47	42	29	24	22	35	23	20
	31%	42%	31%	21%	47%	33%	19%	39%	29%	24%
		BC	C		F	F		I		
Opened an email sent by a retailer on your mobile phone	118	56	37	25	26	18	16	30	20	9
	24%	37%	25%	13%	43%	25%	14%	33%	25%	11%
		BC	C		EF	F		I	I	
Read an ad on your mobile phone	115	54	34	27	27	18	20	28	16	7
	23%	36%	23%	14%	43%	26%	18%	31%	20%	8%
		BC	C		EF		I	HI	I	
None of the above	210	37	56	117	15	29	70	22	27	47
	42%	25%	37%	59%	25%	41%	61%	25%	34%	56%
			A	AB		D	DE			GH

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

SOCIALOGUE

Have you ever . . . ?

		Saudi Arabia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	502	369	128	5	259	95	4	110	33	1
Base: All Respondents (wtd)	500	263	167*	69**	137	102*	45**	126	66**	25**
Clicked on an ad you saw on a social network	179	82	75	22	50	43	22	32	32	0
	36%	31%	45%	32%	36%	43%	50%	26%	48%	-
Read an ad on your mobile phone	156	79	65	11	45	42	11	35	23	0
	31%	30%	39%	16%	33%	42%	25%	27%	35%	-
Opened an email sent by a retailer on your mobile phone	137	62	64	11	33	42	11	29	22	0
	27%	24%	38%	16%	24%	41%	25%	23%	34%	-
			A							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Canada								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1120	249	349	522	107	170	248	142	179	274
Base: All Respondents (wtd)	500	146	169	185	67	87	92	78	82	93
Clicked on an ad you saw on a social network	136	52	46	38	23	20	21	29	26	16
	27%	36%	27%	20%	34%	23%	23%	37%	32%	17%
		BC	C		EF			I	I	
Opened an email sent by a retailer on your mobile phone	81	41	24	17	21	13	11	20	11	6
	16%	28%	14%	9%	30%	15%	12%	26%	13%	6%
		BC	C		EF		I	HI	I	
Read an ad on your mobile phone	68	35	21	12	15	12	10	20	9	2
	14%	24%	12%	6%	23%	14%	11%	26%	10%	2%
		BC	C		F		I	HI	I	

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

SOCIALOGUE

Have you ever . . . ?

		France								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1000	319	323	358	167	162	179	152	161	179
Base: All Respondents (wtd)	500	156	155	189	80	74	92	76	80	97
Read an ad on your mobile phone	141	61	40	40	32	20	20	29	20	20
	28%	39%	26%	21%	39%	27%	22%	39%	25%	21%
		BC			EF			HI		
Clicked on an ad you saw on a social network	141	68	38	35	31	22	14	37	16	22
	28%	43%	25%	19%	38%	30%	15%	49%	20%	22%
		BC			F	FH		HI		
Opened an email sent by a retailer on your mobile phone	116	45	37	34	21	19	16	23	19	17
	23%	29%	24%	18%	27%	25%	18%	31%	23%	18%
		C						I		

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

SOCIALOGUE

Have you ever . . . ?

		Germany								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1010	287	341	382	141	180	180	146	161	202
Base: All Respondents (wtd)	500	143	166	190	71	90	92	72	76	99
Clicked on an ad you saw on a social network	149	59	57	33	28	31	17	30	26	16
	30%	41%	34%	18%	40%	35%	19%	42%	34%	17%
		C	C		F	F		I	I	
Read an ad on your mobile phone	94	29	38	27	18	27	19	11	11	8
	19%	20%	23%	14%	25%	30%	21%	16%	15%	8%
		C	C			FH	I	I		
Opened an email sent by a retailer on your mobile phone	55	21	26	9	12	16	6	9	10	2
	11%	15%	15%	5%	17%	18%	7%	12%	13%	3%
		C	C		F	F	I	I	I	

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

SOCIALOGUE

Have you ever . . . ?

		Australia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1010	222	338	450	75	167	258	147	171	192
Base: All Respondents (wtd)	500	156	162	182	53*	86	109	104	76	73
Clicked on an ad you saw on a social network	176	71	56	48	29	29	27	42	27	21
	35%	46%	35%	27%	54%	33%	25%	41%	36%	29%
		BC	C		EF					
Opened an email sent by a retailer on your mobile phone	116	62	31	23	24	15	15	37	16	9
	23%	39%	19%	13%	46%	17%	14%	36%	21%	12%
		BC	C		EF			HI	I	
Read an ad on your mobile phone	101	46	31	25	13	16	18	32	14	7
	20%	29%	19%	14%	25%	19%	17%	31%	19%	10%
		BC					I	HI	I	

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

SOCIALOGUE

Have you ever . . . ?

		Japan								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	293	298	411	140	156	213	153	142	198
Base: All Respondents (wtd)	500	143	153	204	68	79	104	76	74	99
Opened an email sent by a retailer on your mobile phone	150	49	41	60	21	23	33	28	18	27
	30%	34%	27%	29%	31%	29%	32%	37%	25%	27%
								H		
Clicked on an ad you saw on a social network	109	45	33	30	16	14	20	29	19	11
	22%	31%	22%	15%	24%	18%	19%	38%	26%	11%
		BC	C				I	HID	I	
Read an ad on your mobile phone	96	42	27	28	17	18	17	25	9	11
	19%	29%	17%	14%	25%	22%	16%	33%	12%	11%
		BC			F	H		HI		

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

SOCIALOGUE

Have you ever . . . ?

		South Korea								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	504	173	167	164	94	80	89	79	87	75
Base: All Respondents (wtd)	500	179	165	155	95*	76*	81*	84*	89*	74*
Read an ad on your mobile phone	269	113	87	69	60	40	41	53	47	28
	54%	63%	53%	44%	63%	53%	51%	63%	53%	37%
		C						I	I	
Clicked on an ad you saw on a social network	196	91	61	44	43	27	21	48	34	23
	39%	51%	37%	28%	45%	36%	26%	57%	38%	31%
		BC			F			HI		
Opened an email sent by a retailer on your mobile phone	138	48	50	40	29	25	25	19	25	16
	28%	27%	30%	26%	30%	33%	30%	23%	28%	21%

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

SOCIALOGUE

Have you ever . . . ?

		Russia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	504	137	164	203	64	85	101	73	79	102
Base: All Respondents (wtd)	500	178	161	161	80*	82*	78*	97*	79*	83*
Clicked on an ad you saw on a social network	326	130	104	91	52	51	35	78	53	56
	65%	73%	65%	57%	65%	62%	45%	80%	67%	68%
		C			F	F				F
Read an ad on your mobile phone	288	111	84	94	44	39	40	66	45	53
	58%	62%	52%	58%	55%	48%	52%	68%	56%	64%
Opened an email sent by a retailer on your mobile phone	209	71	63	75	27	32	29	44	31	45
	42%	40%	39%	46%	34%	39%	38%	45%	39%	54%
										F

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

SOCIALOGUE

Have you ever . . . ?

		Sweden								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	502	129	130	243	55	61	118	74	69	125
Base: All Respondents (wtd)	500	143*	157*	200	51**	88**	115*	92**	69*	85*
Clicked on an ad you saw on a social network	256	87	88	81	23	42	39	63	46	42
	51%	60%	56%	41%	45%	48%	34%	69%	66%	49%
	C									
Read an ad on your mobile phone	155	53	57	44	26	31	26	27	26	19
	31%	37%	36%	22%	52%	36%	23%	29%	37%	22%
Opened an email sent by a retailer on your mobile phone	145	53	47	45	20	30	29	33	17	16
	29%	37%	30%	23%	38%	35%	25%	36%	25%	19%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Indonesia								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	505	210	180	115	87	80	58	123	100	57
Base: All Respondents (wtd)	500	238	167	95	112*	84*	54*	125	83*	41*
Clicked on an ad you saw on a social network	366	170	122	74	84	60	41	86	63	33
	73%	72%	73%	77%	75%	71%	76%	69%	75%	79%
Read an ad on your mobile phone	304	128	114	62	58	54	36	70	60	25
	61%	54%	68%	65%	52%	65%	67%	56%	72%	61%
			A						G	
Opened an email sent by a retailer on your mobile phone	247	97	94	56	47	54	35	49	40	21
	49%	41%	57%	59%	42%	65%	66%	39%	48%	51%
			A	A		DH	D			

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

SOCIALOGUE

Have you ever . . . ?

		Turkey								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	513	375	127	11	315	90	9	60	37	2
Base: All Respondents (wtd)	500*	233	141*	126**	135	53*	64**	98*	88*	62**
Clicked on an ad you saw on a social network	372	162	123	88	91	44	57	71	79	31
	74%	69%	87%	70%	67%	82%	89%	72%	90%	50%
			A						G	
Read an ad on your mobile phone	365	140	113	112	80	40	50	61	73	62
	73%	60%	80%	89%	59%	76%	78%	62%	82%	100%
			A			D			G	
Opened an email sent by a retailer on your mobile phone	263	89	77	97	48	31	36	40	47	62
	53%	38%	55%	77%	36%	58%	56%	41%	53%	100%
			A			D				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Hungary								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1000	208	248	544	92	107	261	116	141	283
Base: All Respondents (wtd)	500	153	154	193	73*	70*	100	79	84	93
Clicked on an ad you saw on a social network	345	114	101	131	49	43	65	65	57	66
	69%	74%	65%	68%	67%	62%	65%	81%	68%	71%
		B						HID		
Read an ad on your mobile phone	200	58	62	81	31	30	41	26	32	40
	40%	38%	40%	42%	43%	43%	41%	33%	38%	43%
Opened an email sent by a retailer on your mobile phone	43	9	15	19	6	8	8	3	7	10
	9%	6%	10%	10%	8%	12%	8%	4%	8%	11%
										G

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

SOCIALOGUE

Have you ever . . . ?

		Poland								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	501	158	150	193	71	86	94	87	64	99
Base: All Respondents (wtd)	500	189	134	177	84*	78*	87*	106*	56*	91*
Clicked on an ad you saw on a social network	301	137	77	87	61	43	41	75	33	46
	60%	72%	58%	49%	73%	56%	47%	71%	60%	51%
		BC			EF			I		
Read an ad on your mobile phone	262	103	69	90	46	42	42	57	27	47
	52%	54%	52%	51%	54%	54%	49%	54%	49%	52%
Opened an email sent by a retailer on your mobile phone	157	42	46	69	19	26	31	22	20	38
	31%	22%	34%	39%	23%	34%	36%	21%	36%	42%
			A	A					G	G

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

SOCIALOGUE

Have you ever . . . ?

		China								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1005	408	404	193	200	186	120	208	218	73
Base: All Respondents (wtd)	500	171*	171*	158*	86*	83*	80*	85*	88*	78**
Clicked on an ad you saw on a social network	289	109	106	74	55	45	33	54	61	41
	58%	64%	62%	47%	64%	55%	41%	63%	69%	52%
		C			F					
Read an ad on your mobile phone	261	91	96	73	47	44	34	45	53	39
	52%	53%	57%	46%	54%	53%	42%	53%	60%	50%
Opened an email sent by a retailer on your mobile phone	248	73	98	78	35	45	34	37	53	44
	50%	42%	57%	49%	41%	54%	42%	44%	60%	56%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H/I - D/G - E/H - F/I * small base; ** very small base (under 30) ineligible for sig testing

SOCIALOGUE

Have you ever . . . ?

		Brazil								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64	Millenials - Under 31	Gen X - 32-45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1011	339	374	298	163	182	165	176	192	133
Base: All Respondents (wtd)	500	237	146	117*	108*	75*	61*	129*	71*	55*
Clicked on an ad you saw on a social network	307	158	87	61	83	42	37	76	45	24
	61%	67%	60%	52%	77%	56%	60%	59%	64%	44%
		C			E					
Read an ad on your mobile phone	223	100	78	45	50	38	30	49	39	15
	45%	42%	53%	39%	46%	51%	48%	38%	55%	28%
			C						I	
Opened an email sent by a retailer on your mobile phone	123	54	44	26	27	25	17	27	18	10
	25%	23%	30%	22%	25%	34%	27%	21%	26%	17%

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

SOCIALOGUE

Have you ever . . . ?

		Italy								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1004	257	362	385	119	165	180	138	197	205
Base: All Respondents (wtd)	500	144	169	187	69	88	93	75	81	94
Read an ad on your mobile phone	212	65	76	72	32	34	33	33	42	38
	42%	45%	45%	38%	46%	38%	36%	43%	52%	41%
									IE	
Clicked on an ad you saw on a social network	210	71	75	65	35	34	32	36	40	32
	42%	49%	44%	35%	51%	39%	35%	47%	50%	35%
		C	C		EF			I	IE	
Opened an email sent by a retailer on your mobile phone	123	35	40	48	15	20	22	20	20	25
	25%	24%	24%	26%	22%	23%	24%	26%	25%	27%

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

SOCIALOGUE

Have you ever . . . ?

		Belgium								
		Total			Male			Female		
	Total	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64	Millenials - Under 31	Gen X - 32- 45	Boomers - 46-64
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	514	147	162	205	66	93	105	81	69	100
Base: All Respondents (wtd)	500	154	154	192	68*	88*	96	86*	66*	96*
Clicked on an ad you saw on a social network	176	73	52	51	27	26	25	46	26	26
	35%	47%	34%	27%	40%	29%	26%	53%	39%	27%
		BC						I		
Read an ad on your mobile phone	83	31	31	21	17	19	10	14	11	11
	17%	20%	20%	11%	25%	22%	10%	17%	17%	12%
		C	C		F	F				
Opened an email sent by a retailer on your mobile phone	69	28	26	15	14	16	7	14	11	8
	14%	18%	17%	8%	20%	18%	7%	16%	16%	8%
		C	C		F	F				

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