# Quotas

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

Thanks for taking part in this survey which is a follow-up study on the survey you completed last year about snacks, beverages and issues facing the world right now.

The survey will take around 10 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.

**CAPTURE ID FROM PREVIOUS SURVEY FOR MATCHING**

# Value of sustainability

R1: Here are some statements that other people have made about brands that promote causes like the environment, or in society. 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. I shouldn’t have to pay more for environmentally friendly brands
2. I shouldn’t have to pay more for a brand that takes up good causes in society (eg campaigns against poverty / inequality, discrimination, etc)
3. I would pay more for brands that were more environmentally friendly
4. I would pay more for brands that did good in society
5. Beverage brands have an obligation to be environmentally friendly
6. Snack brands have an obligation to be environmentally friendly
7. Cereal brands have an obligation to be environmentally friendly
8. Beverage brands have an obligation to campaign for good causes in society (campaigns against poverty / inequality, discrimination, etc)
9. Snack brands have an obligation to campaign for good causes in society (campaigns against poverty / inequality, discrimination, etc)
10. Cereal brands have an obligation to campaign for good causes in society (campaigns against poverty / inequality, discrimination, etc)
11. Umbrella companies that own lots of different companies tend to be dishonest

## Brand attribution and connection to sustainability

R2: Here are some brands of snacks, foods and beverages, and the companies that make them. Please select the company you think makes each brand, if you know it. If you don’t know or are not sure, select “Don’t know / Not sure”

[SINGLE CODE CAROUSEL. RANDOMISE ORDER OF BRANDS AND MASTERBRANDS]

Masterbrands

PepsiCo 1

The Coca-Cola Company 2

Unilever 3

Nestle 4

Other company 97

Don’t know / Not sure 98

Brands

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | US | MX | BR | UK | DE | NG | IN | CN | TH | KSA |
| **Pepsi** | x | x | x | x | x | x | x | x | x | x |
| **7UP** |  | x |  | x |  |  | x | x |  |  |
| **Gatorade** | x | x | x |  |  |  |  |  |  |  |
| **Dew** | x |  |  |  |  |  | x |  |  |  |
| **Aquafina** | x |  |  |  |  | x | x |  | x |  |
| **Tropicana** | x |  |  | x |  |  |  |  |  |  |
| Coke | x | x | x | x | x | x | x | x | x | x |
| Sprite | x | x | x | x | x | x | x | x | x | x |
| Schweppes | x |  |  | x | x | x |  | x | x |  |
| Dr Pepper | x |  |  |  |  |  |  |  |  |  |
| Mezzo-Mix |  |  |  |  | x |  |  |  |  |  |
| Fuze |  |  |  |  | x |  |  |  |  |  |
| Nestea |  |  | x |  | x |  |  |  |  |  |
| Snapple |  |  |  |  |  |  |  |  |  | x |
| Arizona |  |  |  |  | x |  |  |  |  |  |
| **[IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas]** | x | x |  | x | x | x | x | x | x | x |
| **Doritos** | x | x |  | x |  |  |  |  | x | x |
| **Cheetos** | x | x | x |  |  |  |  |  |  | x |
| **Ruffles** |  | x | x |  |  |  |  |  |  |  |
| **Quavers** |  |  |  | x |  |  |  |  |  |  |
| **Kurkure** |  |  |  |  |  |  | x |  |  |  |
| **Fandango** |  |  | x |  |  |  |  |  |  |  |
| **Be Cheery** |  |  |  |  |  |  |  | x |  |  |
| **Racheritos** |  | x |  |  |  |  |  |  |  |  |
| **Sabritones** |  | x |  |  |  |  |  |  |  |  |
| **Gamesa** |  | x |  |  |  |  |  |  |  |  |
| **Tasali** |  |  |  |  |  |  |  |  |  | x |
| **Tawan** |  |  |  |  |  |  |  |  | x |  |
| Want Want |  |  |  |  |  |  |  | x |  |  |
| Three Squirrels |  |  |  |  |  |  |  | x |  |  |
| Haldiram's |  |  |  |  |  |  | x |  |  |  |
| Bingo! |  |  |  |  |  |  | x |  |  |  |
| Balaji |  |  |  |  |  |  | x |  |  |  |
| Parle |  |  |  |  |  |  | x |  |  |  |
| Club Social |  |  | x |  |  |  |  |  |  |  |
| Marilan |  |  | x |  |  |  |  |  |  |  |
| Yoki |  |  | x |  |  |  |  |  |  |  |
| Barcel |  | x |  |  |  |  |  |  |  |  |
| Chips |  | x |  |  |  |  |  |  |  |  |
| Deemah |  |  |  |  |  |  |  |  |  | x |
| Al Batal |  |  |  |  |  |  |  |  |  | x |
| Al Rifai |  |  |  |  |  |  |  |  |  | x |
| Pringles | x |  |  | x | x | x |  |  |  | x |
| McCoy’s |  |  |  | x |  |  |  |  |  |  |
| Kettle Chips |  |  |  | x |  |  |  |  |  |  |
| Hula Hoops |  |  |  | x |  |  |  |  |  |  |
| Taro |  |  |  |  |  |  |  |  | x |  |
| Tao Kae Noi |  |  |  |  |  |  |  |  | x |  |
| Tasto |  |  |  |  |  |  |  |  | x |  |
| Koh-Kae |  |  |  |  |  |  |  |  | x |  |
| Funny Frisch |  |  |  |  | x |  |  |  |  |  |
| Chio |  |  |  |  | x |  |  |  |  |  |
| **Quaker Oats** | x | x | x | x | x | x | x | x | x | x |
| **Rockstar** | x | x |  | x | x |  |  |  |  |  |
| **Sting** |  |  |  |  |  |  |  |  | x |  |
| Red Bull | x | x | x | x | x | x | x | x |  | x |
| Monster | x | x | x | x | x | x | x | x |  |  |

R3: In the previous survey you told us how important different issues relating to the environment were to you.

Now we’d like you to please tell us whether you think these brands and companies do good or do harm to the environment?

[SINGLE CODE CAROUSEL. BRANDS IN SAME ORDER AS R2]

Options

1. Do good for the environment
2. Do neither harm nor good for the environment
3. Do harm to the environment

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Brands | US | MX | BR | UK | DE | NG | IN | CN | TH | KSA |
| **Pepsi** | x | x | x | x | x | x | x | x | x | x |
| **7UP** |  | x |  | x |  |  | x | x |  |  |
| **Gatorade** | x | x | x |  |  |  |  |  |  |  |
| **Dew** | x |  |  |  |  |  | x |  |  |  |
| **Aquafina** | x |  |  |  |  | x | x |  | x |  |
| **Tropicana** | x |  |  | x |  |  |  |  |  |  |
| Coke | x | x | x | x | x | x | x | x | x | x |
| Sprite | x | x | x | x | x | x | x | x | x | x |
| Schweppes | x |  |  | x | x | x |  | x | x |  |
| Dr Pepper | x |  |  |  |  |  |  |  |  |  |
| Mezzo-Mix |  |  |  |  | x |  |  |  |  |  |
| Fuze |  |  |  |  | x |  |  |  |  |  |
| Nestea |  |  | x |  | x |  |  |  |  |  |
| Snapple |  |  |  |  |  |  |  |  |  | x |
| Arizona |  |  |  |  | x |  |  |  |  |  |
| **[IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas]** | x | x |  | x | x | x | x | x | x | x |
| **Doritos** | x | x |  | x |  |  |  |  | x | x |
| **Cheetos** | x | x | x |  |  |  |  |  |  | x |
| **Ruffles** |  | x | x |  |  |  |  |  |  |  |
| **Quavers** |  |  |  | x |  |  |  |  |  |  |
| **Kurkure** |  |  |  |  |  |  | x |  |  |  |
| **Fandango** |  |  | x |  |  |  |  |  |  |  |
| **Be Cheery** |  |  |  |  |  |  |  | x |  |  |
| **Racheritos** |  | x |  |  |  |  |  |  |  |  |
| **Sabritones** |  | x |  |  |  |  |  |  |  |  |
| **Gamesa** |  | x |  |  |  |  |  |  |  |  |
| **Tasali** |  |  |  |  |  |  |  |  |  | x |
| **Tawan** |  |  |  |  |  |  |  |  | x |  |
| Want Want |  |  |  |  |  |  |  | x |  |  |
| Three Squirrels |  |  |  |  |  |  |  | x |  |  |
| Haldiram's |  |  |  |  |  |  | x |  |  |  |
| Bingo! |  |  |  |  |  |  | x |  |  |  |
| Balaji |  |  |  |  |  |  | x |  |  |  |
| Parle |  |  |  |  |  |  | x |  |  |  |
| Club Social |  |  | x |  |  |  |  |  |  |  |
| Marilan |  |  | x |  |  |  |  |  |  |  |
| Yoki |  |  | x |  |  |  |  |  |  |  |
| Barcel |  | x |  |  |  |  |  |  |  |  |
| Chips |  | x |  |  |  |  |  |  |  |  |
| Deemah |  |  |  |  |  |  |  |  |  | x |
| Al Batal |  |  |  |  |  |  |  |  |  | x |
| Al Rifai |  |  |  |  |  |  |  |  |  | x |
| Pringles | x |  |  | x | x | x |  |  |  | x |
| McCoy’s |  |  |  | x |  |  |  |  |  |  |
| Kettle Chips |  |  |  | x |  |  |  |  |  |  |
| Hula Hoops |  |  |  | x |  |  |  |  |  |  |
| Taro |  |  |  |  |  |  |  |  | x |  |
| Tao Kae Noi |  |  |  |  |  |  |  |  | x |  |
| Tasto |  |  |  |  |  |  |  |  | x |  |
| Koh-Kae |  |  |  |  |  |  |  |  | x |  |
| Funny Frisch |  |  |  |  | x |  |  |  |  |  |
| Chio |  |  |  |  | x |  |  |  |  |  |
| **Quaker Oats** | x | x | x | x | x | x | x | x | x | x |
| **Rockstar** | x | x |  | x | x |  |  |  |  |  |
| **Sting** |  |  |  |  |  |  |  |  | x |  |
| Red Bull | x | x | x | x | x | x | x | x |  | x |
| Monster | x | x | x | x | x | x | x | x |  |  |
| The PepsiCo Company | x | x | x | x | x | x | x | x | x | x |
| The Coca-Cola Company | x | x | x | x | x | x | x | x | x | x |
| Unilever | x | x | x | x | x | x | x | x | x | x |
| Nestle | x | x | x | x | x | x | x | x | x | x |
| Kellogg’s | x | x | x | x | x | x | x | x | x | x |

R4: In the previous survey you told us how important different issues relating to society (eg on issues relating to poverty or discrimination) were to you.

Now we’d like you to please tell us whether you think these brands and companies do good or do harm for society?

[SINGLE CODE CAROUSEL. BRANDS IN SAME ORDER AS R2]

Options

1. Do good for society
2. Do neither harm nor good for society
3. Do harm to society

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Brands | US | MX | BR | UK | DE | NG | IN | CN | TH | KSA |
| **Pepsi** | x | x | x | x | x | x | x | x | x | x |
| **7UP** |  | x |  | x |  |  | x | x |  |  |
| **Gatorade** | x | x | x |  |  |  |  |  |  |  |
| **Dew** | x |  |  |  |  |  | x |  |  |  |
| **Aquafina** | x |  |  |  |  | x | x |  | x |  |
| **Tropicana** | x |  |  | x |  |  |  |  |  |  |
| Coke | x | x | x | x | x | x | x | x | x | x |
| Sprite | x | x | x | x | x | x | x | x | x | x |
| Schweppes | x |  |  | x | x | x |  | x | x |  |
| Dr Pepper | x |  |  |  |  |  |  |  |  |  |
| Mezzo-Mix |  |  |  |  | x |  |  |  |  |  |
| Fuze |  |  |  |  | x |  |  |  |  |  |
| Nestea |  |  | x |  | x |  |  |  |  |  |
| Snapple |  |  |  |  |  |  |  |  |  | x |
| Arizona |  |  |  |  | x |  |  |  |  |  |
| **[IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas]** | x | x |  | x | x | x | x | x | x | x |
| **Doritos** | x | x |  | x |  |  |  |  | x | x |
| **Cheetos** | x | x | x |  |  |  |  |  |  | x |
| **Ruffles** |  | x | x |  |  |  |  |  |  |  |
| **Quavers** |  |  |  | x |  |  |  |  |  |  |
| **Kurkure** |  |  |  |  |  |  | x |  |  |  |
| **Fandango** |  |  | x |  |  |  |  |  |  |  |
| **Be Cheery** |  |  |  |  |  |  |  | x |  |  |
| **Racheritos** |  | x |  |  |  |  |  |  |  |  |
| **Sabritones** |  | x |  |  |  |  |  |  |  |  |
| **Gamesa** |  | x |  |  |  |  |  |  |  |  |
| **Tasali** |  |  |  |  |  |  |  |  |  | x |
| **Tawan** |  |  |  |  |  |  |  |  | x |  |
| Want Want |  |  |  |  |  |  |  | x |  |  |
| Three Squirrels |  |  |  |  |  |  |  | x |  |  |
| Haldiram's |  |  |  |  |  |  | x |  |  |  |
| Bingo! |  |  |  |  |  |  | x |  |  |  |
| Balaji |  |  |  |  |  |  | x |  |  |  |
| Parle |  |  |  |  |  |  | x |  |  |  |
| Club Social |  |  | x |  |  |  |  |  |  |  |
| Marilan |  |  | x |  |  |  |  |  |  |  |
| Yoki |  |  | x |  |  |  |  |  |  |  |
| Barcel |  | x |  |  |  |  |  |  |  |  |
| Chips |  | x |  |  |  |  |  |  |  |  |
| Deemah |  |  |  |  |  |  |  |  |  | x |
| Al Batal |  |  |  |  |  |  |  |  |  | x |
| Al Rifai |  |  |  |  |  |  |  |  |  | x |
| Pringles | x |  |  | x | x | x |  |  |  | x |
| McCoy’s |  |  |  | x |  |  |  |  |  |  |
| Kettle Chips |  |  |  | x |  |  |  |  |  |  |
| Hula Hoops |  |  |  | x |  |  |  |  |  |  |
| Taro |  |  |  |  |  |  |  |  | x |  |
| Tao Kae Noi |  |  |  |  |  |  |  |  | x |  |
| Tasto |  |  |  |  |  |  |  |  | x |  |
| Koh-Kae |  |  |  |  |  |  |  |  | x |  |
| Funny Frisch |  |  |  |  | x |  |  |  |  |  |
| Chio |  |  |  |  | x |  |  |  |  |  |
| **Quaker Oats** | x | x | x | x | x | x | x | x | x | x |
| **Rockstar** | x | x |  | x | x |  |  |  |  |  |
| **Sting** |  |  |  |  |  |  |  |  | x |  |
| Red Bull | x | x | x | x | x | x | x | x |  | x |
| Monster | x | x | x | x | x | x | x | x |  |  |
| The PepsiCo Company | x | x | x | x | x | x | x | x | x | x |
| The Coca-Cola Company | x | x | x | x | x | x | x | x | x | x |
| Unilever | x | x | x | x | x | x | x | x | x | x |
| Nestle | x | x | x | x | x | x | x | x | x | x |
| Kellogg’s | x | x | x | x | x | x | x | x | x | x |

R5: What action should food and drink brands take about the environmental issues that you think are most important?

Please put these possible actions in order. 1 would be the most important action to take, and 5 would be the least important action.

[RANK ORDER. RANDOMISE]

* + Use advertising to raise awareness of the issue(s)
  + Invest in green projects and initiatives
  + Research new greener methods of sourcing ingredients / manufacturing / distribution and packaging of existing products
  + Ensure the partner companies they work with commit to methods of sourcing ingredients / manufacturing, distribution and packaging that do not pollute / cause waste
  + Ensure that their current methods of manufacturing and distribution do not pollute / cause waste

R6: And what action should food and drink brands take about the societal issues like poverty or discrimination that you think are most important?

Please put these possible actions in order. 1 would be the most important action to take, and 5 would be the least important action.

[RANK ORDER. RANDOMISE]

* + Use advertising to raise awareness of the issue(s)
  + Invest in projects and initiatives to support these causes
  + Ensure the partner companies they work with have fair employment practices (eg raising wages, developing policies around discrimination, etc)
  + Ensure they have fair employment practices (eg raising wages, developing policies around discrimination, etc)
  + Make sure their own workforce is representative and diverse

R7: Please use the sliding scale below to tell us how much influence you think a food or drink brand’s positive action for the environment has on your decision to buy it.

[SLIDING SCALE. 7=I only buy environmentally friendly brands, 1=I don’t worry about the environment when buying these brands – the taste, price, etc is what’s important to me]

R8: Please use the sliding scale below to tell us how much influence you think a food or drink brand’s positive action on social issues (such as poverty / inequality, discrimination, etc) has on your decision to buy it.

[SLIDING SCALE. 7=I only buy brands that do good in society, 1=I don’t worry about society when buying these brands – the taste, price, etc is what’s important to me]

## Brand fit with issues

SHOW ALL:

We’d now like you to do another 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. Are these the types of issues you would expect the brands we are about to show you to talk about?

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 discussed in the previous 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.

Q19b: Would it make sense for this brand to act in this way?

[IMPLICIT ASSOCIATION TEST. PROMPTED ASSOCIATIONS IN RANDOM ORDER]

Brand

1. The PepsiCo Company
2. Coca-Cola
3. Fanta
4. Sprite
5. Dr Pepper
6. Pringles [US, UK, KSA, NG, DEONLY]
7. The Coca-Cola Company
8. Nestle
9. Unilever
10. Kellogg’s
11. Proctor & Gamble (P&G)
12. Rockstar [US, MX, UK, DE ONLY]
13. Sting [TH 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

R9: Taking everything into account, which, if any, of these brands could you see taking each of these actions?

[MULTICODE GRID. RANDOMISE ORDER OF BRANDS AND ISSUES]]

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

Brand

**Pepsi 1**

**Aquafina 2 [US, NI, IN ONLY]**

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

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

**Mountain Dew 5 [US, IN, KSA ONLY]**

**Mirinda 6 [NI, CH, TH ONLY]**

**Lipton 7**

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

**[IF NOT UK: Lay’s / UK: Walkers / MX: Sabritas] 9 [NOT BR]**

**Doritos 10 [US, UK, MX, KSA, TH ONLY]**

**Cheetos 11 [US, BR, MX, KSA ONLY]**

**Ruffles 12 [US, BR, MX ONLY]**

**Tostitos 13 [US, BR ONLY]**

**Fritos 14 [US ONLY]**

**Sun Chips 15 [US ONLY]**

**Quaker oats 16**

**Gamesa 17 [MX ONLY]**

**Fandangos 18 [BR ONLY]**

**Be & Cheery 19 [CH ONLY]**

**Kurkure 20 [IN ONLY]**

**Tasali 21 [KSA ONLY]**

**Rockstar 22 [US, MX, UK, DE ONLY]**

**Sting 23 [TH ONLY]**

The PepsiCo Company 24

Coca-Cola 25

Fanta 26

Sprite 27

Dr Pepper 28

Pringles 29 [US, UK, KSAONLY]

Nestle 30

Unilever 31

Kellogg’s 32

Red Bull 33 [NOT TH]

Monster 34 [NOT TH OR KSA]

None of these 98

## Communication strategy

R10: [INSERT PEPSICO LOGO]

In fact, the beverage, snack and cereal brands below are all owned by PepsiCo.

Beverage brands

* Pepsi-Cola / Diet Pepsi / Pepsi Max / Pepsi Light / Pepsi Twist
* 7-Up [NI, UK, IN, CH, MX ONLY]
* Gatorade [US, BR, MX ONLY]
* Mountain Dew / Diet Mountain Dew [US, IN ONLY]
* Aquafina [US, NI, IN ONLY]
* Tropicana [US, UK ONLY]
* Mirinda [NI, CH, TH, MX ONLY]
* Slice [IN ONLY]
* H2OH [BR ONLY]
* Teem [NI ONLY]
* Schwip Schwap [DE ONLY]
* Lipton
* Punica [DE ONLY]
* Rockstar [US, MX, UK, DE ONLY]
* Sting [TH ONLY]

Snack brands

* [IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas] [NOT BR]
* Doritos [US, UK, MX, KSA, TH]
* Cheetos [US, BR, MX, KSA ONLY]
* Ruffles [US, BR, MX ONLY]
* Tostitos [US, BR, MX ONLY]
* Quavers [UK ONLY]
* Wotsits [UK ONLY]
* Kurkure [IN ONLY]
* Fandango [BR ONLY]
* Be & Cheery [CH ONLY]
* Racheritos [MX ONLY]
* Sabritones [MX ONLY]
* Gamesa [MX ONLY]
* Emperador [MX ONLY]
* Marias [MX ONLY]
* Chokis [MX ONLY]
* Tasali [KSA ONLY]
* Fritos [US, MX ONLY]
* [IF UK: “Sun Bites” / IF US: “Sun Chips”] [US, UK ONLY]
* Tawan [TH ONLY]

Cereal brands

* Quaker Oats

What impact, if any, does knowing the range of different brands that PepsiCo own have on your attitude towards these products?

[SINGLE CODE]

I feel much more positive about PepsiCo products 5

I feel a little more positive about PepsiCo products 4

No impact 3

I feel a little less positive about PepsiCo products 2

I feel much less positive about PepsiCo products 1

R11: [INSERT PEPSICO LOGO]

PepsiCo, and the beverage, snack and cereal brands they manufacture, run campaigns and initiatives to promote environmental and social good around the world.

When thinking about how PepsiCo could tell you about these campaigns, which do you think, would have more impact on your attitude towards their products?

[SINGLE CODE. RANDOMISE ORDER]

If the campaigns came from the PepsiCo company that makes these brands 1

If the campaigns came from a PepsiCo brand I like to buy (eg Pepsi,

[IF NOT UK/MX: Lay’s / UK: Walkers / MX: Sabritas], Quaker Oats) 2

No preference 3

SHOW ALL:

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