# Quotas

Markets: UK, USA, Germany, India, China, Mexico, Brazil, Saudi, Nigeria, and Thailand

**All markets**

|  |  |
| --- | --- |
| **Gender: Male** | **250** |
| **Gender: Female** | **250** |
| **Age: 16-34** | **250** |
| **Age: 35-54** | **250** |
| **Total** | **500** |

UK

|  |  |
| --- | --- |
| Social grade: ABC1 | 250 |
| Social grade: C2DE | 250 |
| Region: North | MAX 175 |
| Region: Midlands | MAX 175 |
| Region: South | MAX 175 |
| **Total** | **500** |

US

|  |  |
| --- | --- |
| Income: Under $20k | MAX 100 |
| Income: $20k - $44k | MAX 125 |
| Income: $45k - $74k | MAX 100 |
| Income: $75k - $149k | MAX 135 |
| Income: $150k or more | MAX 115 |
| Ethnicity: White | MAX 325 |
| Ethnicity: Hispanic | MIN 90 |
| Ethnicity: Non-Hispanic black | MIN 75 |
| Ethnicity: Other | MIN 40 |
| Region: West | MAX 95 |
| Region: Midwest | MAX 115 |
| Region: Northeast | MAX 125 |
| Region: South | MAX 200 |
| **Total** | **500** |

Germany

|  |  |
| --- | --- |
| Income: Under €15.000 | MAX 150 |
| Income: €15.000 - €39.999 | MAX 200 |
| Income: €40.000 or more | MAX 175 |
| Ethnicity: White | MAX 325 |
| Ethnicity: Hispanic | MIN 90 |
| Ethnicity: Non-Hispanic black | MIN 75 |
| Ethnicity: Other | MIN 40 |
| Region: Baden-Württemberg | MAX 50 |
| Region: Bavaria | MAX 50 |
| Region: Brandenburg | MAX 10 |
| Region: Bremen | MAX 10 |
| Region: Hamburg | MAX 50 |
| Region: Hesse | MAX 50 |
| Region: Lower Saxony | MAX 50 |
| Region: Mecklenburg-Vorpommern | MAX 10 |
| Region: North Rhine-Westphalia | MAX 150 |
| Region: Rhineland-Palatinate | MAX 50 |
| Region: Saarland | MAX 10 |
| Region: Saxony | MAX 50 |
| Region: Saxony-Anhalt | MAX 10 |
| Region: Schleswig-Holstein | MAX 10 |
| Region: Thuringia | MAX 10 |
| **Total** | **500** |

India

|  |  |
| --- | --- |
| Income: <50000 Rupee | MAX 150 |
| Income: Rupee 50001 - 80000 | MAX 125 |
| Income: Rupee 80001 – 100000 | MAX 125 |
| Income: More than Rupee 100000 | MAX 150 |
| Region: Mumbai | MAX 85 |
| Region: New Delhi | MAX 70 |
| Region: Bangalore | MAX 60 |
| Region: Hyderabad | MAX 50 |
| Region: Chennai | MAX 40 |
| Region: Kolkata | MAX 30 |
| Region: Pune | MAX 30 |
| Region: Ahmedabad | MAX 15 |
| Region: Other | MAX 200 |
| **Total** | **500** |

China

|  |  |
| --- | --- |
| Income: <50,001 CNY | MIN 175 |
| Income: 50,001 – 90,000 CNY | MIN 175 |
| Income: 90,001 CNY or more | MIN 175 |
| Region: East | MAX 120 |
| Region: North | MAX 80 |
| Region: Northeast | MAX 50 |
| Region: Northwest | MAX 50 |
| Region: South Central | MAX 150 |
| Region: Southwest | MAX 60 |
| **Total** | **500** |

Mexico

|  |  |
| --- | --- |
| Income: <96000 pesos per year | MIN 150 |
| Income: 96000 – 224999 pesos | MIN 150 |
| Income: 225000 pesos or more | MIN 150 |
| Region: Baja California / Baja California Sur | MAX 25 |
| Region: Chaipas | MAX 25 |
| Region: Chihuahua | MAX 25 |
| Region: Distrito Federal | MAX 50 |
| Region: Guanajuanto | MAX 40 |
| Region: Guerrero | MAX 25 |
| Region: Jalisco | MAX 40 |
| Region: Mexico | MAX 75 |
| Region: Neuvo Leon | MAX 40 |
| Region: Puebla Queretaro | MAX 25 |
| Region: Sinaloa | MAX 25 |
| Region: Venacruz | MAX 25 |
| Region: Other | MAX 175 |
| **Total** | **500** |

Brazil

|  |  |
| --- | --- |
| Income: Less than BRL 4,600 | MAX 225 |
| Income: BRL 4,600 – 18,999 | MAX 135 |
| Income: BRL 19,000 or more | MAX 150 |
| Region: Acre | MAX 10 |
| Region: Alagoas | MAX 10 |
| Region: Amapa | MAX 10 |
| Region: Amazonas | MAX 10 |
| Region: Bahia | MAX 75 |
| Region: Ceara | MAX 50 |
| Region: Distrito Federal | MAX 10 |
| Region: Espirito Santo | MAX 10 |
| Region: Goias | MAX 10 |
| Region: Maranhao | MAX 25 |
| Region: Mato Grosso | MAX 10 |
| Region: Mato Grasso do Sul | MAX 10 |
| Region: Minas Gerais | MAX 75 |
| Region: Para | MAX 10 |
| Region: Paraiba | MAX 25 |
| Region: Parana | MAX 10 |
| Region: Pernambuco | MAX 50 |
| Region: Piaui | MAX 10 |
| Region: Rio de Janeiro | MAX 25 |
| Region: Rio Grande do Norte | MAX 10 |
| Region: Rio Grande do Sul | MAX 50 |
| Region: Rondonia | MAX 10 |
| Region: Roraima | MAX 10 |
| Region: Santa Catarina | MAX 10 |
| Region: Sao Paulo | MAX 100 |
| Region: Sergipe | MAX 10 |
| Region: Tocantins | MAX 10 |
| **Total** | **500** |

KSA

|  |  |
| --- | --- |
| Income: SR 8,000 or less | MAX 210 |
| Income: SR 8,001 – SR 20,000 | MAX 160 |
| Income: More than SR 20,000 | MAX 160 |
| Region: Al-Riyadh | 125 |
| Region: Makkah Al-Mokarramah | 125 |
| Region: Al-Madina Al-Monawarah | 35 |
| Region: Al-Qaseem | 25 |
| Region: Eastern region | 75 |
| Region: Aseer | 35 |
| Region: Tabouk | 15 |
| Region: Hail | 15 |
| Region: Jazan | 25 |
| Region: Other | 30 |
| **Total** | **500** |

Nigeria

|  |  |
| --- | --- |
| Income: N10k – N100k | MAX 250 |
| Income: N101k – N400k | MAX 135 |
| Income: N401k – N800k | MAX 90 |
| Income: N801k+ | MAX 25 |
| Region: Kano | MAX 140 |
| Region: Ikeja / Lagos | MAX 135 |
| Region: Ibadan | MAX 85 |
| Region: Enugu | MAX 50 |
| Region: Port Harcourt | MAX 80 |
| Region: Abuja | MAX 20 |
| **Total** | **500** |

Thailand

|  |  |
| --- | --- |
| Income: Less than 200,000 THB | MIN 125 |
| Income: 200,000 THB – 399,999 THB | MIN 125 |
| Income: 400,000 THB or more | MIN 125 |
| Region: Central | MAX 150 |
| Region: Eastern | MAX 50 |
| Region: Northeastern (Isan) | MAX 150 |
| Region: Northern | MAX 100 |
| Region: Southern | MAX 75 |
| Region: Western | MAX 5 |
| **Total** | **500** |

Thanks for taking part in this survey which is all about your view of the world and brands.

The survey will take around 20 minutes to complete depending on your responses. There are no right or wrong answers, and what you tell us will be completely confidential, so please tell us what you really think!

The survey is being conducted by Flamingo, an independent market research company, and complies with the Market Research Society’s [code of conduct](https://www.mrs.org.uk/standards/code_of_conduct) and data protection law.

# Screening and quota control

S1: First of all, we have a few questions for classification purposes.

How old are you?

[NUMERIC – THEN CODE AS BELOW]

Under 16 1 CLOSE

Aged 16 – 24 2

Aged 25 – 34 3

Aged 35 – 44 4

Aged 45 – 54 5

55 or older 6 CLOSE

**CHECK AGE QUOTAS**

S2: And are you:

[SINGLE CODE]

Male 1

Female 2

Other (Please write in) \_\_\_\_\_\_\_

**CHECK GENDER QUOTAS**

S3: Please select the [IF US: state/IF UK, KSA, China, Thailand, Germany, Mexico, Brazil: region/IF India, Nigeria: city] where you currently live.

[DROP DOWN WITH REGIONS PLUS “I do not live in [COUNTRY]”]

UK

East Anglia 1 MIDLANDS

East Midlands 2 MIDLANDS

Greater London 3 SOUTH

North / North East 4 NORTH

North West 5 NORTH

Northern Ireland 6 NORTH

Scotland 7 NORTH

South East 8 SOUTH

South West 9 SOUTH

Wales 10 MIDLANDS

West Midlands 11 MIDLANDS

Yorkshire & Humberside 12 NORTH

US

[US STATES. CODE TO REGIONS]

Germany

Baden-Württemberg 1

Bavaria 2

Berlin 3

Brandenburg 4

Bremen 5

Hamburg 6

Hesse 7

Lower Saxony 8

Mecklenburg-Vorpommern 9

North Rhine-Westphalia 10

Rhineland-Palatinate 11

Saarland 12

Saxony 13

Saxony-Anhalt 14

Schleswig-Holstein 15

Thuringia 16

India

Mumbai 1

New Delhi 2

Bangalore 3

Hyderabad 4

Chennai 5

Kolkata 6

Pune 7

Ahmedabad 8

Somewhere else in India 9

China

East 1

North 2

Northeast 3

Northwest 4

South Central 5

Southwest 6

Mexico

Baja California 1

Baja California Sur 2

Campeche 3

Chiapas 4

Chihuahua 5

Coahuila de Zaragoza 6

Colima 7

Distrito Federal 8

Durango 9

Guanajuato 10

Guerrero 11

Hidalgo 12

Jalisco 13

Mexico 14

Michoacan de Ocampo 15

Morelos 16

Nayarit 17

Nuevo Leon 18

Oaxaca 19

Puebla 20

Queretaro Arteaga 21

Quintana Roo 22

San Luis Potosi 23

Sinaloa 24

Sonora 25

Tabasco 26

Tamaulipas 27

Tlaxcala 28

Veracruz 29

Yucatan 30

Zacatecas 31

Brazil

Acre 1

Alagoas 2

Amapá 3

Amazonas 4

Bahia 5

Ceará 6

Distrito Federal 7

Espírito Santo 8

Goiás 9

Maranhão 10

Mato Grosso 11

Mato Grosso do Sul 12

Minas Gerais 13

Pará 14

Paraíba 15

Paraná 16

Pernambuco 17

Piauí 18

Rio de Janeiro 19

Rio Grande do Norte 20

Rio Grande do Sul 21

Rondônia 22

Roraima 23

Santa Catarina 24

São Paulo 25

Sergipe 26

Tocantins 27

KSA

Al-Riyadh 1

Makkah Al-Mokarramah 2

Al-Madina Al-Monawarah 3

Al-Qaseem 4

Eastern region 5

Aseer 6

Tabouk 7

Hail 8

Jazan 9

Najran 10

Al-Baha 11

Al-Jouf 12

Other 13

Nigeria

Kano 1

Ikeja 2

Lagos 3

Ibadan 4

Enugu 5

Port Harcourt 6

Abuja 7

Thailand

Central 1

Eastern 2

Northeastern (Isan) 3

Northern 4

Southern 5

Western 6

**CHECK REGION QUOTAS**

**CLOSE IF DO NOT LIVE IN COUNTRY**

*IF\_US*

S4: Which of these describes you?

*If you are of mixed heritage please select all that apply.*

[MULTICODE]

White 1

Hispanic, Latino, or Spanish origin 2

Black or African American 3

Asian 4

American Indian or Alaska Native 5

Middle Eastern or North African 6

Native Hawaiian or other Pacific Islander 7

Some other race, ethnicity or origin 8

I’d rather not say 98

**CHECK ETHNICITY QUOTAS**

S5: Do you or does anyone in your immediate friends / family work in any of these sectors?

*You can select more than one.*

[MULTICODE. RANDOMISE ORDER]

Advertising 1 CLOSE

Market research 2 CLOSE

Marketing 3 CLOSE

Manufacturing or distribution of beverages 4 CLOSE

Optometry 5

Public relations 6 CLOSE

Public services / government 7 CLOSE

Journalism / TV / Radio / Media 8 CLOSE

Toy retail / wholesale 9

Tele marketing / customer services 10

Grocery retailing 11

Manufacturing or distribution of frozen meals 12

Manufacturing or distribution of snacks 13 CLOSE

None of these 98

*IF NOT UK,*

S6: Which of these best describes your total [IF US, Mexico, Thailand, China, Brazil: “annual”/IF KSA, Germany, India or Nigeria“monthly”] household income [IF Thailand, China, KSA: “after” / IF US, Mexico, Germany, India, Nigeria or Brazil: “before”] taxes?

*Select one option only*

[SINGLE CODE]

US

$19,999 or less 1

$20,000 to $44,999 2

$45,000 to $74,999 3

$75,000 to $149,999 4

$150,000 or more 5

Prefer not to say 98

Germany

Less than 15.000 EUR 1

15.000 to 19.999 EUR 2

20.000 to 29.999 EUR 3

30.000 to 39.999 EUR 4

40.000 to 49.999 EUR 5

50.000 to 59.999 EUR 6

60.000 to 69.999 EUR 7

70.000 to 79.999 EUR 8

80.000 to 89.999 EUR 9

90.000 to 99.999 EUR 10

100.000 to 149.999 EUR 11

150.000 to 199.999 EUR 12

200.000 to 249.999 EUR 13

250.000 EUR and more 14

Prefer not to say 98

India

Less than Rupee 50,000 1

Rupee 50,000 – 80,000 2

Rupee 80,001 – 100,000 3

More than Rupee 100,000 4

Prefer not to say 98

China

Less than 10,000 CNY 1

10,000 - 20,000 CNY 2

20,001 - 30,000 CNY 3

30,001 - 50,000 CNY 4

50,001 - 70,000 CNY 5

70,001 - 90,000 CNY 6

90,001 - 110,000 CNY 7

110,001 - 130,000 CNY 8

130,001 - 150,000 CNY 9

150,001 - 200,000 CNY 10

200,001 - 500,000 CNY 11

500,001 - 800,000 CNY 12

800,001 - 1,000,000 CNY 13

More than 1,000,000 CNY 14

Prefer not to say 98

Mexico

Less than 96,000 pesos 1

96,000 to 149,999 pesos 2

150,000 to 174,999 pesos 3

175,000 to 199,999 pesos 4

200,000 to 224,999 pesos 5

225,000 to 249,999 pesos 6

250,000 to 299,999 pesos 7

300,000 to 349,999 pesos 8

350,000 to 399,999 pesos 9

400,000 to 449,999 pesos 10

450,000 pesos or more 11

Prefer not to say 98

Brazil

Less than 4600 BRL 1

4600 to 9299 BRL 2

9300 to 13 999 BRL 3

14 000 to 18 999 BRL 4

19 000 to 22 999 BRL 5

23 000 to 27 999 BRL 6

28 000 to 32 999 BRL 7

33 000 to 36 999 BRL 8

37 000 to 41 999 BRL 9

42 000 to 46 999 BRL 10

47 000 to 69 999 BRL 11

70 000 to 93 999 BRL 12

94 000 to 116 999 BRL 13

117 000 to 175 999 BRL 14

176 000 to 234 999 BRL 15

235 000 to 349 999 BRL 16

350 000 to 469 999 BRL 17

470 000 BRL or more 18

Prefer not to say 98

KSA

Less than SR 1,500 1

SR 1,501 - 3,000 2

SR 3,001 - 5,000 3

SR 5,001 - 8,000 4

SR 8,001 - 10,000 5

SR 10,001 - 12,000 6

SR 12,001 - 15,000 7

SR 15,001 - 20,000 8

SR 20,001 - 30,000 9

SR 30,001 - 40,000 10

SR 40,001 - 50,000 11

SR 50,001 - 60,000 12

SR 60,001 - 70,000 13

SR 70,001 - 80,000 14

More than SR 80,000 15

Prefer not to say 98

Nigeria

Less than N10 000 1 DE

N10 000 – N50 000 2 DE

N50 001 – N100 000 3 DE

N100  001 – N200 000 4 C2

N200 001 – N300 000 5 C2

N300 001 – N400 000 6 C2

N400 001 – N500 000 7 C1

N600 001 – N700 000 8 C1

N700 001 – N800 000 9 C1

N800 001 – N900 000 10 C1

N900 001 – N1 000 000 11 AB

More than N1 000 000 12 AB

Prefer not to say 98

Thailand

Less than 200,000 THB 1

200,000 THB - 299,999 THB 2

300,000 THB - 399,999 THB 3

400,000 THB - 499,999 THB 4

500,000 THB - 599,999 THB 5

600,000 THB - 699,999 THB 6

700,000 THB - 799,999 THB 7

800,000 THB - 899,999 THB 8

900,000 THB - 999,999 THB 9

1,000,000 THB - 1,499,999 THB 10

1,500,000 THB - 2,000,000 THB 11

More than 2,000,000 THB 12

Prefer not to say 98

**CHECK INCOME QUOTAS**

*IF UK,*

S6\_UK: Which best describes the current occupation of the chief income earner for your household?

*If chief income earner is retired, please select their occupation before retirement.*

*If chief income earner has been unemployed for less than 6 months, please select their previous occupation.*

Senior management/Director 1 A

Middle management 2 B

Office role, not in management 3 C1

Manual role requiring a qualification or training 4 C2

Manual role that does not require a qualification or training 5 D

Full time student 6 C1

Unemployed for more than 6 months 7 E

**CHECK SOCIAL GRADE QUOTAS**

SHOW ALL:

We now have a few questions for you about the types of food and drink you have bought for yourself.

RANDOMISE ORDER OF BLOCKS FOR BEVERAGES, SNACKS AND CEREALS

SOFT DRINK BLOCK S7-S8

S7: Which, if any, of these beverages have you drunk in the past four weeks?

[MULTICODE. RANDOMISE ORDER]

**Pepsi-Cola 1**

**Pepsi Max 2 [UK ONLY]**

**7-Up 3 [NI, UK, IN, CH, MX ONLY]**

**Diet Pepsi / Pepsi Light 4 [US, UK, DE, KSA ONLY]**

**Gatorade 5 [US, BR, MX ONLY]**

**Mountain Dew 6 [US, IN ONLY]**

**Aquafina 7 [US, NI, IN ONLY]**

**Tropicana 8 [US, UK ONLY]**

**Mirinda 9 [NI, CH, TH, MX ONLY]**

**Slice 10 [IN ONLY]**

**H2OH 11 [BR ONLY]**

**Pepsi Twist 12 [BR ONLY]**

**Teem 13 [NI ONLY]**

**Diet Mountain Dew 14 [US ONLY]**

**Schwip Schwap 15 [DE ONLY]**

**Lipton 16**

**Punica 17** [**DE ONLY]**

Coca-Cola 18

Fanta 19

Sprite 20

Coca-Cola Zero 21

Diet Coke / Coca-Cola Light 22

Schweppes 23

Dr Pepper 24

Orangina 25

Mezzo-Mix 26 [DE ONLY]

Fritz Cola 27 [DE ONLY]

Fritz Lemonade 28 [DE ONLY]

Sinalco 29 [DE ONLY]

Pfanner 30 [DE ONLY]

Fuze Tea 31 [DE, MX, US, UK ONLY]

Ming Ren 32 [CH ONLY]

Genki Forest 33 [CH ONLY]

Master Kong 34 [CH ONLY]

Wong Lo Kat 35 [CH ONLY]

Thums up 36 [IN ONLY]

Limca 37 [IN ONLY]

Appy 38 [IN ONLY]

Nestea 39 [IN, MX, DE, UK, BR ONLY]

Antarctica 40 [BR ONLY]

Schin 41 [BR ONLY]

Kuat 42 [BR ONLY]

Sukita 43 [BR ONLY]

Leão 44 [BR ONLY]

Matte Leão 45 [BR ONLY]

Red Cola 46 [MX ONLY]

Squirt 47 [MX ONLY]

Peñafiel 48 [MX ONLY]

Sidral Mundet 49 [MX ONLY]

Jaztea 50 [MX ONLY]

Snapple 51 [MX, KSA, US ONLY]

La Casera 52 [NI ONLY]

BIGI 53 [NI ONLY]

Bigi Cola 54 [NI ONLY]

Vimto 55 [NI, UK ONLY]

Chi Ice Tea 56 [NI ONLY]

Bliss Ice Tea 57 [NI ONLY]

B-Cola 58 [KSA ONLY]

Rauch 59 [KSA, DE ONLY]

Sun T 60 [KSA ONLY]

Canada Dry 61 [US ONLY]

Sparkling Ice 62 [US ONLY]

Pure Leaf 63 [US ONLY]

Brisk 64 [US ONLY]

Irn-Bru 65 [UK ONLY]

Little Miracles 66 [UK ONLY]

Arizona 67 [UK, DE, MX, US ONLY]

Est 68 [TH ONLY]

Big 69 [TH ONLY]

Oishi 70 [TH ONLY]

Ichitan 71 [TH ONLY]

None of them 98 FIX AT BOTTOM

S8: And which, if any, of these beverages would you never buy to drink yourself?

[MULTICODE. SAME ORDER AS S7. SHOW ONLY THOSE NOT SELECTED AT S7]

**Pepsi-Cola 1**

**Pepsi Max 2 [UK ONLY]**

**7-Up 3 [NI, UK, IN, CH, MX ONLY]**

**Diet Pepsi / Pepsi Light 4 [US, UK, DE, KSA ONLY]**

**Gatorade 5 [US, BR, MX ONLY]**

**Mountain Dew 6 [US, IN ONLY]**

**Aquafina 7 [US, NI, IN ONLY]**

**Tropicana 8 [US, UK ONLY]**

**Mirinda 9 [NI, CH, TH, MX ONLY]**

**Slice 10 [IN ONLY]**

**H2OH 11 [BR ONLY]**

**Pepsi Twist 12 [BR ONLY]**

**Teem 13 [NI ONLY]**

**Diet Mountain Dew 14 [US ONLY]**

**Schwip Schwap 15 [DE ONLY]**

**Lipton 16**

**Punica 17** [**DE ONLY]**

Coca-Cola 18

Fanta 19

Sprite 20

Coca-Cola Zero 21

Diet Coke / Coca-Cola Light 22

Schweppes 23

Dr Pepper 24

Orangina 25

Mezzo-Mix 26 [DE ONLY]

Fritz Cola 27 [DE ONLY]

Fritz Lemonade 28 [DE ONLY]

Sinalco 29 [DE ONLY]

Pfanner 30 [DE ONLY]

Fuze Tea 31 [DE, MX, US, UK ONLY]

Ming Ren 32 [CH ONLY]

Genki Forest 33 [CH ONLY]

Master Kong 34 [CH ONLY]

Wong Lo Kat 35 [CH ONLY]

Thums up 36 [IN ONLY]

Limca 37 [IN ONLY]

Appy 38 [IN ONLY]

Nestea 39 [IN, MX, DE, UK, BR ONLY]

Antarctica 40 [BR ONLY]

Schin 41 [BR ONLY]

Kuat 42 [BR ONLY]

Sukita 43 [BR ONLY]

Leão 44 [BR ONLY]

Matte Leão 45 [BR ONLY]

Red Cola 46 [MX ONLY]

Squirt 47 [MX ONLY]

Peñafiel 48 [MX ONLY]

Sidral Mundet 49 [MX ONLY]

Jaztea 50 [MX ONLY]

Snapple 51 [MX, KSA, US ONLY]

La Casera 52 [NI ONLY]

BIGI 53 [NI ONLY]

Bigi Cola 54 [NI ONLY]

Vimto 55 [NI, UK ONLY]

Chi Ice Tea 56 [NI ONLY]

Bliss Ice Tea 57 [NI ONLY]

B-Cola 58 [KSA ONLY]

Rauch 59 [KSA, DE ONLY]

Sun T 60 [KSA ONLY]

Canada Dry 61 [US ONLY]

Sparkling Ice 62 [US ONLY]

Pure Leaf 63 [US ONLY]

Brisk 64 [US ONLY]

Irn-Bru 65 [UK ONLY]

Little Miracles 66 [UK ONLY]

Arizona 67 [UK, DE, MX, US ONLY]

Est 68 [TH ONLY]

Big 69 [TH ONLY]

Oishi 70 [TH ONLY]

Ichitan 71 [TH ONLY]

None of them 98 FIX AT BOTTOM

SNACK BLOCK S9-S10

S9: Which, if any, of these brands of food have you eaten in the past four weeks?

[MULTICODE. RANDOMISE ORDER. KEEP CATEGORIES TOGETHER]

Snacks (DO NOT SHOW THIS CATEGORY IN NIGERIA OR GERMANY)

**[IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas] 1 [NOT BR]**

**Doritos 2 [US, UK, MX, KSA, TH]**

**Cheetos 3 [US, BR, MX, KSA ONLY]**

**Ruffles 4 [US, BR, MX ONLY]**

**Tostitos 5 [US, BR, MX ONLY]**

**Quavers 6 [UK ONLY]**

**Wotsits 7 [UK ONLY]**

**Kurkure 8 [IN ONLY]**

**Fandango 9 [BR ONLY]**

**Be & Cheery 10 [CH ONLY]**

**Racheritos 11 [MX ONLY]**

**Sabritones 12 [MX ONLY]**

**Gamesa 13 [MX ONLY]**

**Emperador 14 [MX ONLY]**

**Marias 15 [MX ONLY]**

**Chokis 16 [MX ONLY]**

**Tasali 17 [KSA ONLY]**

**Fritos 18 [US, MX ONLY]**

**[IF UK: “Sun Bites” / IF US: “Sun Chips”] 19 [US, UK ONLY]**

**Tawan 20 [TH ONLY]**

Want want 21 [CH ONLY]

Three squirrels 22 [CHONLY]

Qia Qia 23 [CHONLY]

Bestore 24 [CHONLY]

Haldiram’s 25 [INONLY]

Bingo! 26 [INONLY]

Balaji 27 [INONLY]

Parle 28 [INONLY]

Club Social 29 [BRONLY]

Marilan 30 [BRONLY]

Yoki 31 [BRONLY]

Fortaleza 32 [BRONLY]

Iracama 33 [BRONLY]

Barcel 34 [MXONLY]

Chips 35 [MXONLY]

Takis 36 [MXONLY]

Milpa Real 37 [MXONLY]

Deemah 38 [KSAONLY]

Al Batal 39 [KSAONLY]

Al Rifai 40 [KSAONLY]

Pringles 41 [US, UK, KSAONLY]

Jack Link’s 42 [USONLY]

Planters 43 [USONLY]

Sunshine 44 [USONLY]

Pepperidge Farm 45 [USONLY]

McCoy’s 46 [UKONLY]

Kettle Chips 47 [UKONLY]

Hula Hoops 48 [UKONLY]

Peperami 49 [UKONLY]

Taro 50 [TH ONLY]

Tao Kae Noi 51 [TH ONLY]

Tasto 52 [TH ONLY]

Koh-Kae 53 [TH ONLY]

Cereals (SHOW THIS CATEGORY IN ALL MARKETS)

**[NOT US: “Quaker Oats” / US: “Quaker Old Fashioned Oats”]101**

**[MX: “Quaker Instant Cereal” /**

**US: “Quaker Instant Oatmeal” / UK: “Oat So Simple”]102 [UK, US, MX ONLY]**

**[MX: “Quaker 3 Minutos” / US: “Quaker Quick Oats”] 103 [US, MX ONLY]**

**Quaker Old Overnight Oats 104 [US ONLY]**

Seamild 105 [CH ONLY]

Nesvita 106 [CH ONLY]

Wugumofang 107 [CH ONLY]

Aces 108 [CH ONLY]

Saffola Oats 109 [IN ONLY]

Horlicks Oats 110 [IN ONLY]

Kellogg's Oats 111 [IN ONLY]

Bagrry's Instant White Oats 112 [IN ONLY]

Nestle 113 [BR ONLY]

Branli Avena 114 [MX ONLY]

Granvita Instant Oatmeal 115 [MX ONLY]

1 Minuto Cereal 116 [MX ONLY]

Granvita Avena 117 [MX ONLY]

Good Morning White Oats 118 [NI ONLY]

Infinity 119 [NI ONLY]

Blue Boat 120 [NI ONLY]

Bokomo 121 [NI ONLY]

Hanaa 122 [KSA ONLY]

Al Alali 123 [KSA ONLY]

Captain Oats 124 [KSA ONLY]

Cream of Wheat 125 [US ONLY]

Walmart 126 [US ONLY]

Bob's Red Mill 127 [US ONLY]

Nature's Path 128 [US ONLY]

Kölln Haferflocken 129 [DE ONLY]

Aldi 130 [DE ONLY]

Rewe 131 [DE ONLY]

Ready Brek 132 [UK ONLY]

Scotts Porridge Oats 133 [UK ONLY]

Dorset Cereals Porridge 134 [UK ONLY]

Special K Porridge 135 [UK ONLY]

Other oat cereal 197

None of them 98 FIX AT BOTTOM

S10: And which, if any, of these food brands would you never buy to eat yourself?

[MULTICODE. SAME ORDER AS S9. SHOW ONLY THOSE NOT SELECTED AT S9]

Snacks (DO NOT SHOW THIS CATEGORY IN NIGERIA)

**[IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas] 1 [NOT BR]**

**Doritos 2 [US, UK, MX, KSA, TH]**

**Cheetos 3 [US, BR, MX, KSA ONLY]**

**Ruffles 4 [US, BR, MX ONLY]**

**Tostitos 5 [US, BR, MX ONLY]**

**Quavers 6 [UK ONLY]**

**Wotsits 7 [UK ONLY]**

**Kurkure 8 [IN ONLY]**

**Fandango 9 [BR ONLY]**

**Be & Cheery 10 [CH ONLY]**

**Racheritos 11 [MX ONLY]**

**Sabritones 12 [MX ONLY]**

**Gamesa 13 [MX ONLY]**

**Emperador 14 [MX ONLY]**

**Marias 15 [MX ONLY]**

**Chokis 16 [MX ONLY]**

**Tasali 17 [KSA ONLY]**

**Fritos 18 [US, MX ONLY]**

**[IF UK: “Sun Bites” / IF US: “Sun Chips”] 19 [US, UK ONLY]**

**Tawan 20 [TH ONLY]**

Want want 21 [CH ONLY]

Three squirrels 22 [CHONLY]

Qia Qia 23 [CHONLY]

Bestore 24 [CHONLY]

Haldiram’s 25 [INONLY]

Bingo! 26 [INONLY]

Balaji 27 [INONLY]

Parle 28 [INONLY]

Club Social 29 [BRONLY]

Marilan 30 [BRONLY]

Yoki 31 [BRONLY]

Fortaleza 32 [BRONLY]

Iracama 33 [BRONLY]

Barcel 34 [MXONLY]

Chips 35 [MXONLY]

Takis 36 [MXONLY]

Milpa Real 37 [MXONLY]

Deemah 38 [KSAONLY]

Al Batal 39 [KSAONLY]

Al Rifai 40 [KSAONLY]

Pringles 41 [US, UK, KSAONLY]

Jack Link’s 42 [USONLY]

Planters 43 [USONLY]

Sunshine 44 [USONLY]

Pepperidge Farm 45 [USONLY]

McCoy’s 46 [UKONLY]

Kettle Chips 47 [UKONLY]

Hula Hoops 48 [UKONLY]

Peperami 49 [UKONLY]

Taro 50 [TH ONLY]

Tao Kae Noi 51 [TH ONLY]

Tasto 52 [TH ONLY]

Koh-Kae 53 [TH ONLY]

Cereals (SHOW THIS CATEGORY IN ALL MARKETS)

**[NOT US: “Quaker Oats” / US: “Quaker Old Fashioned Oats”]101**

**[MX: “Quaker Instant Cereal” /**

**US: “Quaker Instant Oatmeal” / UK: “Oat So Simple”]102 [UK, US, MX ONLY]**

**[MX: “Quaker 3 Minutos” / US: “Quaker Quick Oats”] 103 [US, MX ONLY]**

**Quaker Old Overnight Oats 104 [US ONLY]**

Seamild 105 [CH ONLY]

Nesvita 106 [CH ONLY]

Wugumofang 107 [CH ONLY]

Aces 108 [CH ONLY]

Saffola Oats 109 [IN ONLY]

Horlicks Oats 110 [IN ONLY]

Kellogg's Oats 111 [IN ONLY]

Bagrry's Instant White Oats 112 [IN ONLY]

Nestle 113 [BR ONLY]

Branli Avena 114 [MX ONLY]

Granvita Instant Oatmeal 115 [MX ONLY]

1 Minuto Cereal 116 [MX ONLY]

Granvita Avena 117 [MX ONLY]

Good Morning White Oats 118 [NI ONLY]

Infinity 119 [NI ONLY]

Blue Boat 120 [NI ONLY]

Bokomo 121 [NI ONLY]

Hanaa 122 [KSA ONLY]

Al Alali 123 [KSA ONLY]

Captain Oats 124 [KSA ONLY]

Cream of Wheat 125 [US ONLY]

Walmart 126 [US ONLY]

Bob's Red Mill 127 [US ONLY]

Nature's Path 128 [US ONLY]

Kölln Haferflocken 129 [DE ONLY]

Aldi 130 [DE ONLY]

Rewe 131 [DE ONLY]

Ready Brek 132 [UK ONLY]

Scotts Porridge Oats 133 [UK ONLY]

Dorset Cereals Porridge 134 [UK ONLY]

Special K Porridge 135 [UK ONLY]

**ALL TO BE NON-REJECTORS OF AT LEAST ONE PEPSICO PRODUCT (HIGHLIGHTED IN BOLD)**

S11: Which of these beverages brands is your favourite?

[SINGLE CODE. RANDOMISE ORDER]

[PIPE SOFT DRINK BRANDS SELECTED AT S7]

Other 97

S12: And which of these snack brands is your favourite?

[SINGLE CODE. RANDOMISE ORDER]

[PIPE SNACK BRANDS SELECTED AT S9]

Other 97

## Drivers of choice

SPLIT SAMPLE INTO 2 CELL

CELL A: “beverage”

CELL B: “snack”

Q1: What was the most recent [CELL A: “beverage” / CELL B: “snack”] that you bought?

[PIPE IN BEVERAGE OR SNACK BRANDS BOUGHT IN PAST 4 WEEKS FROM S7 OR S9]

Something else (Please write in) \_\_\_\_\_\_

Q2: Which of these words and phrases apply to the [INSERT ANSWER FROM Q1] you bought most recently?

*Select all that apply.*

[MULTICODE. RANDOMISE ORDER]

It’s a brand with a strong position on the environment 1

It’s a brand with a strong position on issues relating to poverty / inequality 2

It’s a brand with a strong position on issues relating to discrimination 3

It’s a brand with a strong position on issues relating to corruption,

ineffective government and injustice 4

It’s a brand with a strong position on issues relating to technology

and social media 5

It was a good price 6

It was on special offer or promotion 7

It’s a brand that always tastes great 8

It’s the brand I always buy 9

It’s a brand I think is cool 10

My friends [CELL A: “drink” / CELL B: “eat”] this brand 11

I have seen people on online video sites like YouTube /

Tik Tok [CELL A: “drink” / CELL B: “eat”] this brand 12

I have seen people in movies or on TV [CELL A: “drink” / CELL B: “eat”]

this brand 13

This brand has memorable advertising 14

It’s sold in most stores 15

It’s a premium / luxury brand 16

It’s a high quality product 17

It is a brand I have grown up [CELL A: “drinking” / CELL B: “eating”] 18

It is a brand that is better for my health than other alternatives 19

It comes in packaging that is convenient to me and my life 20

It is clear where it is made 21

The ingredients are clearly labelled 22

It is organic / fair trade 23

It contains only natural flavours / colourings 24

It is a well-known / global brand 25

None of these 98

Q3a: Overall how do you feel about the [INSERT ANSWER FROM Q1] brand of [CELL A: “soft drink” / CELL B: “snack”]?

I love it 5

I like it 4

It’s OK 3

I dislike it 2

I hate it 1

Q3b: How likely are you to buy a [INSERT ANSWER FROM Q1] brand of [CELL A: “soft drink” / CELL B: “snack”] again in the next 3 months?

I will definitely buy again 5

I will probably buy again 4

I may or may not buy again 3

I will probably not buy again 2

I will definitely not buy again 1

Q4: How much do you feel the following describes [INSERT ANSWER FROM Q1]?

[SINGLE CODE CAROUSEL. RANDOMISE ORDER OF STATEMENTS]

Options

1- Does not describe this brand at all 1

2 2

3 3

4- Partially describes this brand 4

5 5

6 6

7- Fully describes this brand 7

Statements

1. Helps me make more sustainable choices.
2. Is a company/brand I trust
3. Shares my values

## General attitudes towards sustainability

SHOW ALL:

We’re now going to ask you some questions about you and your life. There are no right or wrong answers, we’re just genuinely interested in your views.

Q5: Here are some things that other people like you have told us about their lives. How strongly do you agree or disagree with each one?

[SINGLE CODE CAROUSEL. RANDOMISE ORDER OF STATEMENTS]

Options

Agree completely 7

Agree strongly 6

Agree slightly 5

Neither agree nor disagree 4

Disagree slightly 3

Disagree strongly 2

Disagree completely 1

Statements

Politics / general beliefs

1. Religion is very important to me
2. I feel hopeful about the future of my country
3. You have to look after yourself in life, you can’t rely on handouts
4. Society pays too much attention to the needs of minorities when it comes to religion, their gender identity, or their sexual preference
5. I love learning about other countries, cultures and people by reading, traveling or meeting new people
6. Society has changed too quickly over the past 10 years
7. There is no point in voting, nothing ever really changes
8. I am careful about what I eat, and what I feed my family

Attitude towards media / technology

1. I am really interested in the news, current affairs, and what’s going on in my country
2. I think social media sites like Twitter and Facebook make our lives better
3. Mainstream media and news can’t be trusted

Personality traits / Psychographics

1. I feel hopeful about my future
2. I get stressed out easily
3. I often worry about money or debts
4. I feel able to make positive changes for the future
5. I get irritated easily
6. I am quiet around strangers
7. I feel little concern for others
8. I have a vivid imagination
9. I get chores done straight away
10. I am full of ideas

Q6: And these are some things that other people like you have told us about the world around them. How strongly do you agree or disagree with each one?

[SINGLE CODE CAROUSEL. RANDOMISE ORDER OF STATEMENTS]

Options

Agree completely 7

Agree strongly 6

Agree slightly 5

Neither agree nor disagree 4

Disagree slightly 3

Disagree strongly 2

Disagree completely 1

Statements

General attitudes towards sustainable brands

1. I’m tired of companies always trying to promote or champion causes
2. I actively try to find companies to buy from that do good for the environment, society and my community
3. At the end of the day, I buy snacks and beverages because I want them, not because of their position on social / ethical issues
4. I feel guilty that I don’t buy from ethical / environmentally friendly brands as often as I should
5. Friends / family members are always telling me I need to make changes to live in a more environmentally friendly / sustainable way
6. I have too many other things to worry about to worry too much about the environment or social issues
7. I find it hard to know which companies are sustainable or ethical
8. It’s not my responsibility to worry about environment or social issues

Environmental attitudes / behaviours

1. I prefer to buy from companies which try to offset their impact on the environment
2. There are some companies that I would never buy from, because of the harm they do to the environment
3. I don’t believe in climate change
4. Big environmental issues like climate change just don’t affect me personally
5. There is nothing I can meaningfully do about the big issues that affect the environment (eg climate change, extinction, etc)

Social attitudes / behaviours

1. I prefer to buy from companies which have a strong ethical position on issues like fair trade, sweatshops, etc
2. There are some companies that I would never buy from, because of their position on social issues
3. I am very worried about crime in my neighbourhood
4. Big social issues like poverty or discrimination just don’t affect me personally
5. I wish there was more I could do to engage with the big issues that affect society and community

Q7a: And here are some things that other people like you have told us about environmentally friendly brands, or brands that take an ethical stand on social issues. How strongly do you agree or disagree with each one?

[SINGLE CODE CAROUSEL. RANDOMISE ORDER OF STATEMENTS]

Options

Agree completely 7

Agree strongly 6

Agree slightly 5

Neither agree nor disagree 4

Disagree slightly 3

Disagree strongly 2

Disagree completely 1

Statements

1. Sustainable and ethical brands are too expensive
2. Sustainable and ethical brands aren’t available in the shops I use
3. Sustainable and ethical brands tend to be higher quality
4. Sustainable and ethical brands tend to be cool / aspirational
5. Sustainable and ethical brands are not really for people like me
6. Sustainable and ethical foods / drinks tend to be healthier
7. Sustainable and ethical foods / drinks tend to be tastier
8. I can’t think of many sustainable and ethical brands
9. Using sustainable / ethical brands make me feel part of a community of like-minded people
10. Using sustainable / ethical brands allow me to be part of a bigger movement
11. No one really buys sustainable / ethical products
12. I have an obligation to choose sustainable and ethical brands
13. Using ethical and sustainable brands makes me happy that I’m doing something good

Q7b: Here are some broad topics relating to sustainability and ethics. Overall how important are each of these to you personally?

[SINGLE CODE CAROUSEL. RANDOMISE ORDER OF TOPICS]

Options

This topic is of great importance to me 6

This topic is of moderate importance to me 5

This topic is of low importance to me 4

I am familiar with this topic, but it’s not at all important to me 3

I recognise this topic, but don’t know anything about it 2

I have never come across this topic before 1

Topics

1. Climate change and the environment
2. Poverty and inequality
3. Discrimination (of gender, race, etc)
4. Corruption and / or ineffective government
5. Issues relating to technology (cyber-bullying, data privacy, over-reliance on technology, etc)

## Awareness and Importance of issues

SHOW ALL:

We’re now going to ask you about a number of different issues relating to politics, people and the world around you. We want to understand whether you are aware of these issues, and how important they are to you personally.

There are quite a lot of issues to cover, but they are really important for the research – so we would be very grateful if you would take the time to read and consider each of them carefully.

RANDOMISE ORDER OF BLOCKS

ENVIRONMENT BLOCK

Q8a: Here are a number of different issues relating to the **environment**. How important are each of these to you personally?

*NB: Different people have different priorities in life – you may think all of these things are important or none of them. There’s no right or wrong answer.*

[SINGLE CODED CAROUSEL. RANDOMISE ISSUES]

Options

This issue is of great importance to me 6

This issue is of moderate importance to me 5

This issue is of low importance to me 4

I am familiar with this issue, but it’s not at all important to me 3

I recognise this issue, but don’t know anything about it 2

I have never come across this issue before 1

Issues

1. Animal testing and cruelty
2. Animals going extinct
3. Extreme weather caused by climate change
4. Global warming / climate change
5. Deforestation
6. The amount of waste we generate
7. Intensive farming and over use of pesticides / fertilisers
8. Air pollution
9. Water pollution
10. Plastic waste on land and in the ocean
11. The continued use of non-renewable energy (eg coal, oil, gas)
12. CO2 emissions
13. Lack of biodiversity on land and in the ocean
14. General overconsumption
15. Exploitation of small farmers by big business
16. The environmental impact of transporting food / produce
17. Overconsumption of meat

*IF MORE THAN ONE ISSUE OF GREAT IMPORTANCE*

Q8b: Which of these issues is the **most important** to you right now?

[SINGLE CODE. PIPE IN VERY IMPORTANT ISSUES FROM Q8a]

Animal testing and cruelty 1

Animals going extinct 2

Extreme weather caused by climate change 3

Global warming / climate change 4

Deforestation 5

The amount of waste we generate 6

Intensive farming and over use of pesticides / fertilisers 7

Air pollution 8

Water pollution 9

Plastic waste 10

The continued use of non-renewable energy (eg coal, oil, gas) 11

CO2 emissions 12

Lack of biodiversity on land and in the ocean 13

General overconsumption 14

Exploitation of small famers by big business 15

The environmental impact of transporting food / produce 16

Overconsumption of meat 17

***NOTE FOR PROGRAMMER: CREATE A VARIABLE THAT COMBINES Q8a AND Q8b INTO A SINGLE 7 POINT SCALE***

INEQUALITY BLOCK

Q9a: Here are a number of different issues relating to **poverty and** **inequality**. How important are each of these to you personally?

*NB: Different people have different priorities in life – you may think all of these things are important or none of them. There’s no right or wrong answer.*

[SINGLE CODED CAROUSEL. RANDOMISE ISSUES]

Options

This issue is of great importance to me 6

This issue is of moderate importance to me 5

This issue is of low importance to me 4

I am familiar with this issue, but it’s not at all important to me 3

I recognise this issue, but don’t know anything about it 2

I have never come across this issue before 1

Issues

1. People’s access to food / Food scarcity
2. People’s access to water / Water scarcity
3. Homelessness
4. Quality of life for the elderly
5. Child labour, sweatshops and exploitation
6. Poverty and wealth inequality
7. People’s access to education
8. People’s access to healthcare
9. People’s access to recycling or waste infrastructure
10. People’s access to healthy food and beverages
11. Unemployment
12. Poor sanitation leading to illness and disease
13. Obesity and unhealthy living

*IF MORE THAN ONE ISSUE OF GREAT IMPORTANCE*

Q9b: Which of these issues is the **most important** to you right now?

[SINGLE CODE. PIPE IN VERY IMPORTANT ISSUES FROM Q9a]

People’s access to food / Food scarcity 1

People’s access to water / Water scarcity 2

Homelessness 3

Quality of life for the elderly 4

Child labour, sweatshops and exploitation 5

Poverty and wealth inequality 6

People’s access to education 7

People’s access to healthcare 8

People’s access to recycling or waste infrastructure 9

People’s access to healthy food and beverages 10

Unemployment 11

Poor sanitation leading to illness and disease 12

Obesity and unhealthy living 13

***NOTE FOR PROGRAMMER: CREATE A VARIABLE THAT COMBINES Q9a AND Q9b INTO A SINGLE 7 POINT SCALE***

DISCRIMINATION BLOCK

Q10a: Here are a number of different issues relating to **discrimination**. How important are each of these to you personally?

*NB: Different people have different priorities in life – you may think all of these things are important or none of them. There’s no right or wrong answer.*

[SINGLE CODED CAROUSEL. RANDOMISE ISSUES]

Options

This issue is of great importance to me 6

This issue is of moderate importance to me 5

This issue is of low importance to me 4

I am familiar with this issue, but it’s not at all important to me 3

I recognise this issue, but don’t know anything about it 2

I have never come across this issue before 1

Issues

1. Gender equality
2. Discrimination due to race or ethnic origin
3. LGBTQ+ rights
4. Discrimination or stigma around mental health
5. Disability discrimination
6. Discrimination due to religious beliefs
7. Discrimination due to social class / caste
8. Discrimination against migrants / people from other countries
9. Domestic violence

*IF MORE THAN ONE ISSUE OF GREAT IMPORTANCE*

Q10b: Which of these issues is the **most important** to you right now?

[SINGLE CODE. PIPE IN VERY IMPORTANT ISSUES FROM Q10a]

Gender equality 1

Discrimination due to race or ethnic origin

2

LGBTQ+ rights 3

Discrimination of stigma around mental health 4

Disability discrimination 5

Discrimination due to religious beliefs

6

Discrimination due to social class / caste 7

Discrimination against migrants / people from other countries 8

Domestic violence 9

***NOTE FOR PROGRAMMER: CREATE A VARIABLE THAT COMBINES Q10a AND Q10b INTO A SINGLE 7 POINT SCALE***

SOCIETY BLOCK

Q11a: Here are a number of different issues relating to **corruption, ineffective government and injustice**. How important are each of these to you personally?

*NB: Different people have different priorities in life – you may think all of these things are important or none of them. There’s no right or wrong answer.*

[SINGLE CODED CAROUSEL. RANDOMISE ISSUES]

Options

This issue is of great importance to me 6

This issue is of moderate importance to me 5

This issue is of low importance to me 4

I am familiar with this issue, but it’s not at all important to me 3

I recognise this issue, but don’t know anything about it 2

I have never come across this issue before 1

Issues

1. Reducing crime rates in my country
2. Police brutality and approach to law and order
3. Corruption within government
4. The effectiveness of government in my country
5. Freedom of speech
6. Human rights abuses in my country
7. Human rights abuses in other countries
8. Policies around movement of people and migration
9. Distrust between people with different political opinions
10. Terrorism
11. Responsible gun ownership

*IF MORE THAN ONE ISSUE OF GREAT IMPORTANCE*

Q11b: Which of these issues is the **most important** to you right now?

[SINGLE CODE. PIPE IN VERY IMPORTANT ISSUES FROM Q11a]

Reducing crime rates in my country 1

Police brutality and approach to law and order 2

Corruption within government 3

The effectiveness of government in my country 4

Freedom of speech 5

Human rights abuses in my country 6

Human rights abuses in other countries 7

Policies around movement of people and migration 9

Distrust between people with different political opinions 10

Terrorism 11

Responsible gun ownership 12

***NOTE FOR PROGRAMMER: CREATE A VARIABLE THAT COMBINES 11a AND Q11b INTO A SINGLE 7 POINT SCALE***

TECHNOLOGY BLOCK

Q12a: Here are a number of different issues relating to **technology and social media**. How important are each of these to you personally?

*NB: Different people have different priorities in life – you may think all of these things are important or none of them. There’s no right or wrong answer.*

[SINGLE CODED CAROUSEL. RANDOMISE ISSUES]

Options

This issue is of great importance to me 6

This issue is of moderate importance to me 5

This issue is of low importance to me 4

I am familiar with this issue, but it’s not at all important to me 3

I recognise this issue, but don’t know anything about it 2

I have never come across this issue before 1

Issues

1. People’s over reliance on technology
2. The spread of “fake news”
3. Data privacy (ie companies / governments’ access to personal data)
4. Cyber bullying
5. Loss of community spirit
6. Too much time spent online / on devices

*IF MORE THAN ONE ISSUE OF GREAT IMPORTANCE*

Q12b: Which of these issues is the **most important** to you right now?

[SINGLE CODE. PIPE IN VERY IMPORTANT ISSUES FROM Q12a]

Over reliance on technology 1

The spread of “fake news” 2

Data privacy (ie companies / governments’ access

to personal data) 3

Cyber bullying 4

Loss of community spirit 5

Too much time spent online / on devices 6

***NOTE FOR PROGRAMMER: CREATE A VARIABLE THAT COMBINES Q12a AND Q12b INTO A SINGLE 7 POINT SCALE***

## Measuring the behaviour gap

Q13: Please read over these issues again. Which of these best what action you have personally taken about these issues.

*Please note, your answers are completely confidential. We’re just interested in people’s genuine actions.*

[MULTICODE CAROUSEL. PIPE IN THOSE ISSUES OF MODERATE / GREAT IMPORTANCE FROM Q8 – Q12]

Options

I have organised petitions / demonstrations / marches about this issue 8

I have attended demonstrations / marches / sit-ins about this issue 7

I have made significant changes to my lifestyle / decisions because

of this issue (eg changed how I vote, boycotted a company

I really liked, switched my diet) 6

I have posted on social media or spoken up about this issue to other people 5

I have signed petitions / posted on social media / online about this issue 4

I have made small changes to my lifestyle / decisions because of this issue

(eg changed the products I buy, changed my behaviour at home) 3

I try to find out more about this issue (speak to people, read articles, etc) 2

I haven’t done anything about this issue personally 1

Issues

[PIPE IN THOSE AWARE OF AT Q8 – Q12]

***NOTE FOR PROGRAMMER – CREATE A VARIABLE WHICH TAKES THE HIGHEST CODE AT Q8 AS A SINGLE CODED SCALE FOR EACH ISSUE***

Q14: Which, if any, of these have you done personally in the past 2 years?

*Select all that apply*

[MULTICODE. RANDOMISE ORDER]

Cut down the amount of plastic bottles I buy 1

Adopted a low meat / plant based diet 2

Carried out litter-picking / community waste collection 3

Joined a social change or political movement 4

Joined an environmental / conservation movement 5

Volunteered for a charity 6

Bought and used reusable coffee cups, bags or bottles 7

Increased the amount of second hand clothes I buy / hand-me-downs I use 8

Bought more sustainable products, even if they are more expensive 9

Bought more from local businesses 10

Cut down purchases from unsustainable / unethical businesses 11

Changed my commute to be more environmentally friendly

(eg bike / public transport) 12

Increased the amount I recycle or improved the way I recycle 13

I have started giving regularly / increased the amount I give regularly to a charity 14

Try to eat more healthy food 15

Replaced carbonated or sugary drinks, tea, coffees with water 16

I exercise more often 17

Taken steps to reduce the amount of energy we waste as a household 18

Taken steps to reduce the amount of water we waste as a household 19

Taken steps to reduce the amount of food we waste as a household 20

Offset my carbon footprint through a certified carbon scheme 21

Taken more environmentally friendly mode of travel for a long

journey (eg train instead of flying) 22

Changed to a more environmentally friendly energy supplier 23

Changed how I vote 24

Started more carefully reading ingredients on food labels 25

Gone dairy free / reduced the amount of dairy I buy 26

Contacted a politician about an issue I care about 27

None of these 98

Q15: Have you ever stopped buying a company or brand because of their position on an environment or social issue (even if you later started using them again)?

[MULTICODE. RANDOMISE ORDER]

Yes, a soft drink company or brand 1

Yes, a snack company or brand 2

Yes, a cereal company or brand 3

Yes, a fashion company or brand 4

Yes, another type of company or brand 97

No 98

*IF YES – A SOFT DRINK BRAND,*

Q16: Which, if any, of these brands of soft drink have you ever boycotted because of their position on an environment or social issue (even if you later started using them again)?

[MULTICODE. ALPHABETICAL ORDER]

**Pepsi-Cola 1**

**Pepsi Max 2 [UK ONLY]**

**7-Up 3 [NI, UK, IN, CH, MX ONLY]**

**Diet Pepsi / Pepsi Light 4 [US, UK, DE, KSA ONLY]**

**Gatorade 5 [US, BR, MX ONLY]**

**Mountain Dew 6 [US, IN ONLY]**

**Aquafina 7 [US, NI, IN ONLY]**

**Tropicana 8 [US, UK ONLY]**

**Mirinda 9 [NI, CH, TH, MX ONLY]**

**Slice 10 [IN ONLY]**

**H2OH 11 [BR ONLY]**

**Pepsi Twist 12 [BR ONLY]**

**Teem 13 [NI ONLY]**

**Diet Mountain Dew 14 [US ONLY]**

**Schwip Schwap 15 [DE ONLY]**

**Lipton 16**

**Punica 17** [**DE ONLY]**

Coca-Cola 18

Fanta 19

Sprite 20

Coca-Cola Zero 21

Diet Coke / Coca-Cola Light 22

Schweppes 23

Dr Pepper 24

Orangina 25

Mezzo-Mix 26 [DE ONLY]

Fritz Cola 27 [DE ONLY]

Fritz Lemonade 28 [DE ONLY]

Sinalco 29 [DE ONLY]

Pfanner 30 [DE ONLY]

Fuze Tea 31 [DE, MX, US, UK ONLY]

Ming Ren 32 [CH ONLY]

Genki Forest 33 [CH ONLY]

Master Kong 34 [CH ONLY]

Wong Lo Kat 35 [CH ONLY]

Thums up 36 [IN ONLY]

Limca 37 [IN ONLY]

Appy 38 [IN ONLY]

Nestea 39 [IN, MX, DE, UK, BR ONLY]

Antarctica 40 [BR ONLY]

Schin 41 [BR ONLY]

Kuat 42 [BR ONLY]

Sukita 43 [BR ONLY]

Leão 44 [BR ONLY]

Matte Leão 45 [BR ONLY]

Red Cola 46 [MX ONLY]

Squirt 47 [MX ONLY]

Peñafiel 48 [MX ONLY]

Sidral Mundet 49 [MX ONLY]

Jaztea 50 [MX ONLY]

Snapple 51 [MX, KSA, US ONLY]

La Casera 52 [NI ONLY]

BIGI 53 [NI ONLY]

Bigi Cola 54 [NI ONLY]

Vimto 55 [NI, UK ONLY]

Chi Ice Tea 56 [NI ONLY]

Bliss Ice Tea 57 [NI ONLY]

B-Cola 58 [KSA ONLY]

Rauch 59 [KSA, DE ONLY]

Sun T 60 [KSA ONLY]

Canada Dry 61 [US ONLY]

Sparkling Ice 62 [US ONLY]

Pure Leaf 63 [US ONLY]

Brisk 64 [US ONLY]

Irn-Bru 65 [UK ONLY]

Little Miracles 66 [UK ONLY]

Arizona 67 [UK, DE, MX, US ONLY]

Est 68 [TH ONLY]

Big 69 [TH ONLY]

Oishi 70 [TH ONLY]

Ichitan 71 [TH ONLY]

A different brand 98 FIX AT BOTTOM

*IF YES – A SNACK BRAND (EXCEPT IN NIGERIA AND GERMANY),*

Q17: Which, if any, of these brands of snack have you ever boycotted because of their position on an environment or social issue (even if you later started using them again)?

[MULTICODE. ALPHABETICAL ORDER]

**[IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas] 1 [NOT BR]**

**Doritos 2 [US, UK, MX, KSA, TH]**

**Cheetos 3 [US, BR, MX, KSA ONLY]**

**Ruffles 4 [US, BR, MX ONLY]**

**Tostitos 5 [US, BR, MX ONLY]**

**Quavers 6 [UK ONLY]**

**Wotsits 7 [UK ONLY]**

**Kurkure 8 [IN ONLY]**

**Fandango 9 [BR ONLY]**

**Be & Cheery 10 [CH ONLY]**

**Racheritos 11 [MX ONLY]**

**Sabritones 12 [MX ONLY]**

**Gamesa 13 [MX ONLY]**

**Emperador 14 [MX ONLY]**

**Marias 15 [MX ONLY]**

**Chokis 16 [MX ONLY]**

**Tasali 17 [KSA ONLY]**

**Fritos 18 [US, MX ONLY]**

**[IF UK: “Sun Bites” / IF US: “Sun Chips”] 19 [US, UK ONLY]**

**Tawan 20 [TH ONLY]**

Want want 21 [CH ONLY]

Three squirrels 22 [CHONLY]

Qia Qia 23 [CHONLY]

Bestore 24 [CHONLY]

Haldiram’s 25 [INONLY]

Bingo! 26 [INONLY]

Balaji 27 [INONLY]

Parle 28 [INONLY]

Club Social 29 [BRONLY]

Marilan 30 [BRONLY]

Yoki 31 [BRONLY]

Fortaleza 32 [BRONLY]

Iracama 33 [BRONLY]

Barcel 34 [MXONLY]

Chips 35 [MXONLY]

Takis 36 [MXONLY]

Milpa Real 37 [MXONLY]

Deemah 38 [KSAONLY]

Al Batal 39 [KSAONLY]

Al Rifai 40 [KSAONLY]

Pringles 41 [US, UK, KSAONLY]

Jack Link’s 42 [USONLY]

Planters 43 [USONLY]

Sunshine 44 [USONLY]

Pepperidge Farm 45 [USONLY]

McCoy’s 46 [UKONLY]

Kettle Chips 47 [UKONLY]

Hula Hoops 48 [UKONLY]

Peperami 49 [UKONLY]

Taro 50 [TH ONLY]

Tao Kae Noi 51 [TH ONLY]

Tasto 52 [TH ONLY]

Koh-Kae 53 [TH ONLY]

A different brand 98 [FIX AT BOTTOM]

*IF YES – A CEREAL BRAND,*

Q18: Which, if any, of these brands of breakfast cereal have you ever boycotted because of their position on an environment or social issue (even if you later started using them again)?

[MULTICODE. ALHABETICAL ORDER]

**[NOT US: “Quaker Oats” / US: “Quaker Old Fashioned Oats”]101**

**[MX: “Quaker Instant Cereal” /**

**US: “Quaker Instant Oatmeal” / UK: “Oat So Simple”]102 [US, MX ONLY]**

**[MX: “Quaker 3 Minutos” / US: “Quaker Quick Oats”] 103 [US, MX ONLY]**

**Quaker Old Overnight Oats 104 [US ONLY]**

Seamild 105 [CH ONLY]

Nesvita 106 [CH ONLY]

Wugumofang 107 [CH ONLY]

Aces 108 [CH ONLY]

Saffola Oats 109 [IN ONLY]

Horlicks Oats 110 [IN ONLY]

Kellogg's Oats 111 [IN ONLY]

Bagrry's Instant White Oats 112 [IN ONLY]

Nestle 113 [BR ONLY]

Branli Avena 114 [MX ONLY]

Granvita Instant Oatmeal 115 [MX ONLY]

1 Minuto Cereal 116 [MX ONLY]

Granvita Avena 117 [MX ONLY]

Good Morning White Oats 118 [NI ONLY]

Infinity 119 [NI ONLY]

Blue Boat 120 [NI ONLY]

Bokomo 121 [NI ONLY]

Hanaa 122 [KSA ONLY]

Al Alali 123 [KSA ONLY]

Captain Oats 124 [KSA ONLY]

Cream of Wheat 125 [US ONLY]

Walmart 126 [US ONLY]

Bob's Red Mill 127 [US ONLY]

Nature's Path 128 [US ONLY]

Kölln Haferflocken 129 [DE ONLY]

Aldi 130 [DE ONLY]

Rewe 131 [DE ONLY]

Ready Brek 132 [UK ONLY]

Scotts Porridge Oats 133 [UK ONLY]

Dorset Cereals Porridge 134 [UK ONLY]

Special K Porridge 135 [UK ONLY]

A different brand 98 [FIX AT BOTTOM]

## Implicit association test

SHOW ALL:

We’d now like you to do a quick fire exercise for us.

We are going to show you a set of brands, and some of the types of issues we have been discussing.

We would like you to think about whether it would be make sense to you for these brands to speak out against some of these issues.

Certain brands will feel like a better fit for particular issues than others.

* If you think the brand and the issue “fit together” click on the green tick
* If you think the brand and the issue do not “fit together” click on the red cross

You won’t have long to do it! Each word will only appear for 2 secs, so you’ll need to decide quickly.

SHOW ALL:

The next few screens will be a practice session, so you can get used to how it will work.

But before you start, here’s a reminder of the different types of issues that we have been discussing in this survey:

Environment

*Animal welfare, climate change and extreme weather, deforestation, over-farming, pollution and waste*

Poverty / inequality

*Access to food / water, work, sanitation, education and healthcare, homelessness, exploitation*

Discrimination

*Discrimination by gender, race, background, sexual orientation, mental health, disability, religion, social class / status*

Corruption, injustice and ineffective government

*Crime, police brutality, corruption, freedom of speech, human rights, effectiveness of government and political polarisation*

Technology and social media

*Over reliance on technology, “fake news”, data privacy, cyber bullying, loss of community and time spent online*

QPractice:

[IMAGE OF FORD LOGO]

SHOW ALL:

Now for the real thing! The brands and issues will change, so you will need to concentrate over the next few screens.

Q19: Would it make sense for this brand to act in this way?

[IMPLICIT ASSOCIATION TEST. PROMPTED ASSOCIATIONS IN RANDOM ORDER]

Brand

1. Pepsi
2. Aquafina [US, NI, IN ONLY]
3. 7up [NI, UK, IN, CH, MX ONLY]
4. Gatorade [US, BR, MX ONLY]
5. Mountain Dew [US, IN, KSA ONLY]
6. Mirinda [NI, CH, TH ONLY]
7. Lipton
8. Tropicana [US, UK ONLY]
9. [IF NOT UK: Lay’s / UK: Walkers / MX: Sabritas] [NOT BR]
10. Doritos [US, UK, MX, KSA, TH ONLY]
11. Cheetos [US, BR, MX, KSA ONLY]
12. Ruffles [US, BR, MX ONLY]
13. Tostitos [US, BRONLY]
14. Fritos [US ONLY]
15. Sun Chips [US ONLY]
16. Quaker oats
17. Gamesa [MX ONLY]
18. Fandangos [BR ONLY]
19. Be & Cheery [CH ONLY]
20. Kurkure [IN ONLY]
21. Tasali [KSA ONLY]

Issues

1. Protecting the environment / conservation
2. Fighting poverty and inequality
3. Fighting discrimination
4. Combating corruption, injustice and ineffective government
5. Addressing issues with technology and social media

Q20: Think about all the different campaigns and advertisements from companies and brands that encouraged people to think differently, or to act on an environmental or social issue for *any product or service*.

Which advertisement or campaign has had the most positive impact on you?

*Write in the campaign and the name of the brand or company that it came from.*

Brand: [OPEN]

Ad/Campaign: [OPEN]

## Demographics

C1: Which, if any, of these apps and sites do you look at least once a day?

*Select all that apply*

[MULTICODE. RANDOMISE]

Facebook 1

Twitter 2

Instagram 3

Snapchat 4

LinkedIn 5

Pinterest 6

Messenger 7

Tiktok 8

YouTube 9

Whatsapp 10

Reddit 11

Discord 12

WeChat 13

Sina Weibo 14

Tencent QQ 15

Tencent Video 16

Xiao Hong Shu 17

Douban 18

Line 19

Viber 20

VKontakte 21

None of these 98

C3: Which of these describes you?

[SINGLE CODE]

Single 1

Married / Co-habiting 2

Divorced / Separated / Widowed 3

C4: Which, if any, of these people live with you?

[MULTICODE]

I live alone 1

Partner / Spouse 2

Children aged under 3 3

Children aged 4-6 4

Children aged 7-12 5

Children aged 13-17 6

Children aged 18+ 7

Parents / Grandparents ` 8

Other adults 9

*IF AT LEAST ONE CHILD SELECTED AT C4,*

C5: How many children aged under 18 live at home with you?

1. 1
2. 2
3. 3
4. 4

5 or more 5

C6: Which of these best describes where you live?

[SINGLE CODE]

In the countryside 1

In a small town or village 2

In the suburbs of a large town or city 3

In a large town or city 4

C7: What is the highest degree or level of school you have completed?

If currently at school / university or college, please select highest degree received so far.

*Select one only.*

[SINGLE CODE]

High school or less 1

College, no degree 2

Associate or Bachelor’s degree 3

Masters or Doctorate degree 4

Other 5

*IF US*

C8\_US: How did you vote at the last Presidential election?

*Select one only.*

[SINGLE CODE]

For the Republican candidate 1

For the Democrat candidate 2

For a candidate from another party 3

I did not vote 4

I prefer not to say 5

*IF UK*

C8\_UK: How did you vote in the 2016 EU referendum?

*Select one only.*

[SINGLE CODE]

I voted to stay in the EU 1

I voted to leave the EU 2

I did not vote 3

I prefer not to say 4

*IF GERMANY*

C8\_DE: How did you vote at the last federal election?

*Select one only.*

[SINGLE CODE]

For the Christian Democratic Union / Christian Social Union 1

For the Social Democratic Party 2

For Alternative for Germany 3

For The Left 4

For Alliance 90 / The Greens 5

For the Free Democratic Party 6

For another party 7

I did not vote 8

I prefer not to say 9

*IF NIGERIA*

C8\_NI: Which of these best describes you?

If you are of mixed heritage please select all that apply.

[MULTICODE]

Hausa/Fulani 1

Yoruba 2

Igbo 3

Efik 4

Ibibo 5

Annang 6

Ijaw 7

Urhobo-Isoko 8

Edo  9

Itsekiri  10

Urhobo  11

Other ethnic group 12

I’d rather not say 13 EXCLUSIVE

SHOW ALL:

Thank you! Those are all our questions. Your feedback is very important to us.