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GWI USA Q2 2024

Questionnaire

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News, content & print media

Online news & content services used

Methodology

Sample composition and size

GWI USA is an online survey completed by U.S. internet users aged 16 and over. The annual sample size is 80,000, comprising four waves per year of 20,000 respondents each.

To ensure the samples are representative, GWI sets quotas and builds weighting frameworks on age, gender, ethnicity, racial identity, income, and local region. To set these quotas, we conduct thorough research across a range of sources including the US Census Bureau and Pew Research.

The age, gender and race/ethnicity quotas are interlocking, meaning they are broken down into sub-groups such as "Hispanic Males 16-24". For the income quotas, we divide respondents into three groups: Under $50k, $50k-$100k, or $100k+. For region, we set quotas on: North East; Mid-West; South East; South West; West.

When asked about their racial identity, respondents can identify as any of the following: American Indian or Alaska Native; Asian; Black/African American; Mixed Race; Native Hawaiian or Other Pacific Islander; White/Caucasian; Other. Separate from the racial identity question, we also ask about Hispanic identity. Any respondent is able to identify as Hispanic, regardless of their answer to the racial identity question. Within the Hispanic group, we monitor language preferences to ensure we achieve a good balance of those identifying as Spanish-dominant vs English-dominant. We interview a minimum of 2,500 Hispanic respondents each quarter.

Survey logistics

Respondents can participate via a mobile, laptop, PC, or tablet. All questions in GWI USA are fully mobile-first and mobile-compatible; we do not utilize grids or other legacy research formats.

Fieldwork for each quarter takes place in two parts. Respondents initially complete an online 40-minute survey; subsequently, we invite them to complete a 20-minute follow-up survey that focuses primarily on CPG and healthcare. Approximately 50% of respondents complete this follow-up survey, meaning that the CPG and healthcare sections have an annual sample size of c. 40,000 (c. 10,000 quarterly). Questions which appear in the recontact are marked with an asterisk (*) throughout this document and in the GWI platform. All questions are weighted to the same framework.

This approach allows us to include an appropriate privacy and consent notice on the recontact survey, where we inform respondents that they'll be asked a number of health specific questions. As our surveys are divided into thematic "blocks" of questions that appear in a randomized order, by asking the healthcare questions in a separate survey we ensure that such sensitive questions don't appear at the end of a 40 minute survey.

We employ routing to ensure that respondents don't see any questions which aren't relevant to them. For example, if someone tells us that they don't use a specific social network, we won't ask them any follow-up questions about it. Similarly, a set of Multicultural questions are shown only to Hispanic, Black/African American and Asian American respondents.

Respondents choose whether they want to complete the survey in Latin American Spanish or English. For more information, please visit our Help Center.

Demographics

Personal demographics

Age (generations)

Respondents are assigned to their generation based on their age when they completed the survey, with respondents classified as follows:

- Gen Z
- Gen Y (Millennials)
- Gen X
- Baby Boomers
- Silent Generation

Note: A small number of individuals qualify for the "Greatest Generation" (born 1920-1924). However, due to the low sample size of this group, they are excluded from the generational segmentation.

Age (groups/individual)

How old are you?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Note: Respondents enter their age in years. Responses are then grouped together to form the age groups above.

Gender identity (grouped)

Which of the following best describes your gender?

- Female
- Male
- Other gender identity

Gender identity

Which of the following best describes your gender?

- Agender/gender-neutral
- Bigender/gender fluid
- Female
- Male
- Non-binary/non-conforming/genderqueer
- Transgender (female)
- Transgender (male)
- Other gender identity
- Prefer not to say

Sexual orientation

Which of these best describes your sexual orientation?

- Asexual
- Bisexual
- Heterosexual/straight
- Homosexual/gay/lesbian
- Pansexual
- Unsure/curious
- Other
- Prefer not to say

Educational attainment

What is the highest grade or level of schooling that you have completed?

- Middle school (up to 8th grade) or below
- 9th to 12th grade (no diploma)
- High school graduate
- GED or equivalent
- Some College
- Trade, technical, or vocational qualification
- Associate's degree
- Bachelor's degree
- Master's degree
- Specialized degree (e.g. MD, JD)
- Doctoral degree/PhD

Birthplace

Which of the following best describes you?

- Born in the United States
- Born outside of the United States
- Prefer not to say

Family Origin

Which of the following best describes you?

- Both my parents migrated to the United States
- One of my parents migrated to the United States
- Both my parents were born in the United States
- Prefer not to say

Length of Residency

How long have you lived in the United States?

- Less than 2 years
- 2 - 5 years
- 6 - 10 years
- 11 - 16 years
- 17 - 20 years
- 21+ years
- Prefer not to say

Immigrant Generation Status

Respondents are assigned to their generation status based on their birthplace and place of family origin, with respondents classified as follows:

- First generation
- Second generation
- Third or higher generation

The technical specifications of the immigrant generation status segmentation can be found here.

Race & ethnicity

Racial identity

Which of these best describes your race?

- American Indian or Alaska Native
- Asian American
- Black/African American
- Mixed Race
- Native Hawaiian or Other Pacific Islander
- White/Caucasian
- Other
- Prefer not to say

Note: Respondents can select more than one option; those who do are recorded against each of the races they selected as well as under Mixed Race. This means the total will exceed 100%. We ask about Hispanic identity in a separate question.

Hispanic identity

Do you identify as Hispanic or Latino?

- Yes
- No
- Prefer not to say

Mixed race identity

This data is auto-generated based on responses to the Racial Identity question.

- American Indian or Alaska Native and Asian
- American Indian or Alaska Native and Black/African American
- American Indian or Alaska Native and Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native and White/Caucasian
- American Indian or Alaska Native and Other
- Asian and Black/African American
- Asian and Native Hawaiian or Other Pacific Islander
- Asian and White/Caucasian
- Asian and Other
- Black/African American and Native Hawaiian or Other Pacific Islander
- Black/African American and White/Caucasian
- Black/African American and Other
- Native Hawaiian or Other Pacific Islander and White/Caucasian
- Native Hawaiian or Other Pacific Islander and Other
- White/Caucasian and Other

Country of family heritage

Which of these places would you associate with you / your family's heritage? You may select more than one country

This question is asked to Asian American, Black/African American and Hispanic American respondents.

- Algeria
- Angola
- Anguilla
- Antigua and Barbuda
- Argentina
- Aruba
- Bahamas
- Bangladesh
- Barbados
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Botswana
- Brazil
- British Virgin Islands
- Brunei
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Cape Verde
- Caribbean Netherlands
- Cayman Islands
- Central African Republic (CAR)
- Chad
- Chile
- China
- Colombia
- Comoros
- Costa Rica
- Cote d'Ivoire
- Cuba
- Curacao
- Democratic Republic of the Congo
- Djibouti
- Dominica
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Eswatini (formerly Swaziland)
- Ethiopia
- French Guiana
- Gabon
- Gambia
- Ghana
- Grenada
- Guadeloupe
- Guatemala
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Honduras
- Hong Kong
- India
- Indonesia
- Jamaica
- Japan
- Kenya
- Laos
- Lesotho
- Liberia
- Libya
- Macau
- Madagascar
- Malawi
- Malaysia
- Mali
- Martinique
- Mauritania
- Mauritius
- Mexico
- Mongolia
- Montserrat
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nepal
- Nicaragua
- Niger
- Nigeria
- North Korea
- Pakistan
- Panama
- Paraguay
- Peru
- Philippines
- Puerto Rico
- Republic of the Congo
- Rwanda
- Saint Barthelemy
- Saint Martin
- Sao Tome and Principe
- Senegal
- Seychelles
- Sierra Leone
- Singapore
- Somalia
- South Africa
- South Korea
- South Sudan
- Spain
- Sri Lanka
- St Kitts and Nevis
- St Lucia

- St Vincent and the Grenadines
- Sudan
- Suriname
- Taiwan
- Tanzania
- Thailand
- Tibet
- Togo
- Trinidad and Tobago
- Tunisia
- Turks and Caicos Islands
- Uganda
- Uruguay
- US Virgin Islands
- Venezuela
- Vietnam
- Zambia
- Zimbabwe
- Somewhere else
- I only identify my heritage with the USA
- Don't know

Connections to heritage

Which of these things give you a greater connection to your heritage?

This question is asked to Asian American, Black/African American and Hispanic American respondents.

- Brand/product preferences
- Cultural preferences (e.g. dance, art, literature)
- Entertainment preferences (e.g. TV, movies, games)
- Food preferences
- Music preferences
- Personal values
- Religious traditions
- Sports preferences
- Other
- None of these

Parent/child heritage activities

Which of the following do you do regularly with your child(ren)/as a family?

This question is asked to Asian American, Black/African American and Hispanic American respondents who have children under 16.

- Attend religious services
- Cook/eat traditional food for everyday meals
- Follow sports teams popular in our family's country of heritage
- Listen to music
- Read books/stories together
- Socialize with other families of similar heritage
- Play sports
- Visit our family's country of heritage
- Watch TV programs relevant to our family's heritage
- None of these

Heritage/culture attitudes

Which of these statements apply to you?

This question is asked to Asian American, Black/African American and Hispanic American respondents.

- I feel more connected to my heritage than I did a year ago (when it comes to things like my values, meals and language choices)
- I prefer ads that reflect my culture
- I prefer brands that feature celebrities who look like me on TV
- I sometimes use "Spanglish" (Asked to Hispanic Americans only)

Time spend on Hispanic media (Hispanic Americans)

In a typical week, which of the following do you do?

Regularly/Occasionally/Never

- Browse Spanish-language websites
- Listen to Spanish radio
- Listen to Spanish radio online
- Read Spanish newspapers/magazines
- Watch Spanish language TV
- Watch videos online in Spanish
- None of these

Language preferences (Asian Americans)

Which language(s) do you use while you are at home/with your family?

Respondents see a list of languages based on the country/countries of their family heritage.

- Bahasa Indonesia
- Bengali/Bangla
- Bhutanese/Dzongkha
- Burmese
- Cantonese
- English
- French
- Gujurati
- Hindi
- Japanese
- Khmer
- Korean
- Lao
- Malay
- Mandarin
- Marathi
- Mongolian
- Nepali
- Portuguese
- Sinhala
- Spanish
- Tagalog
- Tamil
- Telegu
- Thai
- Tibetan
- Urdu
- Vietnamese
- Other language

Language preferences (Black/African Americans)

Which language(s) do you use while you are at home/with your family?

Respondents see a list of languages based on the country/countries of their family heritage.

- Afar
- Afrikaans
- Akan
- Amharic
- Arabic
- Bahamianese
- Bambara
- Berber
- Chewa/Nyanja
- Chichewa
- Comorian
- Creole
- Dagaare
- Dagbanli
- Dangme
- Dinka
- Dutch
- English
- Ewe
- Fang
- Fon
- French
- Fula
- Ga
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- Igbo

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- Ndau
- Oromoo
- Papiamento
- Portuguese
- Pulaar
- Sango
- Serer
- Sesotho
- Setswana
- Shona
- Somali
- Soninke
- Spanish
- Susa
- Swahili
- Swazi
- Tigrinya
- Tshiluba
- Tsonga
- Umbundu
- Venda
- Wolof
- Xhosa
- Yoruba
- Zulu
- Other language

Language preferences at home (Hispanic Americans)

Which language(s) do you use while you are at home/with your family?

- Spanish only
- Spanish mostly
- Both Spanish and English equally
- English mostly
- English only

Language preferences outside of home (Hispanic Americans)

Which language(s) do you use when you are outside of the home (e.g. while at work, shopping, with friends, etc)?

- Spanish only
- Spanish mostly
- Both Spanish and English equally
- English mostly
- English only

Language preferences for activities (Hispanic Americans)

Do you prefer to use Spanish for any of the following?

- Listening to music
- Shopping/banking
- Speaking to friends/family
- Using the internet
- Using your technology devices
- Watching news
- Watching sports
- Watching TV
- Watching videos online

Location

Region

This data is auto-generated based on the State/District information specified by respondents.

- North East
- Mid-West
- South East
- South West
- West

State

In which state or district do you live? Respondents see a full list of U.S. States, plus District of Columbia.

DMA®

This data is auto-generated based on the County information specified by respondents. GWI uses County information to attribute each respondent to one of the 210 DMAs. The DMA information is used pursuant to a license from The Nielsen Company. Any use and/or reproduction of this information without the express written consent of The Nielsen Company is strictly prohibited.

County

In which County do you live? Respondents see a full list of counties tailored for their state (or boroughs for Alaska, and parishes for Louisiana).

Living environment

How would you describe the place where you live?

- Rural
- Suburban
- Urban

Household & family composition

Life events in next six months

Do you expect any of these things to happen to you in the next six months?

- Start dating
- Get engaged
- Get married
- Have my first child
- Have another child
- Adopt a child
- Foster a child
- Birth of a grandchild
- Move away from home
- Have a child move away from home
- Have a child graduate from college
- Finish paying off student loans
- Get a new pet
- Have a major medical procedure / treatment
- None of these

Relationship status

What's your current relationship status?

- Single
- Dating
- In a relationship
- Engaged
- Married
- Separated/divorced

- Widowed

Household composition

Who do you live with?

- Child(ren)
- Colleague(s)
- Parent(s)
- Partner
- Roomate(s)/friend(s)
- Sibling(s)
- Other family member(s)
- Other person(s)
- Don't live with anyone else

Number of children

How many children do you have?

- 0
- 1
- 2
- 3+

Age of children

How old are your children?

- Newborn
- 1-3 months
- 4-6 months
- 7-12 months
- 1 year
- 2-3 years
- 4-5 years
- 6-7 years
- 8-9 years
- 10-11 years
- 12-13 years
- 14-15 years
- 16-17 years
- 18-20 years
- 21+ years

Grandchildren

How many grandchildren do you have?

This question is asked to respondents aged 35+ who have children aged 16 years or over.

- 0
- 1
- 2
- 3+

Pets in household

Which of these pets/animals do you have?

- 1 cat
- 2+ cats
- 1 dog
- 2+ dogs
- Birds
- Fish
- Horses
- Rabbits, guinea pigs, rodents
- Reptiles
- Other
- Don't have any pets/animals

Attitudes & interests

Interests

All personal interests

Which of these things are you interested in?

Arts & Culture

- Architecture
- Books/literature
- Dance
- Fine art
- History
- Live theater (e.g. plays, musicals)
- Museums/galleries
- Opera/ballet
- Photography
- Urban/modern art

Current Affairs & Business

- Business
- Charities/volunteering
- Economy
- Entrepreneurship
- Investment
- Local issues
- News/current affairs
- Personal finances
- Politics
- Social issues
- Social justice/equality

Entertainment

- Celebrity news/gossip
- Comics/animation
- Esports
- Gaming
- Influencers
- Listening to music
- Live events
- Movies
- Music concerts
- Music festivals
- Public media (e.g. NPR, PBS)
- Television

Environment & Nature

- Animal welfare
- Climate change/carbon emissions
- Environmental issues
- Outdoor activities (e.g. hiking, camping)
- Wildlife/animals

Food & Drink

- Beers/breweries
- Cocktails/cocktail bars
- Eating out/restaurants
- Food/drink festivals
- Health foods/drinks
- Wine/wineries

Home

- Baking
- Cars/motoring
- Cooking
- DIY/home improvements
- Entertaining at home
- Gardening
- Grilling/barbequing
- Handicrafts/sewing
- Interior design
- Parenting/childcare
- Pets/pet care

Lifestyle

- Adventure and extreme sports
- Beauty/cosmetics
- Fashion: accessories
- Fashion: clothing
- Gambling
- Individual sports
- Nights out/clubbing
- Painting/drawing
- Shopping
- Team sports
- Travel

Mind, Body & Self

- Alternative medicines/therapies
- Astrology
- Exercise/keeping fit
- Genealogy/ancestry
- Learning a new language
- Meditation
- Personal healthcare
- Religion
- Spirituality

Technology & Science

- Artificial Intelligence (AI)
- Coding/programming
- Computers
- Gadgets
- Science
- Smart homes
- Technology

- Virtual reality (VR)

Future expectations

Emerging technology

Which of these technologies are you excited about?

- Artificial Intelligence (e.g. self-driving cars)
- Blockchain (e.g. cryptocurrency)
- Cultured / Artificial Meat
- Metaverse
- Non-fungible tokens (NFTs)
- Robotics
- The Internet of Things (IoT) (e.g. smart home products)
- None of these

Expectations in next six months

In the next 6 months, how do you think the following things will change?

Get better/Stay the same/Get worse

- Personal/ household finances
- The environment/climate change
- US economy

Attitudes & self-perceptions

Risk-taking

How frequently do you take risks?

- Always
- Sometimes
- Occasionally
- Never

Standing out

How much do you like standing out in a crowd?

- Love it
- Like it
- Dislike it
- Hate it

Character qualities

Which of these describe you? Which of these do not describe you?

Describes/Neutral/Does not describe me

- Adventurous
- Ambitious
- Assertive
- Cautious
- Confident
- Creative
- Daring
- Decisive

- Determined
- Direct
- Driven
- Dutiful
- Funny
- Intellectual
- Knowledgeable
- Loyal
- Modest
- Multi-tasker
- Open-minded
- Opinionated
- Optimistic
- Organized
- Outgoing
- Outspoken
- Patient
- Persuasive
- Rebellious
- Reliable
- Respectful
- Selfless
- Serious
- Strong-minded
- Talented
- Thoughtful
- Thrifty
- Tolerant

Self-perceptions

Which of these statements do you agree with?

Which of these statements do you not agree with?

Agree/Neutral/Disagree

- I always try to see the good in people
- I always try to speak my mind/say what I feel
- I am influenced by what's cool/trendy
- I am interested in doing self guided learning
- I am interested in other cultures/countries
- I am outspoken on the issues I care about
- I believe in traditions
- I believe the bigger the risk, the bigger the reward
- I consider myself to be affluent
- I enjoy entertaining guests in my home
- I feel represented in the advertising I see
- I have sophisticated tastes
- I like to be the center of attention
- I like to know what is going on in the world
- I often take time to pamper myself
- I see myself as a natural leader
- I strive for a good work/life balance
- I think it's OK for people to say when they struggle
- I think traditional gender roles/labels are outdated
- I think we should be more open about mental health
- I usually need help organizing things
- I want my lifestyle to impress others
- I'm never satisfied with my life
- It's important to me to feel accepted by others

Aspirations, priorities & concerns

Priorities/important things in life

Which of the following are important to you?

Which of the following are not important to you?

- Being respected
- Challenging myself
- Clothing/fashion choices
- Community/public service
- Diversity & inclusion
- Equal rights
- Exploring the world
- Having a routine
- Helping the environment
- Learning new skills
- Maintaining traditions
- Making a difference
- Making money
- Physical appearance
- Raising a family
- Reputation
- Staying fit
- Supporting good causes

- Supporting the USA
- Trying new things

Hopes & aspirations

From this list, what would you say are your top 3 hopes or aspirations right now?
Please select up to three answers.

- Being a good parent
- Being a good partner/spouse
- Being financially secure
- Being happy
- Being healthy
- Being respected
- Being rich
- Doing well at work
- Making a difference in the world
- Other

Fears & worries

Which of these things do you worry about?

- Artificial Intelligence (AI)
- Climate change
- Cost of living
- Data security/loss of privacy
- Election integrity
- Gun regulations
- Gun violence
- Healthcare (quality or cost)
- Immigration levels
- Infectious diseases and viruses (e.g. Influenza, COVID-19)
- Job security
- Loss of tradition
- National debt/deficits
- Police brutality
- Pollution
- Racial relations/Racism
- Reproductive rights (e.g. access to abortion, contraceptives)
- Saving for retirement
- Tax increases
- Tensions with foreign countries (e.g. Russia, China)
- Terrorism
- The US government
- None of these

Religious views

Religious views

Which one of the following would you use to describe yourself?

- Very religious
- A little religious
- Agnostic
- Not religious
- Atheist
- Other
- Unsure
- Prefer not to say

Political views

Political views

How would you describe your political views?

- Very liberal
- Liberal
- Moderate
- Conservative
- Very conservative
- Other
- Unsure
- Prefer not to say

Voting habits

Which of these elections do you usually vote in?

- Local/city elections
- State elections
- National elections
- None of these

Voting intention in election

If there were an election tomorrow, what type of candidate would you vote for?

- Democrat
- Republican
- I would not vote
- Don't know
- Independent
- Other
- Prefer not to say

Trust in organizations

How much do you trust the following institutions?

Do not trust at all/Trust a little/Trust a lot/Trust completely

- Banks/financial institutions
- Big brands/corporations
- Religious institutions
- Social media companies
- The government
- The media

Political Inclination

This segmentation represents all respondents over the age of 18 who didn't select Democrat or Republican in the voting intention question. It is powered by the wealth of data available within our GWI USA study in conjunction with a statistical method called cluster analysis. The definitions and technical specifications of this can be found in the segmentation document found here.

Personas

Respondents are assigned to the groups under this segmentation based on their responses to questions about their demographics, attitudes and behaviors. The groups are not mutually exclusive and respondents may belong to multiple personas. The definitions and technical specifications of this can be found in the segmentation document found here.

Personal Interests Segmentation

Respondents are assigned to the groups under this segmentation based on their responses to the Personal Interest question. The definitions and technical specifications of this can be found in the segmentation document found here.

Sports & exercise

Sports & exercise behaviors

Engagement with sports & sporting activities

Do you play or take part in any of these sports/sporting activities?

Do you watch or follow any of them?

Which of them do you watch on broadcast TV, watch online, or watch/attend in person?

- Baseball
- Basketball
- Boxing
- Cycling
- Esports
- Extreme sports
- Football
- Golf
- Gymnastics
- Horse-riding/equestrian
- Ice hockey
- Long-distance/cross-country running
- Martial arts
- Mixed martial arts (e.g. UFC)
- Motor sports
- Pickleball
- Rowing
- Sailing
- Soccer
- Surfing
- Swimming
- Table tennis
- Tennis
- Track and field
- Triathlon
- Volleyball
- Winter sports (e.g. skiing)
- Wrestling

Gym, running & exercise frequency

How often do you do the following?

Daily/Weekly/Monthly/Never

- Go running/jogging outside
- Go to a gym
- Have a workout/exercise session at home
- Play sports

Fitness services used

Which of these apps/services have you used in the last month?

- ClassPass
- Fitbit
- MyFitnessPal
- Nike+
- Peloton
- Strava
- None of these

Sports leagues & events

Frequency of watching sports games

How often do you do the following?

Daily/Weekly/Monthly/Never

- Attend a sports game/match in person
- Watch sports games or matches live on TV/online
- Watch sports highlights on TV/online

Engagement with leagues & events

Do you watch or follow any of these sporting competitions/leagues/events?

- Bellator
- College Football
- College Football Bowl / Playoff Games
- Copa America
- March Madness
- Minor League Baseball
- MLB
- NFL
- NHL
- ONE Championship
- PFL
- Professional Boxing
- Professional Bull Riding
- Super Bowl
- Summer Olympics
- Tour de France
- UFC
- Winter Olympics
- WNBA
- WWE

Basketball

- College Basketball
- FIBA Basketball World Cup
- March Madness
- NBA
- WNBA

Golf

- PGA Championship
- PGA Tour
- The Masters Tournament
- The Open Championship
- The PLAYERS Championship
- US Open

Horse-racing

- Triple Crown (e.g. Belmont Stakes / Kentucky Derby / Preakness Stakes)

Motor sports

- Formula 1
- Formula E
- IndyCar
- NASCAR

Soccer

- Bundesliga
- CONCACAF Champions League
- CONCACAF Nations League
- FIFA Women's World Cup
- FIFA World Cup
- LaLiga
- Ligue 1
- Liga MX
- MLS
- National Women's Soccer League Championship (NWSL)
- Premier League
- Serie A
- UEFA Champions League

Tennis

- Australian Open
- French Open
- US Open
- Wimbledon

Sports teams

MLB teams

Do you follow or support any of these MLB teams? **Major fan/Supporter/Take interest in**

- Arizona Diamondbacks
- Atlanta Braves
- Baltimore Orioles
- Boston Red Sox
- Chicago Cubs
- Chicago White Sox
- Cincinnati Reds
- Cleveland Guardians
- Colorado Rockies
- Detroit Tigers
- Houston Astros
- Kansas City Royals
- Los Angeles Angels
- Los Angeles Dodgers
- Miami Marlins
- Milwaukee Brewers
- Minnesota Twins
- New York Mets
- New York Yankees
- Oakland Athletics
- Philadelphia Phillies
- Pittsburgh Pirates
- San Diego Padres
- San Francisco Giants
- Seattle Mariners
- St. Louis Cardinals
- Tampa Bay Rays
- Texas Rangers
- Toronto Blue Jays
- Washington Nationals

NBA teams

Do you follow or support any of these NBA teams? **Major fan/Supporter/Take interest in**

- Atlanta Hawks
- Boston Celtics
- Brooklyn Nets
- Charlotte Hornets
- Chicago Bulls
- Cleveland Cavaliers
- Dallas Mavericks
- Denver Nuggets
- Detroit Pistons
- Golden State Warriors
- Houston Rockets
- Indiana Pacers
- Los Angeles Clippers
- Los Angeles Lakers
- Memphis Grizzlies
- Miami Heat
- Milwaukee Bucks
- Minnesota Timberwolves
- New Orleans Pelicans
- New York Knicks
- Oklahoma City Thunder
- Orlando Magic
- Philadelphia 76ers
- Phoenix Suns
- Portland Trail Blazers
- Sacramento Kings
- San Antonio Spurs
- Toronto Raptors
- Utah Jazz
- Washington Wizards

NFL teams

Do you follow or support any of these NFL teams? **Major fan/Supporter/Take interest in**

- Arizona Cardinals
- Atlanta Falcons
- Baltimore Ravens
- Buffalo Bills
- Carolina Panthers
- Chicago Bears
- Cincinnati Bengals
- Cleveland Browns
- Dallas Cowboys
- Denver Broncos
- Detroit Lions
- Green Bay Packers
- Houston Texans
- Indianapolis Colts
- Jacksonville Jaguars
- Kansas City Chiefs
- Las Vegas Raiders
- Los Angeles Chargers
- Los Angeles Rams
- Miami Dolphins
- Minnesota Vikings
- New England Patriots
- New Orleans Saints
- New York Giants
- New York Jets
- Philadelphia Eagles
- Pittsburgh Steelers

- San Francisco 49ers
- Seattle Seahawks
- Tampa Bay Buccaneers
- Tennessee Titans
- Washington Commanders

College Sports Teams

Do you follow or watch any of the following college sports team(s)?

- Air Force Falcons
- Akron Zips
- Alabama Crimson Tide
- Appalachian State Mountaineers
- Arizona State Sun Devils
- Arizona Wildcats
- Arkansas Razorbacks
- Arkansas State Red Wolves
- Army Black Knights
- Auburn Tigers
- Ball State Cardinals
- Baylor Bears
- Boise State Broncos
- Boston College Eagles
- Bowling Green Falcons
- Brigham Young University (BYU) Cougars
- Buffalo Bulls
- Butler Bulldogs
- California Golden Bears
- Central Michigan Chippewas
- Charleston Cougars
- Charlotte 49ers
- Cincinnati Bearcats
- Clemson Tigers
- Coastal Carolina Chanticleers
- Colorado Buffaloes
- Colorado State Rams
- Columbia Lions
- Creighton Bluejays
- Delaware Fightin' Blue Hens
- DePaul Blue Demons
- Duke Blue Devils
- East Carolina Pirates
- Eastern Michigan Eagles
- Florida Atlantic Owls
- Florida Gators
- Florida International University (FIU) Panthers
- Florida State Seminoles
- Fresno State Bulldogs
- Georgetown Hoyas
- Georgia Bulldogs
- Georgia Southern Eagles
- Georgia State Panthers
- Georgia Tech Yellow Jackets
- Gonzaga Bulldogs
- Harvard Crimson
- Hofstra Pride
- Houston Cougars
- Illinois Fighting Illini
- Indiana Hoosiers
- Iowa Hawkeyes
- Iowa State Cyclones
- Jacksonville State Gamecocks
- James Madison Dukes
- Kansas Jayhawks
- Kansas State Wildcats
- Kent State Golden Flashes
- Kentucky Wildcats
- Liberty Flames
- Louisiana Ragin' Cajuns
- Louisiana State University (LSU) Tigers
- Louisiana Tech Bulldogs
- Louisiana–Monroe Warhawks
- Louisville Cardinals
- Marquette Golden Eagles
- Marshall Thundering Herd
- Maryland Terrapins
- Memphis Tigers
- Miami (OH) RedHawks
- Miami Hurricanes
- Michigan State Spartans
- Michigan Wolverines
- Middle Tennessee Blue Raiders
- Minnesota Golden Gophers

- Mississippi State Bulldogs
- Missouri Tigers
- Navy Midshipmen
- Nebraska Cornhuskers
- Nevada Wolf Pack
- New Mexico Lobos
- New Mexico State Aggies
- North Carolina (NC) State Wolfpack
- North Carolina Tar Heels
- North Texas Mean Green
- Northern Illinois Huskies
- Northwestern Wildcats
- Notre Dame Fighting Irish
- Ohio Bobcats
- Ohio State Buckeyes
- Oklahoma Sooners
- Oklahoma State Cowboys
- Old Dominion Monarchs
- Ole Miss Rebels
- Oregon Ducks
- Oregon State Beavers
- Penn Quakers
- Penn State Nittany Lions
- Pittsburgh Panthers
- Princeton Tigers
- Providence Friars
- Purdue Boilermakers
- Rhode Island Rams
- Rice Owls
- Rutgers Scarlet Knights
- Sam Houston Bearkats
- San Diego State Aztecs
- San Jose State Spartans
- Seton Hall Pirates
- South Alabama Jaguars
- South Carolina Gamecocks
- South Florida Bulls
- Southern Methodist University (SMU) Mustangs
- Southern Miss Golden Eagles
- St. John's Red Storm
- Stanford Cardinal
- Syracuse Orange
- Temple Owls
- Tennessee Volunteers
- Texas A&M Aggies
- Texas Christian University (TCU) Horned Frogs
- Texas Longhorns
- Texas State Bobcats
- Texas Tech Red Raiders
- Toledo Rockets
- Towson Tigers
- Troy Trojans
- Tulane Green Wave
- Tulsa Golden Hurricane
- University of Alabama at Birmingham (UAB) Blazers
- University of California, Los Angeles (UCLA) Bruins
- University of Central Florida (UCF) Knights
- University of Connecticut (UConn) Huskies
- University of Nevada, Las Vegas (UNLV) Rebels
- University of Southern California (USC) Trojans
- University of Texas at El Paso (UTEP) Miners
- University of Texas at San Antonio (UTSA) Roadrunners
- Utah State Aggies
- Utah Utes
- Vanderbilt Commodores
- Villanova Wildcats
- Virginia Cavaliers
- Virginia Tech Hokies
- Wake Forest Demon Deacons
- Washington Huskies
- Washington State Cougars
- West Virginia Mountaineers
- Western Kentucky Hilltoppers
- Western Michigan Broncos
- Wichita State Shockers
- Wisconsin Badgers
- Wyoming Cowboys
- Xavier Musketeers
- None of these

Note: Respondents asked which states the college sports teams they follow or watch are based in, then shown the teams based in those respective states.

Sports brands & retailers

Frequency of purchasing sports items

How frequently do you buy the following?

Every month/Every 2-3 months/Every 6 months/Less often/Never

- Sports clothing
- Sneakers
- Sports equipment/kit

Sports brands owned

Which of these sports brands do you own?

- adidas
- Airwalk
- ARIAT Clothing
- Asics
- Athleta (Gap)
- Avia
- Brooks
- Champion
- Columbia
- Converse
- Diadora
- Easy Spirit
- Fabletics
- FILA
- Gymshark
- Helly Hansen
- Hoka
- Hummel
- Jordan/Air Jordan
- K-Swiss
- Kappa
- Keds
- Lotto
- Lululemon
- Merrell
- Mitchell & Ness
- Mizuno
- New Balance
- New Era
- Nike
- North Face
- Oakley
- On
- Peak
- Puma
- Reebok
- Riddell
- Rockport
- Saucony
- Sergio Tacchini
- Skechers
- Starter
- Supreme
- Timberland
- Umbro
- Under Armour
- Uniqlo
- Vans
- Wilson
- Wolverine
- None of these

Sports retailers

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Academy Sports & Outdoors
- Champs Sports
- Dick's Sporting Goods
- Fanatics
- Finish Line
- Foot Locker
- Modell's Sporting Goods

Lifestyle

Socio-economic segmentation

Socio-economic segmentation

Respondents are classified as belonging to one of five socio-economic segments based on their answers to a range of questions relating to their lifestyle, professional lives and financial circumstances. The definitions and technical specifications of this can be found in the segmentation document found here.

Home & property

Property ownership

Who owns your place of residence?

- I own it outright
- I own it with a mortgage
- I rent it from a landlord
- I rent it from a family member
- Other

Property type

Which of these best describes your main place of residence?

- Apartment
- Condominium
- Duplex home
- Farm or ranch
- Mobile home
- Single-family home (detached)
- Other

Additional properties

Do you own any additional properties?

- Rental property
- Second home
- Vacation home
- No

Property plans in next six months

Which of these are you planning to do in the next six months?

- Buy a new home/apartment
- Buy a second home
- Buy a vacation home
- Buy an additional property as an investment
- Complete the sale of your current home/apartment
- Put your current home/apartment up for sale
- Redecorate rooms in your property
- Rent a new home/apartment
- Undertake home renovations (e.g. remodel rooms)
- None of these

Home purchases in next six months

Which of these are you considering purchasing in the next six months?

- Air conditioner unit
- Barbeque/grill
- Bed/mattress
- Bedding (e.g. sheets, comforter)
- Carpet
- Central heating system
- Closet/dresser
- Coffee maker/espresso machine
- Curtains/blinds
- Dishwasher
- DIY tools (e.g. drill, chainsaw, etc)
- Flatscreen TV
- Garden furniture
- Home exercise equipment
- Home security system
- Iron
- Lawn mower
- Microwave
- Oven
- Refrigerator
- Rugs
- Sofa
- Solar panels
- Swimming pool
- Toaster oven
- Vacuum
- Washing machine/washer dryer
- Other furniture
- Other soft furnishings
- None of these

Travel

Note: Most of the questions in the travel section are shown only to relevant audiences, based on answers to the Frequency of Travel Types question.

Frequency of travel types

How frequently do you do these things?

Every month/Every 2-3 months/Every 6 months/Every year/Less often/Never

- Fly in business or first class
- Fly in coach/standard economy
- Fly in premium economy/economy plus
- Have a vacation/leisure trip in a different country
- Have a vacation/leisure trip in the US
- Rent a vehicle
- Stay in a hotel
- Stay in a rented room/property (e.g. Airbnb, Vrbo)
- Travel internationally for business
- Travel within the US for business

Vacation types

Which types of vacation do you enjoy?

- Action/adventure
- Beach/resort
- Cruise
- Road trip
- Spa/retreat
- Staycation
- Theme park
- Winter sports
- Other

Travel destinations

In the next 12 months, which of these places do you expect to visit (whether for business or a vacation)?

USA

- North East
- Mid-West
- South East
- South West
- West
- Non-continental US

Europe, Middle East & Africa

- England/UK
- France
- Germany
- Ireland
- Israel
- Italy
- Netherlands
- Spain
- Switzerland
- Other (Europe/Middle East/Africa)

Americas

- Aruba
- Bahamas
- Canada
- Colombia
- Costa Rica
- Dominican Republic
- Jamaica
- Mexico
- Other (Americas)

Asia Pacific

- China
- India
- Philippines
- Japan
- South Korea
- Other (Asia Pacific)

Travel/vacation brands used

Which of these travel services have you used in the last year?

- Airbnb
- Airfordable
- Booking.com
- Expedia
- Google Travel
- Hotels.com
- Hotwire
- Innclusive
- KAYAK
- Nextdoor
- Nomadness
- Orbitz
- Priceline
- Skyscanner
- Travel Noire
- Travelocity
- TripAdvisor
- Trivago
- Vrbo
- Other

Travel/vacation brands preferred

If you were researching or booking travel tomorrow, which service(s) would be your top choice?

- Airbnb
- Airfordable
- Booking.com
- Expedia
- Google Travel
- Hotels.com
- Hotwire
- Innclusive
- KAYAK
- Nextdoor
- Nomadness
- Orbitz
- Priceline
- Skyscanner
- Travel Noire
- Travelocity
- TripAdvisor
- Trivago
- Vrbo
- Other

Hotel brands used

In the last year, which of these hotel brands have you stayed at?

- Best Western
- Comfort Inn
- Courtyard by Marriott
- Days Inn
- Hampton Inn
- Hilton
- Holiday Inn/Holiday Inn Express
- Hyatt
- Marriott
- Motel 6
- Sheraton
- Walt Disney Parks & Resorts
- Wyndham
- None of these

Hotel brands preferred

When booking a hotel, which brand(s) would be your top choice?

- Best Western
- Comfort Inn
- Courtyard by Marriott
- Days Inn
- Hampton Inn
- Hilton
- Holiday Inn/Holiday Inn Express
- Hyatt
- Marriott
- Motel 6
- Sheraton
- Walt Disney Parks & Resorts
- Wyndham
- Another brand

Airline brands used

Which of these airlines have you flown with in the last 1-2 years?

- Aer Lingus
- AeroMexico
- Air Canada
- Air China
- Air France
- Air New Zealand
- Alaska Airline
- Allegiant Air
- American Airlines
- Asiana Airlines
- British Airways
- Caribbean Airlines
- Cathay Pacific
- Copa Airlines
- Delta
- Emirates
- EVA Air
- Frontier
- Hawaiian Airlines
- Japan Airlines
- JetBlue
- KLM
- Korean Air
- LATAM
- Lufthansa
- Qantas
- Qatar
- Singapore Airlines
- Southwest Airlines
- Spirit Airlines
- SWISS
- Turkish Airlines
- United Airlines
- Virgin
- None of these

Airline brands preferred

When booking a flight, which airline(s) would be your top choice?

- Alaska Airlines
- Allegiant Air
- American Airlines
- Delta
- Frontier
- JetBlue
- Southwest Airlines
- Spirit Airlines
- United Airlines
- Virgin
- Another airline

Cruise brands

Have you taken a cruise with any of the following?

- Carnival
- Celebrity
- Disney Cruise Line
- Holland America Line
- Norwegian
- Princess
- Royal Caribbean
- None of these

Theme parks & resorts

Have you visited any of these theme parks/resorts?

- Busch Gardens
- Canada's Wonderland
- Disney World
- Disneyland
- Dollywood
- Epcot
- Hersheypark
- Legoland
- Sea Life
- Sea World
- Six Flags
- Universal Studios
- Universal's Islands of Adventure
- None of these

Travel attitudes

Which of these statements apply to you?

- I enjoy vacationing in new places
- I prefer packaged deals for vacations rather than planning it all myself
- I prefer vacationing in the US rather than abroad
- I start planning vacations months in advance
- I use my mobile device as a boarding pass
- I would like to get more personalized travel recommendations based on my history and preferences
- I'd prefer one long vacation instead of several weekend breaks
- I'm worried about the environmental impact of my travel
- If traveling abroad, I prefer visiting destinations in the developed world
- My rewards membership dictates my hotel/airline choices over other factors (e.g. price, convenience)
- My vacation destination is more important than the hotel I stay in
- Security/terrorism worries influence my travel choices
- None of these

Automotive & Transport

Frequency of transport types

How often do you do the following?

Daily/Weekly/Monthly/Do not do monthly, weekly or daily

- Drive a car
- Ride a bicycle
- Use public transport (e.g. a bus, train)
- Use ride-hailing services (e.g. Uber, Lyft)

Number of vehicles in household

How many of the following do you have in your household?

0/1/2/3+

- Bicycles
- Cars/trucks/SUVs
- Motorcycles

Vehicle(s) ownership status

Do you own or lease your vehicles?

- Own outright
- Own with monthly payments
- Lease
- Belongs to family member or friend
- Belongs to your company
- Other

Vehicle brand(s) in household

Which brand(s) of vehicle do you have?

- Acura
- Alfa Romeo
- Aston Martin
- Audi
- Bentley
- BMW
- Bugatti
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ferrari
- Fiat
- Fisker
- Ford
- Genesis
- GMC
- Honda
- Hummer
- Hyundai
- Infiniti
- Jaguar
- Jeep
- Kia
- Lamborghini
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- Mini
- Mitsubishi
- Nissan
- Polestar
- Pontiac
- Porsche
- Ram
- Range Rover
- Rolls Royce
- Saab
- Subaru
- Tesla
- Toyota
- Volkswagen
- Volvo
- Other

Vehicle(s) fuel type

What type(s) of fuel do your vehicles run on?

- Diesel
- Electric
- Gasoline
- Hybrid
- Other

Vehicle(s) model type

What type(s) of vehicle do you have?

- Convertible
- Coupe
- Crossover
- Hatchback
- Luxury
- Minivan
- Sedan
- SUV
- Truck
- Van
- Wagon
- Other

Auto purchases in next six months

Which of these are you considering purchasing in the next six months?

- Auto parts/accessories
- Bicycle
- Car
- Motorcycle
- SUV
- Truck
- None of these

Auto purchases in next six months: Used vs. New Vehicle

What type of vehicle are you considering purchasing?

- New vehicle
- Used vehicle

Vehicle brands considered

If you were looking to get a new vehicle, which brand(s) would be your top choice?

- Acura
- Alfa Romeo
- Aston Martin
- Audi
- Bentley
- BMW
- Bugatti
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ferrari
- Fiat
- Fisker
- Ford
- Genesis
- GMC
- Honda
- Hummer
- Hyundai
- Infiniti
- Jaguar
- Jeep
- Kia
- Lamborghini
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- Mini
- Mitsubishi
- Nissan
- Polestar
- Pontiac
- Porsche
- Ram
- Range Rover
- Rolls Royce
- Saab
- Subaru
- Tesla
- Toyota
- Volkswagen
- Volvo
- Other

Auto retailers

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Advance Auto Parts
- AutoZone
- NAPA
- O'Reilly Auto Parts
- Pep Boys

Ride-hailing/sharing brands

Which of these ride-hailing services do you use?

- Arro
- Curb
- Lyft
- Uber
- Via
- Wingz
- None of these

Note: Arro, Via and Wingz are only shown to respondents who live in states in which the services operate.

Auto attitudes

Which of these statements do you agree with?

- I care more about my car's appearance than its performance
- I dislike the experience of buying a car from a dealership
- I prefer to maintain my car myself
- I see my vehicle as a status symbol
- I think a car's features are more important than the brand
- I want my vehicle to be as cheap and easy to maintain as possible
- I want my vehicle to express/represent my personality
- I will only consider purchasing a car brand that I have personally owned

- I'd prefer to drive a vehicle manufactured in the US
- I'm interested in purchasing an electric vehicle

Charitable giving & good causes*

Frequency of giving/volunteering*

How frequently do you do the following?

Regularly/Often/Occasionally/Rarely

- Give money to good causes/charitable organizations
- Volunteer on behalf of good causes/charitable organizations

Causes supported*

Which of these causes do you care most strongly about?

- Arts/culture causes
- Children's welfare causes
- Education causes/institutions
- Environmental causes
- Health/medical research causes
- Homelessness causes
- Human rights/equality causes
- Humanitarian causes/overseas aid
- Natural disaster relief funds/efforts
- Political causes/parties/candidates
- Religious causes/institutions
- Social causes
- Veteran causes
- Water, sanitation and hygiene causes
- Wildlife/animal causes
- Other

Dating

Usage of dating services

Have you used an online dating service/app in the last month?

- Yes, a paid-for version
- Yes, a free version
- No
- Prefer not to say

Named dating services

Which of these dating services have you used in the last month?

- Badoo
- BLK
- Bumble
- Chispa
- Christian Mingle
- CoffeeMeetsBagel
- eHarmony
- EliteSingles
- Grindr
- Happn
- Hinge
- JDate
- Match
- OkCupid
- Passion
- Plenty of Fish
- Scruff
- Tinder
- Prefer not to say
- None of these

Betting / gambling behaviors

Betting/gambling behaviors

Which of the following have you done in the last month?

- Bet on casino games using a mobile device
- Bet on sports at a casino
- Bet on sports using a mobile device
- Placed bets at casinos (e.g. blackjack, slots, poker, etc)
- Played the lottery
- None of these

Smoking, CBD & cannabis*

Smoking Behaviors*

Which of the following do you do?

- Smoke cigarettes or other tobacco products
- Use vaping or e-cigarette products
- Use cannabis for recreational purposes
- Use CBD products
- Use cannabis for medical purposes
- None of these/Prefer not to say

Frequency of smoking behaviors*

How frequently do you do these things?

Regularly/Often/Occasionally/Rarely/Never

- Smoke cigarettes or other tobacco products
- Use vaping or e-cigarette products
- Use cannabis for recreational purposes
- Use CBD products
- Use cannabis for medical purposes
- None of these/Prefer not to say

Professional life & finances

Income

Annual income (brackets)

What's the combined yearly income of your household (before tax or any other deductions)?

- Under $15,000
- $15,000 - $24,999
- $25,000 - $34,999
- $35,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000 - $124,999
- $125,000 - $149,999
- $150,000 - $174,999
- $175,000 - $199,999
- $200,000 - $399,999
- $400,000 - $999,999
- $1 million+
- Not sure
- Prefer not to say

Annual income (segments)

This question is not seen by respondents; it is populated with data based on the income brackets in the previous question. The technical specifications of this segmentation can be found here.

- Low
- Medium
- High
- Don't know/prefer not to say

Financial products & investments

Type of assets & investments

Which of these assets and investments do you have?

- Annuities
- Antiques
- Art
- Bonds
- Cryptocurrency
- Employer-sponsored retirement plan (e.g. 401k)
- Exchange-traded funds (ETFs)
- Fine jewelry Gold
- Index or mutual funds
- Options
- Pension fund
- Savings/cash
- Stocks/shares
- Other
- None of these

Value of assets & investments

How much do you think your assets and investments are worth?

- Under $10,000
- $10,000 - $24,999
- $25,000 - $49,999
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000 - $199,999
- $200,000 - $399,999
- $400,000 - $599,999
- $600,000 - $799,999
- $800,000 - $999,999
- $1 million - $2 million
- $2 million+
- Don't know
- Prefer not to say

Value of assets & investments (by segment)

How much do you think assets and investments are worth?

- Low
- Medium
- High
- Don't know/prefer not to say
- None

Financial products

Which of these things do you currently have or use?

- Checking account
- Credit card
- Home equity loan
- Savings account
- Short-term loan
- Student loan
- None of these

Online trading platforms

Which online trading platforms do you use?

- Ally Invest
- Charles Schwab
- Coinbase
- E*Trade
- Fidelity
- Firstrade
- Interactive Brokers
- Merrill Edge
- Robinhood
- TD Ameritrade
- TradeStation
- None of these

Financial attitudes

Which of these statements do you agree with?

Agree/Neutral/Disagree

- I look for advice when making big financial decisions
- I only save up money when I have a specific need
- I will switch banks if there are better deals/rates available
- I would pick a high-risk investment over a low-risk one
- I'm good at managing money
- I'm happy to use credit/loans to buy things I couldn't otherwise afford
- My future financial security is extremely important to me

Financial plans in next six months

Do you plan on doing any of the following in the next six months?

- Buy bonds
- Buy options
- Buy stocks/shares
- Get a new credit card
- Invest in cryptocurrency
- Invest in funds (ETFs, mutual funds, index funds, etc)
- Open a new checking account
- Open a new savings account
- Sell bonds
- Sell options
- Sell stocks/shares
- Take out a loan
- Make a loan payment
- None of these

Insurance brand drivers

Which factors are most important to you when picking an insurance policy?

- Brand name/reputation
- Brand you've used before/have other policies with
- Customer service
- Ease of application
- Exclusions
- Level of cover
- Level of excess/deductible
- Price
- Provided by employer
- Recommendation from online comparison/review site
- Recommendation from trusted friend/relative
- Other

Insurance plans in next six months

Which of these do you expect to purchase or renew in the next six months?

- Auto insurance
- Disability insurance
- Homeowners or personal property insurance
- Life insurance
- Medical/health insurance
- Mobile phone insurance
- Pet insurance
- Roadside assistance cover
- Travel insurance
- None of these

Online money behaviors

How frequently do you do the following?

Daily/Weekly/Monthly/Less often/Never

- Make trades
- Use online banking
- Use mobile payment services (e.g. Venmo, Apple Pay)
- Use money transfer services (e.g. Wise, WorldRemit)

Payment card brands

Which of these payment cards do you have?

- American Express
- Apple Card
- Discover
- Mastercard
- Visa
- Other

Payment services brands

Which of these payment services have you used in the last month?

- Amazon Pay
- Apple Pay
- Apple Wallet
- Cash App
- Google Pay
- Masterpass by Mastercard
- PayPal
- Samsung Pay
- Venmo
- Visa Checkout
- Wise
- Zelle
- Other

Banking brands used

Which of these banks do you have accounts or cards with?

- Ally
- Bank of America
- Bank of New York Mellon
- BankMobile
- Barclays
- BB&T
- Capital One
- Chase
- Chime
- Citibank
- Citizens Bank
- Discover
- Fifth Third Bank
- HSBC
- KeyBank
- M&T Bank
- Marcus
- Morgan Stanley
- N26
- PNC
- RBC Bank
- Regions Bank
- Santander
- State Street
- SunTrust
- TD Bank
- TIAA
- U.S. Bank
- USAA
- Wells Fargo
- Any Local Bank
- Any Credit Union
- Other bank

Banking brands considered

If you were opening a new bank account tomorrow, which bank(s) would be your top choice?

- Ally
- Bank of America
- Bank of New York Mellon
- BankMobile
- Barclays
- BB&T
- Capital One
- Chase
- Chime
- Citibank
- Citizens Bank
- Discover
- Fifth Third Bank
- HSBC
- KeyBank
- M&T Bank
- Marcus
- Morgan Stanley
- N26
- PNC
- RBC Bank
- Regions Bank
- Santander
- State Street
- SunTrust
- TD Bank
- TIAA
- U.S. Bank
- USAA
- Wells Fargo
- Any Local Bank
- Any Credit Union
- Other bank

Banking brands: future loyalty

This question is not seen by respondents. Data is populated based on their answers to the Banking Brands Used and Considered questions.

- Ally faithful
- Ally abandoner
- Ally switcher
- Bank of America faithful
- Bank of America abandoner
- Bank of America switcher
- Bank of New York Mellon faithful
- Bank of New York Mellon abandoner
- Bank of New York Mellon switcher
- BankMobile faithful
- BankMobile abandoner
- BankMobile switcher
- Barclays faithful
- Barclays abandoner
- Barclays switcher
- BB&T faithful
- BB&T abandoner
- BB&T switcher
- Capital One faithful
- Capital One abandoner
- Capital One switcher
- Chase faithful
- Chase abandoner
- Chase switcher
- Chime faithful
- Chime abandoner
- Chime switcher
- Citibank faithful
- Citibank abandoner
- Citibank switcher
- Citizens Bank faithful
- Citizens Bank abandoner
- Citizens Bank switcher
- Discover faithful
- Discover abandoner
- Discover switcher
- Fifth Third Bank faithful
- Fifth Third Bank abandoner
- Fifth Third Bank switcher
- HSBC faithful
- HSBC abandoner
- HSBC switcher
- KeyBank faithful
- KeyBank abandoner
- KeyBank switcher
- M&T Bank faithful
- M&T Bank abandoner
- M&T Bank switcher
- Marcus faithful
- Marcus abandoner
- Marcus switcher
- Morgan Stanley faithful
- Morgan Stanley abandoner
- Morgan Stanley switcher
- N26 faithful
- N26 abandoner
- N26 switcher
- PNC faithful
- PNC abandoner
- PNC switcher
- RBC Bank faithful
- RBC Bank abandoner
- RBC Bank switcher
- Regions Bank faithful
- Regions Bank abandoner
- Regions Bank switcher
- Santander faithful
- Santander abandoner
- Santander switcher
- State Street faithful
- State Street abandoner
- State Street switcher
- SunTrust faithful
- SunTrust abandoner
- SunTrust switcher
- TD Bank faithful
- TD Bank abandoner
- TD Bank switcher

- TIAA faithful
- TIAA abandoner
- TIAA switcher
- U.S. Bank faithful
- U.S. Bank abandoner
- U.S. Bank switcher
- USAA faithful
- USAA abandoner
- USAA switcher
- Wells Fargo faithful
- Wells Fargo abandoner
- Wells Fargo switcher

Note: "Faithfuls" are those who selected the same brand for current usage and future consideration; "Abandoners" and "Switchers" are people who would change brands, with a Switcher being someone who would switch to the brand and an Abandoner being someone who would switch away from the brand. If someone selected more than one bank they would consider, they will appear in more than one group.

Policies & cover plans

Which of these insurance policies/plans do you have?

- Auto insurance
- Disability insurance
- Homeowners or personal property insurance
- Life insurance
- Medical/health insurance
- Mobile phone insurance
- Pet insurance
- Roadside assistance cover
- Travel insurance
- None of these/Prefer not to say

Auto insurance brands

Who provides you with auto insurance?

- 21st Century
- AAA
- Alfa
- Allstate
- American Family
- Amica
- Encompass
- Erie
- Esurance
- Farm Bureau
- Farmers
- Geico
- Hartford
- Infinity
- Liberty Mutual
- Mercury
- MetLife
- Nationwide
- Plymouth Rock
- Progressive
- SafeAuto
- State Farm
- Safety
- Shelter
- State Farm
- The General
- Travelers
- USAA
- Wawanesa
- Other
- Don't know/ can't remember

Homeowners or personal property insurance brands

Who provides you with homeowners or personal property insurance?

- Acuity
- AIG
- Allstate
- American Family
- Amica
- Chubb
- Country Financial
- Encompass
- Erie
- Esurance
- Farmers
- Foremost
- Geico
- Hartford
- Liberty Mutual
- MetLife
- Nationwide
- Pacific
- Progressive
- Safeco
- Travelers
- USAA
- Wawanesa
- Other
- Don't know/ can't remember

Life insurance brands

Who provides you with life insurance?

- AAA
- Aetna
- AFLAC
- AIG American General
- Allianz Life
- Allstate
- American Family
- AXA Equitable
- Bankers Life
- Banner Life
- Brighthouse Financial
- Cigna
- Colonial Penn
- Farm Bureau
- Farmers Insurance
- Gerber Life
- Guardian Life
- Hartford
- Haven Life
- John Hancock
- Lincoln Financial
- MassMutual
- MetLife
- Midland National
- Minnesota Life
- Mutual of Omaha
- Nationwide
- New York Life
- Northwestern Mutual
- Pacific Life
- Primerica
- Principal Financial
- Protective
- Prudential
- SBLI
- State Farm Life
- TIAA
- Transamerica
- Unun
- USAA
- Veterans Group Life
- Voya
- Other
- Don't know/can't remember

Medical/health insurance brands

Who provides you with medical/health insurance?

- Aetna
- AFLAC
- Bankers Life
- Blue Cross Blue Shield
- Cambia
- Carefirst
- Centene
- Cigna
- Colonial Life
- HCSC
- Health Net
- Highmark
- HIP
- Humana
- Kaiser Permanente
- Lifetime
- Medicaid
- Medicare
- MetLife
- Mutual of Omaha
- State Farm
- UnitedHealthcare
- Unum
- UPMC
- WellCare
- WellPoint
- Other
- Don't know/can't remember

Professional life

Working status

Which of these best describes your current working status?

- Full-time employee (30 hours+ per week)
- Part-time employee (< 30 hours per week)
- Self-employed
- Freelancer/contractor/consultant
- Entrepreneur/business owner
- Serving in military/armed forces
- Stay-at-home parent
- Student (with additional part-time work)
- Student (with no additional part-time work)
- Unemployed
- Retired
- Other

Work role

What is your current role at your company?

- Executive Management (e.g. C-Suite, President)
- Management (e.g. VP, Department/Group Manager)
- Office Worker
- Professional (e.g. Accountant, Analyst)
- Project Manager (e.g. Project Director, Team Leader)
- Semi-Skilled Worker or Laborer
- Senior Management (e.g. EVP, SVP)
- Service/Support Worker
- Skilled Manual Worker (e.g. Tradesperson, Craftsperson)
- Supervisor/Junior Manager/Administrator
- Other

Number of jobs

Which of these best describes the number of paid jobs you have?

- I have one main job only
- I have one main job but I supplement this with other work
- I have 2 jobs
- I have 3+ jobs

Industry/sector

Which sector(s) do you currently work in?

- Accounting
- Advertising
- Agriculture & Forestry
- Arts & Entertainment
- Automotive
- Banking
- Building/Construction
- Charity/Non-Profit
- Consultancy
- Consumer Goods
- Creative Services
- Education & Teaching
- Electronics
- Energy, Mining, Oil & Natural Resources
- Engineering
- Environment
- Fashion
- Financial Services/Investment
- Government (Federal, State, or Local)
- Health & Beauty
- Healthcare, Medical & Pharmaceutical Services
- Hospitality & Leisure
- HR & Training
- Insurance
- IT
- Law Enforcement/Police/Emergency Services
- Legal Services
- Management Consulting
- Manufacturing
- Marketing
- Media/Journalism/Publishing
- Military & Armed Forces
- PR/Public Relations
- Real Estate/Property
- Research/Science
- Retail
- Software Development/Computer Engineering
- Technology
- Telecommunications
- Transport & Logistics
- Travel
- Utilities
- Other

Company size

How many people are employed by your company?

- 1 - 4
- 5 - 9
- 0 - 24
- 25 – 49
- 50 - 99
- 00 - 249
- 250 - 999
- ,000 - 1,999
- 2,000 - 4,999
- 5,000 - 10,000
- Over 10,000
- Don't know

Work/education plans in next six months

Do you expect any of the following to happen in the next six months?

- Get a promotion
- Go back to school
- Graduate from college
- Graduate from high school
- Make a career change
- Retire from full-time work
- Start a new job
- Start your own business
- None of these

Veteran status/military Interest

Do any of these statements apply to you?

- I am a veteran
- I am interested in joining the US Air Force
- I am interested in joining the US Army
- I am interested in joining the US Coast Guard
- I am interested in joining the US Marines
- I am interested in joining the US National Guard
- I am interested in joining the US Navy
- I am interested in joining the US Space Force
- Someone in my family/household is a veteran
- None of these

Gig economy workers

In the last year, have you done any of the following?

- Delivered food on behalf of a company (e.g. via DoorDash, Uber Eats, Instacart)
- Delivered parcels on behalf of a company (e.g. Amazon)
- Driven for a rideshare app (e.g. Uber, Lyft)
- Rented out your room/property (e.g. via Airbnb)
- Sold items you've made online (e.g. via Etsy, eBay)
- Undertaken skills-based temporary jobs (e.g. via TaskRabbit, Wonolo, Upwork, Fiverr, Handy)
- None of these

Marketing & brand touchpoints

Brand discovery channels

How do you typically hear about new products or services?

- Ads heard during podcasts
- Ads on music-streaming services
- Ads on social media
- Ads seen in apps
- Ads seen on websites
- Ads that play before online videos start
- Ads/posters seen in-store
- Ads/posters seen on public transport
- Ads/sponsored posts on ecommerce websites (e.g. Amazon)
- Ads/sponsored posts on search engines
- Billboard ads
- Blogs/vlogs
- Brand/product websites
- Catalogs/brochures
- Celebrity endorsements
- Cinema ads
- Consumer review sites
- Discount/coupon sites
- Discussion forums
- Ecommerce websites (e.g. Amazon.com)
- Emails/direct mail from companies
- Expert/specialist review sites
- Free product samples/trials
- In-store displays or demos
- Magazine ads
- Newspaper ads
- Product/price comparison websites
- Radio commercials
- Recommendations from friends/family
- Retail websites (e.g. Walmart.com)
- Search engines
- Social media posts
- Sponsored posts on social media
- Sponsorship of a TV show
- Sponsorship of an event
- Stories/articles in newspapers or magazines
- TV commercials
- TV shows/films
- None of these

Brand qualities

Which of these things do you most want brands to be?

- Authentic
- Bold
- Cool
- Cutting-edge
- Exclusive
- Friendly
- Funny
- Honest/trustworthy
- Inclusive
- Innovative
- Reliable
- Respectful
- Smart
- Socially responsible
- Sustainable
- Traditional
- None of these

Brand initiatives

Which of these things do you most want brands to do?

- Improve your day-to-day life
- Improve your knowledge/skill-set
- Improve your status
- Listen to feedback
- Make you feel valued
- Offer customizable/personalized products
- Run customer communities/forums
- None of these

Brand attitudes

Which of these statements do you agree with?

Agree/Neutral/Disagree

- I feel I have a connection/relationship with my favorite brands
- The brand name of a product matters a lot to me
- The brands I buy reflect my values
- There are some brands that I would always buy from
- When I find a brand I like, I stay loyal to it

Retailers & shopping

Retail behaviors & attitudes

Shopping responsibility*

Who usually buys the following items for your household?

I am the main shopper/purchaser/I share the shopping jointly/Someone else does most of the shopping

- Groceries/food items
- Household products (e.g. cleaning items, laundry items, etc)
- Personal care products (e.g. toothpaste, shampoo, etc)

Frequency of shopping by store type*

How frequently do you shop at the following (whether in-store or online)?

Regularly/Often/Occasionally/Rarely/Never

- Convenience stores (e.g. 7-Eleven, ampm, Circle K)
- Delivery apps (e.g. GoPuff, Minibar)
- Discount/dollar stores (e.g. Dollar General, Family Dollar, TJ Maxx)
- Drugstores (e.g. CVS, Walgreens)
- Ecommerce sites (e.g. Amazon, Ebay)
- Farmers'/local markets
- Health food/vitamin stores (e.g. Whole Foods, Vitamin Shoppe)
- Liquor stores
- Mass market retailers (e.g. Walmart, Target)
- Supermarkets/grocery stores (e.g. Publix, Kroger, Whole Foods)
- Warehouse/wholesale clubs (e.g. Costco, Sam's Club)

Coupon usage by category*

Do you use coupons when purchasing any of the following?

- Baked items (e.g. bread, pastries, etc)
- Candy/chocolates
- Fresh/refrigerated items (e.g. milk, yogurt, butter, cheese, etc)
- Household products (e.g. cleaning items, laundry items, etc)
- Household staples/dry goods (e.g. cooking oil, sugar, pasta, flour, rice, etc)
- Ice cream
- Personal care products (e.g. toothpaste, shampoo, etc)
- Pet food

Organic purchasing by products*

Do you purchase organic items in any of the following categories?

- Baked items (e.g. bread, pastries, etc)
- Candy/chocolates
- Fresh/refrigerated items (e.g. milk, yogurt, butter, cheese, etc)
- Household products (e.g. cleaning items, laundry items, etc)
- Household staples/dry goods (e.g. cooking oil, sugar, pasta, flour, rice, etc)
- Ice cream
- Personal care products (e.g. toothpaste, shampoo, etc)
- Pet food

Own label products by category*

Do you buy store own-label products in any of these categories?

- Baked items (e.g. bread, pastries, etc)
- Candy/chocolates
- Fresh/refrigerated items (e.g. milk, yogurt, butter, cheese, etc)
- Household products (e.g. cleaning items, laundry items, etc)
- Household staples/dry goods (e.g. cooking oil, sugar, pasta, flour, rice, etc)
- Ice cream
- Personal care products (e.g. toothpaste, shampoo, etc)
- Pet food
- None of these

Extent of mobile shopping*

How much of your online shopping for groceries/household shopping is done via mobile?

- All of it
- Most of it
- Some of it
- None of it

In-store purchase influencers

When shopping in-store, which of these things are important to you?

- Availability of products
- Clean/tidy store
- Convenient location
- Convenient/long opening hours
- Coupons
- Free gifts
- Free samples
- Friendly service
- Good customer service
- Good fitting rooms
- Good restrooms
- Items on sale
- Limited interactions with attendants
- Loyalty points
- No waiting in line
- Product demonstrations
- Self check-out/self-service options
- Special offers (e.g. Buy 1, Get 1 Free)
- Well laid-out store
- None of these

Online purchase influencers

When shopping online, which of these things are important to you?

- Access to exclusive content/services
- Bookable delivery slots
- Bug-free, fast website/app
- Buy online, pickup in store
- Clear product descriptions & images
- Competition entry
- Coupons/codes
- Easy-to-navigate website/app
- Eco-friendly delivery (e.g. carbon-neutral)
- Free gifts
- Free shipping
- Free/easy returns policy
- Good reviews from other consumers
- Guest checkout mode
- Items on sale
- “Likes" or positive social media comments
- Live-chat facilities to speak to an agent
- Loyalty points
- Next-day delivery
- Quick/easy checkout
- Repeat order functionality
- Same-day delivery
- Secure payment process
- Special offers (e.g. Buy 1, Get 1 Free)
- Tailored/personalized recommendations
- None of these

Frequency of online shopping behaviors

How often do you do the following?

Daily/Weekly/Monthly/Never

- Purchase products online
- Visit auction or listings sites/apps (e.g. eBay, Craigslist)
- Visit deal or group buying sites/apps (e.g. Groupon)
- Visit ecommerce sites/apps (e.g. Amazon)
- Visit price comparison sites/apps
- Visit retailer sites/apps (e.g. Walmart.com, Target.com)

Retail attitudes

Which of the following statements apply to you?

- I am a member of loyalty/reward schemes
- I am loyal to the retailers/brands I like
- I buy more online when I know returns are free
- I enjoy browsing for new products
- I find shopping enjoyable
- I look out for discount codes/coupons
- I often make impulse purchases (things I hadn't planned to buy)
- I pay attention to how products are packaged and presented
- I prefer buying products made in the US
- I spend time looking for the best deals
- I trust what reviews say about products/services
- I usually research products online before buying them
- I wait for events like Black Friday to make major purchases
- I'm comfortable buying pre-owned items rather than new ones
- I'm usually one of the first to try new products/services
- None of these

Intended products, policies & purchases in next six months

Which of these are you considering purchasing in the next six months?

- Air conditioner unit
- Auto insurance
- Auto parts/accessories
- Barbeque/grill
- Bedding (e.g. sheets, comforter)
- Bed/mattress
- Bicycle
- Bonds
- Camera
- Car
- Carpet
- Central heating system
- Checking account
- Closet/dresser
- Coffee maker/espresso machine
- Cosmetic/salon treatment
- Credit card
- Cryptocurrency
- Curtains/blinds
- Designer fragrance (perfume, cologne, etc)
- Disability insurance
- Dishwasher
- DIY tools
- Drone
- Electric toothbrush
- e-Reader
- Feature phone
- Fine Jewelry
- Flatscreen TV
- Funds
- Games console/device
- Garden furniture
- Glasses/spectacles
- GoPro
- Gym membership
- Handbag
- Headphones/earphones
- Home/apartment
- Home/apartment (investment property)
- Home/apartment (second/additional property)
- Home/apartment (vacation residence)
- Home exercise equipment
- Homeowners or personal property insurance
- Home security system
- Iron
- Laptop
- Lawn mower
- Life insurance
- Medical/health insurance
- Microwave
- Mobile phone insurance
- Motorcycle
- Options
- Other furniture
- Oven
- PC/desktop computer
- Pet insurance
- Purse/wallet
- Refrigerator
- Roadside assistance cover
- Rugs
- Savings account
- Smart doorbell, lock or security camera
- Smart home voice assistant/hub
- Smart light/lightbulb
- Smart multi-room music speaker
- Smartphone
- Smart plug
- Smart television
- Smart thermostat
- Smartwatch
- Smart wristband/health tracker
- Sofa
- Solar panels
- Stocks/shares
- SUV
- Swimming pool
- Tablet
- Toaster oven
- Travel bags/suitcases/luggage
- Travel insurance
- Truck
- TV streaming device/stick
- Vacuum
- VR headset/device
- Washing machine/washer dryer
- Wristwatch
- None of these

Retailers

Beauty store retailers*

Which of these retailers do you shop at in-store or online?

How frequently do you shop at these retailers?

Shop at in-store/Shop at online/Regularly/Occasionally/Do not shop at

- Bath & Body Works
- Blue Mercury
- Kiehl's
- L'Occitane
- MAC
- Rituals
- Sephora
- The Body Shop
- Ulta

Convenience store retailers*

Which of these retailers do you shop at in-store or online?

How frequently do you shop at these retailers?

Shop at in-store/Regularly/Occasionally/Do not shop at

- 7-Eleven
- ampm
- BP Food Mart
- Casey's General Store
- Circle K
- Citgo
- Cumberland Farms
- On the Run
- QuikTrip
- Sheetz
- Shell
- Speedway
- Wawa

Discount & dollar store retailers*

Which of these retailers do you shop at in-store or online?

How frequently do you shop at these retailers?

Shop at in-store/Shop at online/Regularly/Occasionally/Do not shop at

- Dollar General
- Dollar Tree
- Family Dollar

Drugstore retailers*

Which of these retailers do you shop at in-store or online?

How frequently do you shop at these retailers?

Shop at in-store/Shop at online/Regularly/Occasionally/Do not shop at

- CVS
- Duane Reade
- Rite Aid
- Walgreens

Health store retailers*

Which of these retailers do you shop at in-store or online?

How frequently do you shop at these retailers?

Shop at in-store/Shop at online/Regularly/Occasionally/Do not shop at

- GNC
- Sprouts
- Vitamin Shoppe
- Whole Foods
- Wild Oats

Mass merchandiser & wholesale retailers*

Which of these retailers do you shop at in-store or online?

How frequently do you shop at these retailers?

Shop at in-store/Shop at online/Regularly/Occasionally/Do not shop at

- Big Lots
- BJs Wholesale Club
- Costco
- Kmart
- Meijer
- Sam's Club
- Target
- Walmart

Supermarket/grocery store retailers*

Which of these retailers do you shop at in-store or online?

How frequently do you shop at these retailers?

Shop at in-store/Shop at online/Regularly/Occasionally/Do not shop at

- Acme
- Albertsons
- Aldi
- AmazonFresh
- Baker's
- BI-LO
- City Market
- Cub Foods
- Dillons
- Food 4 Less
- Food Lion
- Foods Co
- Fred Meyer
- Fry's
- Gerbes
- Giant
- H-E-B
- Hannaford
- Harris Teeter
- Hy-Vee
- IGA
- JayC Food Stores
- King Soopers
- Kroger
- Lucky's Market
- Owen's Market
- Pay-Less Super Market
- Piggly Wiggly
- Price Chopper
- Publix
- QFC
- Ralphs
- Roundy's
- Safeway
- Save A Lot
- ShopRite
- Smith's
- Sprouts
- Stop & Shop
- Trader Joe's
- Vons
- Walmart Neighborhood Market
- Wegmans
- Whole Foods
- WinCo Foods
- Winn-Dixie

Home & hardware retailers

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Ace Hardware
- Bass Pro Shops
- Cabela's
- Container Store
- Crate & Barrel
- Bed Bath & Beyond
- Hallmark Gold Crown
- Harbor Freight Tools
- Hobby Lobby
- Home Depot
- HomeGoods
- IKEA
- Lowe's
- Lumber Liquidators
- Menards
- Michaels
- Pier 1
- Pottery Barn
- Sherwin-Williams
- Tractor Supply Co.
- True Value
- West Elm
- Williams-Sonoma
- World Market
- None of these

Electronics & office supply retailers

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Apple Store
- Best Buy
- Newegg
- Office Depot
- OfficeMax
- P.C. Richard & Son
- RAC Rent-A-Center
- RadioShack
- Staples
- None of these

Online-only retailers

Which of these retailers have you shopped at in the last three months?

Which of these are your favorite retailers to shop at?

- Alibaba
- Amazon
- Chewy
- Craigslist
- eBay
- etsy
- Poshmark
- Shopbop
- Wayfair
- Wish
- Zappos
- None of these

Named retailers

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Abercrombie & Fitch
- Academy Sports & Outdoors
- Ace Hardware
- adidas
- Advance Auto Parts
- Aeropostale
- Aldo
- Alibaba
- Amazon
- American Eagle
- Ann Taylor
- Anthropologie
- Apple Store
- ASOS
- AutoZone
- Banana Republic
- Bass Pro Shops
- Bealls
- Bed Bath & Beyond
- Belk
- Best Buy
- Bloomingdale's
- Burlington
- Cabela's
- Century 21
- Champs Sports
- Chewy
- Chico's
- Cole Haan
- Container Store
- Craigslist
- Crate & Barrel
- Dicks's Sporting
- Dillard's
- DSW
- eBay
- Eddie Bauer
- etsy
- Express
- Famous Footwear
- Fanatics
- Farfetch
- Finish Line
- Foot Locker
- Forever 21
- Free People
- Gap
- Goods
- Goods
- H&M
- Hallmark Gold Crown
- Harbor Freight Tools
- Hobby Lobby
- Hollister
- Home Depot
- HomeGoods
- IKEA
- J.Crew
- JCPenney
- Kohl's
- Lane Bryant
- Levi's
- LOFT
- Lord & Taylor
- Lowe's
- Lumber Liquidators
- Macy's
- Madewell
- Marshalls
- Men's Wearhouse
- Menards
- Michaels
- Modell's Sporting
- NAPA
- Neiman Marcus
- New York & Company
- New Balance
- Newegg
- Nordstrom
- Nordstrom Rack
- O'Reilly Auto Parts
- Office Depot
- OfficeMax
- Old Navy
- P.C. Richard & Son
- PacSun
- Patagonia
- Pep Boys
- Pier 1
- Poshmark
- Pottery Barn
- RAC Rent-A-Center
- RadioShack
- rag & bone
- REI
- Ross Dress for Less
- Saks Fifth Avenue
- Saks Off Fifth
- Sears
- Sherwin-Williams
- Shoe Carnival
- Shopbop
- Spanx
- Staples
- Superdry
- T.J. Maxx
- Talbots
- Tractor Supply Co.
- True Value
- Uniqlo
- Urban Outfitters
- Victoria's Secret
- Wayfair
- West Elm
- Williams-Sonoma
- Wish
- World Market
- Zappos
- Zara
- None of these

Note: This list combines various questions that respondents see throughout the survey. They are asked separately about Home & Hardware Retailers, Electronics Retailers, etc. We have combined the list here for analysis purposes. For online-only retailers, respondents are not asked the first question.

Household products*

Household product influencers*

When buying household essentials (e.g. laundry products, cleaning products), which of these factors are most important to you?

- Brand name/reputation
- Brand you've used before
- New product which looks good
- Product eco-friendliness
- Product performance/quality
- Product price
- Product size (i.e. it will last a long time)
- Recommendation from friend/relative
- Special offers
- Other

Bath tissue/toilet paper brands*

Which brand(s) of bath tissue/toilet paper do you use?

- Angel Soft
- Charmin
- Cottonelle
- Marcal
- Quilted Northern
- Scott
- Soft 'n' Gentle
- White Cloud
- Store own brand
- Other
- Don't know

Household cleaning brands*

Which brand(s) of household cleaner do you use?

- Arm & Hammer
- Clorox
- Lysol
- Mr. Clean
- Pine Sol
- Pledge
- Scrubbing Bubbles
- Seventh Generation
- Swiffer
- Store own brand
- Other
- Don’t know

Laundry detergent brands*

Which brand(s) of laundry detergent do you use?

- Ajax
- All
- Arm & Hammer
- Cheer
- Dreft
- Dynamo
- Era
- Fab
- Gain
- Green Works
- Method
- OxiClean
- Persil
- Purex
- Seventh Generation
- Sun
- Tide
- Wisk
- Woolite
- Xtra
- Store own brand
- Other
- Don't know

Cat/dog food types*

Which type(s) of food do you give to your pets?

- Cat food (canned/wet)
- Cat food (packaged/dry)
- Cat treats/biscuits
- Dog food (canned/wet)
- Dog food (packaged/dry)
- Dog treats/biscuits
- Leftovers from your own meals
- Meat/fish you buy for them
- Other

Cat/dog food brand drivers*

When choosing food for your pet(s), which factors are most important to you?

- Brand name
- Cost/value for money
- Nutritional/health benefits
- Preferences of my pet(s)
- Quality
- Type of meat/fish in the ingredients
- Other

Cat food brands*

Which brand(s) of food do you give to your cat(s)?

- 9Lives
- Blue Buffalo
- Delectables
- Fancy Feast
- Friskies
- Goodlife
- Greenies
- Hill's Science Diet
- Iams
- Kit & Kaboodle
- Meow Mix
- Merrick
- Natural Balance
- Naturals from Cat Chow
- Nature's Recipe
- Nutro
- Pounce
- Pro Plan
- Pure Balance
- Purina
- Rachel Ray Nutrish
- Royal Canin
- Sheba
- Special Kitty
- Wellness
- Whiskas
- Store own brand
- Other

Dog food brands*

Which brand(s) of food do you give to your dog(s)?

- Alpo
- Beggin' Strips
- Beneful
- Blue Buffalo
- Busy
- Canine Carry Outs
- Cesar
- Eukanuba
- Freshpet
- Hill's Science Diet
- Iams
- Kal Kan
- Kibble 'n Bits
- Meaty Bone
- Merrick
- Milk-Bone
- Milo's Kitchen
- Moist & Meaty
- Natural Balance
- Nature's Recipe
- Nudges
- Nutro
- Ol' Roy
- Old Mother Hubbard
- Orijen
- Pedigree
- Pro Plan
- Pup-Peroni
- Pure Balance
- Purina
- Rachel Ray Nutrish
- Royal Canin
- Snausages
- T Bonz
- Wag
- Waggin' Train
- Wellness
- Zuke's
- Store own label/own brand
- Other

Pet products/services*

Which of these products/services do you buy for your pet(s)?

- Cat litter
- Dog control products/pads
- Fish care products/aquarium supplies
- Fish food
- Flea/tick products
- Pet accessories (e.g. leads, collars, clothing)
- Pet grooming supplies (e.g. brushes, shampoo, etc)
- Pet toys
- Professional pet grooming sessions
- None of these

Personal care products*

All cosmetic products*

This segmentation consists of all the answer options found under the Makeup Products, Lip Products and Eye/Nail Products questions. Full details can be found under the respective questions later in this section.

Eye/lip/nail brands*

Thinking about make-up products that you use on your lips, eyes, or nails, which of these brands do you use?

- Almay
- Avon
- bareMinerals
- Bobbi Brown
- Burt's Bees
- Chanel
- Charlotte Tilbury
- Clinique
- CoverGirl
- Dior
- e.l.f.
- Elizabeth Arden
- Essie
- Estee Lauder
- Fashion Fair
- Fenty Beauty
- FLOWER
- L.A. Colors
- L'Oreal
- Lancome
- MAC
- Mary Kay
- Maybelline
- Merle Norman
- Milani
- Neutrogena
- NYX
- OPI
- Physicians Formula
- Revlon
- Rimmel
- Sally Hansen
- Sinful Colors
- Smashbox
- Stila
- Wet n Wild
- Zoya
- Other

Eye/nail products*

Which of these nail products do you use?

Regularly/Often/Occasionally/Rarely/Never

- Eyebrow makeup
- Eyeliner
- Eye shadow
- False nails
- Mascara
- Nail care products/treatments
- Nail polish

Face makeup brands*

Which of these brands do you use for face makeup products (e.g. foundation, concealer, blusher, bronzer etc)?

- Almay
- Avon
- bareMinerals
- Bobbi Brown
- Chanel
- Charlotte Tilbury
- Clinique
- CoverGirl
- E.l.f.
- Estee Lauder
- Fenty Beauty
- L'Oreal
- Lancome
- MAC
- Mary Kay
- Maybelline
- Merle Norman
- Milani
- NARS
- Neutrogena
- Physicians Formula
- Revlon
- Rimmel
- Smashbox
- Other

Frequency of wearing make-up/cosmetics*

How frequently do you wear make-up/cosmetics?

- Regularly
- Often
- Occasionally
- Rarely
- Never

Lip products*

How frequently do you use these lip products?

Regularly/Often/Occasionally/Rarely/Never

- Lip balm
- Lip gloss
- Lipliner
- Lipstick
- Liquid lipstick

Makeup product influencers*

When choosing cosmetics/makeup products, which factors are important to you?

- Brand name
- Customer reviews
- Dermatologist recommendations
- Expert reviews/awards
- Fragrance-free
- Free of chemicals/preservatives
- Free of plastic microbeads
- High quality/last all day
- Hypoallergenic
- Natural ingredients only
- Not tested on animals
- Price
- Specific skin concern (e.g. acne, psoriasis)
- Other

Makeup products*

How frequently do you use these makeup products?

Regularly/Often/Occasionally/Rarely/Never

- Applicators (e.g. brushes, sponges, etc)
- Blush & bronzer products
- Concealer
- Cosmetics & supplies for African Americans
- Cosmetics & supplies for Hispanics
- Cotton balls
- Foundation
- Highlight & contour products
- Makeup remover
- Makeup tools (e.g. tweezers, curlers)
- Prime & set products

Haircare products & types*

Which of these haircare products do you use?

- Ethnic hair products (e.g. for Hispanics or African Americans)
- Hair coloring products
- Hair conditioner
- Hair growth products
- Hair spray
- Hair styling products (gel, mousse, wax, etc)
- Hair styling tools (e.g. brushes, combs, rollers, straighteners)
- Hairdryers
- None of these

Shampoo brands*

Which brand(s) of shampoo do you use?

- Alberto VO5
- Aussie
- Aveda
- Aveeno
- Avon
- Axe
- Baby Magic
- Bath & Body Works
- Bed Head
- Bumble and bumble
- Carol's Daughter
- Clear
- Dove
- Finesse
- Garnier
- Head & Shoulders
- Herbal Essences
- John Frieda
- Johnson's
- L'Oreal
- Mane 'n Tail
- Matrix
- Motions
- Neutrogena
- Nexxu
- OGX
- Pantene
- Paul Mitchell
- Pert
- Prell
- Redken
- Selsun
- Suave
- Tio Nacho
- TRESemme
- White Rain
- Store own brand
- Other

Shampoo types*

Which type(s) of shampoo do you use?

- 2-in-1 shampoo and conditioner
- All purpose
- Anti-dandruff
- Baby
- Color Treated
- Dry Hair
- Fine Hair
- Frizzy Hair
- Normal Hair
- Oily Hair
- Permed Hair
- Other
- Do not use shampoo

Oral hygiene: mouthwash brands*

Which brand(s) of mouthwash do you use?

- ACT
- Biotene
- Cepacol
- Colgate
- Crest
- Hello
- Lavoris
- Listerine
- Tom's of Maine
- Store own brand/ label
- Other

Oral hygiene: toothpaste brands*

Which brand(s) of toothpaste do you use?

- Aim
- Aquafresh
- Arm & Hammer
- Closeup
- Colgate
- Crest
- Equate
- Hello
- Pepsodent
- Rembrandt
- Sensodyne
- Tom's of Maine
- Ultrabrite
- Store own brand/label
- Other

Oral hygiene: toothpaste qualities*

When choosing a toothpaste, which things are most important to you?

- Cleans teeth effectively
- Contains charcoal
- Helps to remove stains/yellowing
- Improves gum health
- Keeps breath fresh
- Keeps teeth looking white
- Natural/organic ingredients
- Prevents cavities/decay/plaque
- Protects tooth enamel
- Recommended by my dentist
- Relieves sensitivity/pain
- Suitable for whole family
- Whitens teeth
- Other

Skincare brands*

Which of these skincare brands do you use?

- Almay
- Ambi
- Aquaphor
- Aveeno
- Avon
- Baby Magic
- Bath & Body Works
- Biore
- Burt's Bees
- Carol's Daughter
- CeraVe
- Cetaphil
- Charlotte Tilbury
- Clean & Clear
- Clearasil
- Clinique
- Curel
- Dermasil
- Dove
- Drunk Elephant
- Estee Lauder
- Eucerin
- Fenty Beauty
- Garnier
- Gillette
- Gold Bond
- Jergens
- Johnson's
- Kiehl's
- La Roche Posay
- Lancome
- L'Oreal
- Lubriderm
- Mary Kay
- Neutrogena
- Nivea
- Noxzema
- Olay
- Origins
- Palmer's
- Philosophy
- Pond's
- RoC
- SkinCeuticals
- St Ives
- Suave
- The Body Shop
- The Ordinary
- Vaseline
- Vichy
- Store own brand
- Other

Skincare product influencers*

When choosing skincare products, which factors are important to you?

- Anti-aging effects
- Brand name
- Customer reviews
- Dermatologist recommendations
- Expert reviews/awards
- Fragrance-free
- Free of chemicals/preservatives
- Free of plastic microbeads
- Hypoallergenic
- Moisturizing effects
- Natural ingredients only
- Not tested on animals
- Price/value for money
- Specialty skin concern (e.g. acne, psoriasis)
- Other

Skincare products*

How frequently do you use these skincare products?

Regularly/Often/Occasionally/Rarely/Never

- Anti-aging products (e.g. serums, retinol, etc)
- Anti-cellulite/firming products
- Body moisturizer (lotion, cream, etc)
- Dry skin products
- Exfoliating products
- Facial cleansers/toners
- Facial moisturizer
- Oily skin products
- Self-tan products

Frequency of using skincare products*

This segmentation consists of all the answer options found under the Skincare products question by frequency. Full details can be found under the respective question above.

Deodorant brands*

Which type(s) of deodorant or antiperspirant do you use?

- Arm & Hammer
- Arrid
- Avon
- Axe
- Ban
- Brut
- Degree
- Dove
- Dry Idea
- Gillette
- Mitchum
- Old Spice
- Right Guard
- Secret
- Seventh Generation
- Soft & Dri
- Speed Stick/Lady Speed Stick
- Suave
- Sure
- Tom's of Maine
- Store own brand
- Other

Fashion

Frequency of purchasing apparel items

How frequently do you purchase the following items?

Every month/Every 2-3 months/Every 6 months/Less often

- Clothing
- Shoes
- Luxury/designer brands (e.g. Chanel, Armani, Ralph Lauren, etc)

Apparel purchase drivers

When buying new clothes or shoes, which factors are most important to you?

- Brand you know/have tried before
- Designer brand name
- Fit/comfort
- Keeping up with trends
- Looking good
- Price
- Quality
- Style
- Sustainability of items
- Other

Luxury/designer brands

Which of these luxury/designer brands do you own?

- Alexander McQueen
- Azzaro
- Balenciaga
- Bally
- Berluti
- Bottega Veneta
- Boucheron
- Brioni
- Bulgari
- Burberry
- Cacharel
- Calvin Klein
- Canali
- Carolina Herrera
- Cartier
- Celine
- Chanel
- Chaumet
- Chloe
- Chopard
- Christian Lacroix
- Church's
- Coach
- Comme des Garcons
- Davidoff
- Dior
- Dodo Bar Or
- Dolce & Gabbana
- Dunhill
- Escada
- Etro
- Fendi
- Furla
- Giorgio Armani/Emporio Armani
- Givenchy
- Gucci
- Guerlain
- Hermes
- Hogan
- Hugo Boss
- Issey Miyake
- Jean Paul Gaultier
- Jimmy Choo
- J.M. Weston
- John Lobb
- Kate Spade
- Kenzo
- Lacoste
- Lancaster
- Lancel
- Lanvin
- Loewe
- Longchamp
- Longines
- Loro Piana
- Louis Vuitton
- Marc Jacobs
- Marni
- Max Mara
- MCM Worldwide
- Michael Kors
- Miu Miu
- Montblanc

- Moschino
- Narciso Rodriguez
- Nina Ricci
- Omega
- Paco Rabanne
- Pandora
- Patek Philippe
- Paul Smith
- Piaget
- Prada
- Ralph Lauren
- Ray-Ban
- Rimowa
- Roberto Cavalli
- Rochas
- Roger Vivier
- Rolex
- Salvatore Ferragamo
- Scotch & Soda
- Stella McCartney
- Swarovski
- Ted Baker
- Theory
- Thierry Mugler
- Tiffany
- Tod's
- Tom Ford
- Tory Burch
- Trussardi
- Ulysse Nardin
- Vacheron Constantin
- Valentino
- Versace
- YSL
- Zegna
- None of these

Fashion retailers & department stores

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Abercrombie & Fitch
- adidas
- Aeropostale
- Aldo
- American Eagle
- Ann Taylor
- Anthropologie
- ASOS
- Banana Republic
- Bealls
- Belk
- Bloomingdale's
- Burlington
- Century 21
- Chico's
- Cole Haan
- Dillard's
- DSW
- Eddie Bauer
- Express
- Famous Footwear
- Farfetch
- Forever 21
- Free People
- Gap
- H&M
- Hollister
- J.Crew
- JCPenney
- Kohl's
- Lane Bryant
- Levi's
- LOFT
- Lord & Taylor
- Macy's
- Madewell
- Marshalls
- Men's Wearhouse
- Neiman Marcus
- New York & Company
- New Balance
- Nordstrom
- Nordstrom Rack
- Old Navy
- PacSun
- Patagonia
- REI
- Ross Dress for Less
- Saks Fifth Avenue
- Saks Off Fifth
- Sears
- Shoe Carnival
- Shopbop
- Spanx
- Superdry
- T.J. Maxx
- Talbots
- Uniqlo
- Urban Outfitters
- Victoria's Secret
- Zappos
- Zara

Fashion attitudes

Which of these statements do you agree with?

- I buy clothes/shoes even if I don't strictly "need" them
- I make an effort to browse end-of-season sales
- I prefer buying traditional styles rather than trying something new
- I take note of what influencers and celebrities are wearing
- I want other people to like/notice what I wear
- None of these

Fashion & beauty subscription services

Do you subscribe to any services that send boxes of clothing, accessories, cosmetics, etc in the mail (e.g. Rent the Runway, Birchbox)?

- Subscribe now
- Subscribed previously
- Never subscribed

Personal effects: purchases in next six months

Personal effects: purchases in next six months

Which of these are you considering purchasing in the next six months?

- Camera
- Cosmetic/salon treatment
- Designer fragrance (perfume, cologne, etc)
- Electric toothbrush
- Fine Jewelry
- Glasses/spectacles
- Gym membership
- Handbag
- Headphones/earphones
- Purse/wallet
- Travel bags/suitcases/luggage
- Wristwatch
- None of these

Food & drink*

Food, cooking & diet behaviors*

Meat consumption, vegetarianism & veganism*

Which of the following would you describe yourself as?

- Flexitarian
- Meat-eater interested in becoming vegetarian
- Meat-eater interested in reducing meat consumption
- Meat-eater with no plans to change
- Pescatarian (eat fish)
- Someone who just doesn't eat meat
- Vegan
- Vegetarian
- Vegetarian who eats some vegan food
- Other

Recipe inspiration*

Which of these do you use when cooking?

- Family recipes
- Online recipe websites (e.g. AllRecipes, FoodNetwork, Food.com)
- Online videos/tutorials
- Recipe books/cookbooks
- None of these

Food attitudes*

Which of these statements do you agree with?

Agree/Neutral/Disagree

- I am trying to eat more healthy
- I feel that meal time is family time
- I often eat meals on-the-go
- I track my food consumption/calorie intake
- I usually check food labels for things such as fat content, calories, etc

Dietary requirements/choices*

Which of these dietary requirements or choices apply to you?

- Dairy-free
- Diabetic
- Flexitarian
- Gluten-free
- Grain-free
- Keto diet
- Lactose-free
- Low sodium
- Low sugar
- Nut allergy
- Paleo diet
- Pescatarian
- Vegan
- Vegetarian
- Other food allergy
- Other food/dietary requirement
- None of these

Dieting/food control*

Are you dieting or controlling food intake for any of these reasons?

- To control blood sugar levels
- To control cholesterol levels
- To control hypertension
- To control salt levels
- To feel healthy
- To gain muscle
- To improve fitness
- To lose weight
- To maintain weight
- None of these / Prefer not to say

Food product requirements/qualities*

Thinking about the food you buy, how important are these things to you?

Very important/Important/Not important

- Fat free products
- Free/fair trade products
- Healthy versions of products
- High animal welfare standards
- High protein products
- High-fiber products
- Locally made/locally sourced products
- Low calorie products
- Low carb products
- Low cholesterol products
- Low fat products
- Low sodium products
- Low sugar products
- Meat alternatives
- Natural products
- Organic products
- Probiotic products
- Products made in the US
- Products with nutritional benefits
- Sugar free products
- Sustainable/eco-friendly product

Food*

Frequency of eating candy/chocolate*

How frequently do you do these things?

Regularly/Often/Occasionally/Rarely/Seasonally (e.g. at Christmas)/Never

- Eat candy
- Eat chocolate

Frequency of purchasing boxed chocolates*

How frequently do you eat boxes of chocolate (e.g. Ferrero Rocher, Fannie May, Merci)?

- Regularly
- Often
- Occasionally
- Rarely
- Seasonally (e.g. at Christmas)
- Never

Boxed chocolate brands*

What are your favorite boxed chocolates?

- Artisanal/handmade
- Fannie May
- Ferrero Rocher
- Ghirardelli
- Godiva
- Hershey's
- Lindt
- Merci
- Russell Stover
- See's
- Whitman's
- Other

Types of candy/chocolate types purchased*

Which of the following do you buy?

- Bags of mini-sized chocolate
- Bags of regular-sized chocolate
- Hard candy (e.g. Jolly Rancher, Life Savers)
- Individual regular/kingsize chocolate bars (e.g. Snickers, Twix, Kit Kat)
- Regular gum
- Soft/chewy candy (e.g. Haribo, Skittles, Starburst)
- Sugarless gum
- Other

Gum brands*

Which are your favorite gum brands?

- 5
- Bazooka
- Big Red
- Dentyne
- Dubble Bubble
- Elipse
- Extra
- Hubba Bubba
- Ice Cubes
- Juicy Fruit Orbit
- Pur
- Trident
- Wrigleys
- Other

Candy brands*

Which are your favorite candy/mint brands?

- Altoids
- Brachs
- Breath Savers
- Dentyne
- Fun Dip
- Haribo
- Ice Breakers
- Jolly Rancher
- Life Savers
- Mentos
- Nerds
- Reese's Pieces
- Skittles
- Sour Patch Kids
- Starburst
- Swedish Fish
- SweeTarts
- Tic Tac
- Trident
- Twizzlers
- Other

Chocolate brands*

Which are your favorite chocolate brands?

- 3 Musketeers
- Almond Joy
- Baby Ruth
- Brachs
- Butterfinger
- Cadbury
- Dove
- Ferrero Rocher
- Ghirardelli
- Hershey Bars
- Hershey Kisses
- Kit Kat
- Lindt
- M&Ms
- Milky Way
- Mounts
- Raisinets
- Reeses
- Snickers
- Symphony
- Take 5
- Twix
- York Peppermint Patty
- Other

Frequency of eating ice cream*

How frequently do you eat ice cream?

- Regularly
- Often
- Occasionally
- Rarely
- Seasonally (e.g. in Summer)
- Never

Types of ice cream*

How frequently do you eat these types of ice cream?

- Frozen custard
- Frozen yogurt
- High protein ice cream
- Low fat ice cream
- No added sugar ice cream
- Non-dairy ice cream
- Organic ice cream
- Regular ice cream
- Sherbet
- Sorbet
- Other ice cream/frozen dessert

Ice cream brands*

Which are your favorite ice cream brands?

- Ben & Jerry's
- Blue Bell
- Blue Bunny
- Blue Marble
- Bomb Pop
- Breyers
- Creamsicle
- Dean's
- Dove
- Dreyer's
- Edy's
- Eskimo Pie
- Fla-Vor-Ice
- Friendly's
- Fruttare
- Fudgsicle
- Good Humor
- Haagen-Dazs
- Halo Top
- Kemps
- Klondike
- Luigi's
- M&M's
- Magnum
- Mayfield
- Milky Way
- Minute Maid
- Nestle
- Pop-Ice
- Popsicle
- Skinny Cow
- Snickers
- Talenti
- Tillamook
- Turkey Hill
- Weight Watchers
- Yasso
- Store own label/brand
- Other

Cookies & sweet items*

Which of these do you eat?

- Brownies
- Cheesecake
- Cookies (fresh/bakery)
- Cookies (packaged)
- Cookies (refrigerated/slice & bake)
- Fresh cakes/pies
- Muffins/pastries/doughnuts
- None of these

Butters, spreads & margarine*

How often do you use these products?

Regularly/Often/Occasionally/Never

- Coconut butter
- Ghee butter
- Margarine
- Plant butter
- Powdered butter
- Salted butter
- Spray butter
- Spread
- Unsalted butter

Peanut butter preserves & spreads*

How often do you use these products?

Regularly/Often/Occasionally/Never

- Almond butter
- Chocolate nut spread
- Honey
- Jam
- Jelly
- Peanut butter (flavored)
- Peanut butter (natural)
- Peanut butter (Omega 3)
- Peanut butter (reduced fat)
- Other nut butter

Peanut butter & nut spread brands*

Which of these peanut butter or spread brands do you use?

- Adams
- Jif
- Nutella
- Peter Pan
- Reese-s
- Skippy
- Smart Balance
- Smucker's
- Store own label/own brand
- Other

Food box/kit subscription services*

Which of the following food box services do you use?

- Blue Apron
- Freshly
- Green Chef
- HelloFresh
- Home Chef
- Plated
- Purple Carrot
- Sun Basket
- Other
- Do not use food box services

Food delivery brands*

Which of these food/takeout delivery services do you use?

- Caviar
- DoorDash
- Eat24
- Grubhub
- Instacart
- Postmates
- Seamless
- Uber Eats
- Waitr
- Other
- Do not use food delivery services

QSR brands by eating occasion*

Do you go to any of these places?

Go to for breakfast/Go to for lunch/Go to for dinner/Do not go to

QSR brands by frequency*

Do you go to any of these places?

Regularly/Occasionally

- A&W
- Arby's
- Au Bon Pain
- Auntie Anne's
- Baskin-Robbins
- Ben & Jerry's
- Bojangles
- Boston Market
- Burger King
- Captain D's
- Carl's Jr
- Checkers
- Chick-fil-A
- Chipotle
- Chuck E. Cheese's
- Church's Chicken
- Culver's
- Dairy Queen
- Del Taco
- Denny's
- Domino's
- Dunkin' Donuts
- El Pollo Loco
- Five Guys
- Hardee's
- In-N-Out
- Jack in the Box
- Jersey Mike's
- Jimmy John's
- Joe & The Juice
- KFC
- Krispy Kreme
- Krystal
- Little Caesars
- McDonald's
- Noodles & Company
- Panda Express
- Panera Bread
- Papa John's
- Peet's Coffee
- Pizza Hut
- Pollo Tropical
- Popeyes
- Potbelly Sandwich Shop
- Pret a Manger
- Qdoba
- Rally's
- Rusty Taco
- Shake Shack
- Smashburger
- Sonic Drive-In
- Starbucks
- Steak 'n' Shake
- Subway
- Taco Bell
- Taco John's
- Tim Hortons
- Wendy's
- Whataburger
- White Castle
- Wingstop

Restaurant brands by frequency*

How often do you go to these restaurants?

Regularly/Occasionally

- Applebees
- Bakers Square
- Benihana
- Bertucci's
- Big Boy
- BJ's Restaurant & Brewhouse
- Black Angus Steakhouse
- Bob Evans
- Bonefish Grill
- Buffalo Wild Wings
- California Pizza Kitchen
- Carrabba's
- Cheddar's Scratch Kitchen
- Cheesecake Factory
- Chevys
- Chili's
- CiCi's
- Cracker Barrel
- Denny's
- El Torito
- Famous Dave's
- Friendly's
- Golden Corral
- Hard Rock Café
- HomeTown Buffet
- Hooters
- Houlihan's
- IHOP
- Joe's Crab Shack
- Logan's Steakhouse
- Lone Star Steakhouse
- LongHorn Steakhouse
- Marie Callender's
- O'Charley's
- Old Country Buffet
- Olive Garden
- Outback Steakhouse
- Papa Murphy's
- P.F. Chang's
- Pei WeiPerkins
- Ponderosa Steakhouse
- Red Lobster
- Red Robin
- Romano's Macaroni Grill
- Ruby Tuesday
- Ruth's Chris Steak House
- Ryan's
- Shoney's
- Sizzler
- Texas Roadhouse
- TGI Friday's
- Tony Roma's
- Uno
- Village Inn Restaurant
- Waffle House

Breakfast Foods*

Which of these do you regularly have for breakfast?

- Bacon / sausage / breakfast meat
- Bagels
- Boxed cereal
- Breakfast / granola bars
- Coffee
- Eggs
- Fresh fruit
- Fruit juice / fruit drinks
- Granola
- Hash browns
- Hot oatmeal
- Meat substitutes (e.g. vegan bacon)
- Pancakes / waffles
- Pastries / muffins
- Smoothies
- Tea
- Toast
- Yogurt
- Other
- I don't normally eat breakfast

Chips & Savoury Items*

Which of these do you eat?

- Chips
- Crackers
- Jerky and meat sticks
- Nuts
- Popcorn
- Pretzels
- Rice cakes
- Trail and snack mixes
- None of these

Milk types*

How often do you use these products? Regularly/Often/Occasionally/Never

- Almond/nut milk
- Lactose-free milk
- Non-refrigerated milk
- Oat milk
- Organic flavored milk
- Organic white milk
- Regular flavored milk
- Regular white milk
- Soy milk
- Other milk

Alcohol*

Note: All questions about alcohol are asked to respondents aged 21+.

Frequency of drinking alcohol at home*

How often do you drink alcohol at home?

- Regularly
- Often
- Occasionally
- Rarely
- Never

Frequency of drinking alcohol outside of home*

How often do you drink alcohol outside of your home (e.g. at bars, restaurants, etc)?

- Regularly
- Often
- Occasionally
- Rarely
- Never

Reasons for not drinking alcohol*

Why do you not drink alcohol?

- Don't enjoy the taste
- Health reasons
- Personal reasons
- Religious reasons
- To avoid feeling light-headed
- To avoid getting drunk
- To avoid hangovers
- To save money
- Weight control/dieting reasons
- Other
- Prefer not to say

Alcohol types*

Which of these do you drink?
See Favorite Alcohol Types* for answer options.

Alcohol types at home*

Which of these do you drink at home?
See Favorite Alcohol Types* for answer options.

Alcohol types outside of home*

Which of these do you drink outside of your home (e.g. at bars, restaurants, etc)
See Favorite Alcohol Types* for answer options.

Favorite alcohol types*

Which of these are your favorite types of alcohol?

- Brandy/Cognac
- Champagne
- Cider
- Craft beer
- Dessert wine/port/sherry
- Domestic wine (from the US)
- Flavored coolers (e.g. Mike's Hard Lemonade, Smirnoff Ice, Seagram's Escapes)
- Flavored malt/non-traditional alcoholic beverages (e.g. Lime-a-Rita, White Claw, Spiked Seltzer, Hard Kombucha)
- Gin
- Imported wine (from other countries)
- Liqueur (e.g. Bailey's, Cointreau)
- Lite beer (lager, ale, stout, etc)
- Malt liquor (e.g. Colt 45, Olde English 800)
- Premixed alcoholic cocktails (e.g. Gin & tonic, Vodka soda, etc)
- Regular beer (lager, ale, stout, etc)
- Rum
- Scotch/whiskey/bourbon
- Sparkling wine (e.g. Prosecco, Cava)
- Tequila
- Vermouth
- Vodka
- None of these

Alcohol purchase locations by type*

Thinking about the alcohol you buy, where is it purchased from.

Beer, cider, coolers, or flavored beverages/Spirits/Wine

- Convenience stores (e.g. 7-Eleven, ampm, Circle K)
- Delivery apps (e.g. GoPuff, Minibar)
- Ecommerce sites (e.g. Amazon)
- Liquor stores
- Mass merchandiser stores (e.g. Walmart, Target)
- Supermarkets/grocery stores (e.g. Publix, Kroger)
- Wholesale club stores (e.g. Costco, Sam's Club)
- Other

Brandy/cognac brands*

Which of these brandy/cognac brands do you drink?

- Camus
- Christian Brothers
- Courvoisier
- D'Usse
- E&J
- Emperador
- Grand Marnier
- Hennessy
- Korbel
- Martell
- McDowell's No. 1 Brandy
- Paul Masson
- Remy Martin
- Other

Gin brands*

Which of these gin brands do you drink?

- Beefeater
- Bombay Sapphire
- Gordon’s
- Hendrick's
- Kirkland
- New Amsterdam
- Seagram's Gin
- Tanqueray
- Other

Liqueur brands*

Which of these liqueur brands do you drink?

- Alize
- Amaretto di Amore
- Amarula
- Aperol
- Bailey's
- Campari
- Carolans
- Chambord
- Cointreau
- DeKuyper
- Disaronno
- Drambuie
- Frangelico
- Godiva
- Goldschlager
- Grand Marnier
- Jagermeister
- Kahlua
- Malibu
- Midori
- Romana Sambuca
- Other

Rum brands*

Which of these rum brands do you drink?

- Admiral Nelson's
- Appleton Jamaica Rum
- Bacardi
- Barcelo
- Calico Jack
- Captain Morgan
- Contessa
- Cruzan
- Don Q
- Kirkland
- Kraken
- Malibu
- Mount Gay
- Myers's
- Parrot Bay
- Sailor Jerry
- Other

Scotch/whiskey/bourbon brands*

Which of these scotch, whiskey, or bourbon brands do you drink?

- Ballantine's
- Basil Hayden's
- Bells
- Black Velvet
- Bulleit
- Bushmills
- Canadian Club
- Canadian Mist
- Chivas Regal
- Crown Royal
- Dewar's
- Early Times
- Evan Williams
- Fireball
- Four Roses
- Gentleman Jack
- Glenfiddich
- Glenlivet
- Glenmorangie
- Grant's
- Hibiki
- J&B
- Jack Daniel's
- Jameson
- Jim Beam
- Johnnie Walker
- Kirkland
- Knob Creek
- Label 5
- Macallan
- Maker's Mark
- Royal Salute
- Seagram's 7
- Southern Comfort
- Tullamore Dew
- Wild Turkey
- William Lawson's
- William Peel
- Windsor Canadian
- Woodford Reserve
- Other

Tequila brands*

Which of these tequila brands do you drink?

- 1800
- 7 Leguas
- Avion
- Calle 23
- Camarena
- Casamigos
- Cazadores
- Cimarron
- Don Julio
- El Jimador
- Espolon
- Fortaleza
- Herradura
- Hornitos
- Jose Cuervo
- Kirkland
- Margaritaville
- Ocho
- Olmeca Altos
- Patron
- Sauza
- Tapatio
- Other

Vodka brands*

Which of these vodka brands do you drink?

- Absolut
- Belvedere
- Burnett's
- Ciroc
- Finlandia
- Grey Goose
- Ketel One
- Kirkland
- New Amsterdam
- Pinnacle
- Popov
- Seagram's Vodka
- Skinnygirl
- Skyy
- Smirnoff
- Stoli
- Svedka
- Three Olives
- Tito's
- UV
- Other

Wine types*

Which type(s) of wine do you drink?

- Red
- Rose
- White

Wine varieties*

What are your favorite types of wine?

- Cabernet Sauvignon
- Chardonnay
- Grenache
- Gruner
- Malbec
- Merlot
- Muscat
- Pinot Grigio
- Pinot Noir
- Red blend
- Riesling
- Sancerre
- Sauvignon Blanc
- Syrah/Shiraz
- Tempranillo
- Viognier
- Zinfandel
- Other

Beer brands*

Which of these beer brands do you drink?

Domestic beer brands

- Blue Moon
- Blue Point
- Bud Ice
- Bud Light
- Bud Select
- Budweiser
- Busch
- Busch Light
- Coors Banquet
- Coors Light
- Genesee Beer
- George Killian's Irish Red
- Goose Island
- Icehouse
- Keystone Light
- Lagunitas
- Landshark Lager
- Leinenkugel's
- Michelob Ultra
- Miller Genuine Draft
- Miller High Life
- Miller Lite
- Miller64
- Milwaukee's Best Light
- Natural Ice
- Natural Light
- New Belgium
- Pabst Blue Ribbon
- Patagonia
- Redd's Apple Ale
- Redhook
- Rolling Rock
- Samuel Adams
- Shiner Bock
- Shock Top
- Yuengling
- Yuengling Light
- Other

Imported beer brands

- Amstel Light
- Bass
- Beck's
- Corona Extra/Premier
- Corona Light
- Dos Equis
- Foster's
- Grolsch
- Guinness
- Harp
- Heineken
- Heineken Light
- Hoegaarden
- Kirin
- Labatt Blue
- Leffe
- Modelo Especial
- Modelo Negra
- Molson Canadian
- Moosehead
- Newcastle Brown Ale
- Pacifico
- Peroni
- Pilsner Urquell
- Presidente
- Red Stripe
- San Miguel
- Sapporo Premium
- Sierra Nevada
- Skol
- Smithwick's
- St Pauli Girl
- Stella Artois
- Tecate
- Tsingtao
- Other

Flavored Alcohol Brands*

Which of these flavored alcohol brands do you drink?

- Arctic Summer
- Bartle & Jaymes
- Bon & Viv Spiked Seltzer
- Bud Light Seltzer
- Cape Line
- Crook & Marker
- Four Loko Hard Seltzer
- Henry's
- High Noon
- JuneShine
- Kombrewcha
- Mike's Hard Lemonade
- Natural Light Naturdays
- Natural Light Seltzer
- Nauti
- Pampelonne
- RITAS
- Seagram's Escapes
- Smirnoff Ice
- Smirnoff Ice Triple Black
- Smirnoff Seltzer
- Truly
- Twisted Tea
- White Claw
- Wild Basin
- Willie's Superbrew
- Other

Cider brands*

Which of these cider brands do you drink?

- Angry Orchard
- Austin Eastciders
- Brothers
- Crispin
- Johnny Appleseed
- Kopparberg
- Magners
- Somersby
- Stella Artois Cidre
- Strongbow
- Thatchers
- Woodchuck
- Other

Soft drinks*

Frequency of beverage consumption*

How often do you drink the following?

Regularly/Often/Occasionally/Rarely/Never

- Coffee
- Diet/sugar-free soda
- Energy drinks/shots (e.g. Red Bull, Monster)
- Fruit juice/fruit drinks
- Iced tea
- Non-alcoholic drinks (e.g. non-alcoholic beer / wine / liquor / mocktails)
- Regular soda
- Soft drinks
- Sports/fitness/isotonic drinks (e.g. Gatorade, Powerade, etc)
- Tea
- Water

Frequency of beverages at home*

How often do you drink the following at home?
See Frequency of Beverages Outside of Home for answer options.

Frequency of beverages outside of home*

How often do you drink the following outside of your home
(e.g. while on-the-go, at cafes, restaurants, bars, at work/college, etc)?

Regularly/Often/Occasionally/Rarely/Never

- Coffee
- Fruit juice/fruit drinks
- Soft drinks
- Tea
- Water

Coffee types consumed*

Which of these coffees do you drink?

- Cappuccino
- Cold brew coffee
- Espresso
- Ground coffee (loose grind)
- Ground coffee (pods)
- Iced coffee
- Instant/freeze-dried coffee
- Regularly/filter coffee
- Whole bean coffee (which you grind yourself)
- Other

Coffee types consumed in home*

Which of these coffees do you drink at home?

- Ground coffee (loose grind)
- Ground coffee (pods)
- Iced coffee
- Instant/freeze-dried coffee
- Whole bean coffee (which you grind yourself)
- Other

Coffee brands consumed in home*

Which of these coffee brands do you drink at home?

- Barista Prima
- Café Bustelo
- Chock Full O'Nuts
- Coffeehouse
- Community
- Dunkin' Donuts
- Eight O' Clock
- Folgers
- Gevalia
- Green Mountain
- Hill Bros
- Illy
- International Delight
- Lavazza
- Maxwell House
- McDonald's McCafe
- Melitta
- Nescafe
- Nespresso
- Peet's
- Seattle's Best
- Skinny Cow
- Starbucks
- Yuban
- Store own label/own brand
- Other

Number of coffees consumed in home*

How many cups of coffee would you say you have at home each day?

- 1 cup or less
- 2 - 3 cups
- 4 - 5 cups
- 6 - 7 cups
- 8+ cups

Coffee types consumed outside of home*

Which of these coffees do you drink outside of your home?

- Cappuccino
- Espresso
- Regular/filter coffee
- Cold brew coffee
- Iced coffee
- Other

Number of coffees consumed outside of home*

How many cups of coffee would you say you have outside of your home each day?

- 1 cup
- 2 - 3 cups
- 4 - 5 cups
- 6 - 7 cups
- 8+ cups

Tea types*

Which of these teas do you drink?

- Black tea (e.g. English Breakfast, Assam, etc)
- Chamomile tea
- Fruit tea
- Green tea
- Herbal tea
- Kombucha tea
- Other

Energy/sports drink brands*

Which of these energy or sports drink brands do you drink?

- 5-hour Energy
- Amp
- Bang
- Celsius
- Full Throttle
- Gatorade
- Monster
- Nos
- Powerade
- Red Bull
- Rockstar
- V8 Energy
- Xyience
- Zevia
- Store own brand
- Other

Iced tea brands*

Which of these iced tea brands do you drink?

- Arizona
- Brisk
- Fuze
- Gold Peak
- Honest Tea
- Joe Tea
- Lipton Iced Tea
- Nestea
- Pure Leaf
- Red Diamond
- Snapple
- TAZO
- Turkey Hill
- Store own brand
- Other

Regular Soda Brands*

Which of these regular sodas do you drink?

- Coca-Cola
- Coca-Cola Flavored (e.g. Cherry)
- Caffeine-free Coca-Cola
- Pepsi-Cola
- Pepsi Real Sugar
- Pepsi Flavored (e.g. Cherry)
- Caffeine-free Pepsi
- A&W Root Beer
- A&W Cream Soda
- Canada Dry Club Soda
- Canada Dry Ginger Ale
- Crush
- Dr Pepper
- Dr Pepper Flavored (e.g Cherry)
- Dr Brown's Root Beer
- Dr Brown's Cream Soda
- Dr Brown's Flavored (e.g. Cherry)
- Mountain Dew
- Mountain Dew Flavored (e.g. Code Red, Ice)
- Mountain Dew Kickstart
- Mug Root Beer
- Mug Cream Soda
- 7 Up
- 7 Up Flavored (e.g. Cherry)
- Schweppes Club Soda
- Schweppes Ginger Ale
- Schweppes Tonic Water
- Stewart's Root Beer
- Stewart's Flavored (e.g. Cherry)
- Barq' s Root Beer
- Boylan Root Beer
- Dad's Root Beer
- Fanta
- Faygo
- Fever Tree Tonic Water
- Hires Root Beer
- IBC Root Beer
- Mello-Yello
- Mist Twst
- Pibb Xtra
- Seagram's Ginger Ale
- Shasta
- Sprite
- Squirt
- Sun Drop
- Sierra Mist
- Sunkist
- Vernors
- Welch's Grape Soda
- Store own label/own brand
- None of these

Diet/sugar free soda brands*

Which of these diet or sugar free sodas do you drink?

- Boylan Diet Root Beer
- Caffeine-free Diet Coke
- Caffeine-free Diet Pepsi
- Canada Dry Diet Ginger Ale
- Coca-Cola Cherry Zero Flavored (e.g. Cherry)
- Coca-Cola Zero Sugar
- Diet 7 Up
- Diet 7 Up Flavored (e.g. Cherry)
- Diet A&W Root Beer
- Diet Barq's Root Beer
- Diet Coke
- Diet Coke Flavored (e.g. Cherry, Lime)
- Diet Dad's Root Beer
- Diet Dr Pepper
- Diet Dr Pepper Flavored (e.g. Cherry)
- Diet IBC Root Beer
- Diet Mist Twst
- Diet Mountain Dew
- Diet Mug Root Beer
- Diet Pepsi
- Diet Pepsi Flavored (e.g. Cherry)
- Diet Squirt
- Diet Stewart's Root Beer
- Diet Sunkist
- Dr Pepper TEN
- Fanta Zero
- Fresca
- Pepsi Zero Sugar
- Sprite Zero
- Store own label/own brand
- None of these

Water Brands*

Which of these water brands do you drink

- Aquafina
- Arrowhead
- bubly
- Canada Dry Seltzer Water
- Crystal Geyser
- Crystal Springs
- Dasani
- Deep Rock
- Deer Park
- Deja Blue
- Essentia
- Evian
- Fiji
- Glaceau SmartWater
- Glaceau Vitamin Water
- Ice Mountain
- Icelandic
- La Croix
- LIFEWTR
- Liquid Death
- Mountain Valley
- Nestle Pure Life
- Niagra
- Ozarka
- Perrier
- Poland Spring
- Propel
- San Pellegrino
- Schweppes Seltzer Water
- Seagram's Seltzer
- SoBe
- Sparkletts
- Sparkling Ice
- Topo Chico
- Zephyrhills
- Store own brand
- Other

Health*

Personal health*

Perception of health*

How would you rate your current health?

- Excellent
- Good
- Fair
- Poor
- Very poor
- Prefer not to say

Physical Disability*

Do you have a physical disability?

- Yes
- No
- Prefer not to say

Perception of weight*

Which of these would you say best describes your current weight?

- Underweight
- Normal/Healthy Weight
- Overweight
- Obese
- Prefer not to say

Frequency of feeling unwell*

How often would you say you feel unwell?

- Regularly
- Often
- Occasionally
- Rarely
- Prefer not to say

Healthcare attitudes*

Which of the following statements do you agree with?

Agree/Neutral/Disagree

- Brand-name prescription drugs are better than generic/store own label drugs
- I actively look for lifestyle changes that can improve my health
- I always finish medications that I have been prescribed
- I always have a supply of medicines/drugs at home
- I always read instructions carefully before taking drugs
- I don't deal well with pain

- I prefer in-person healthcare over online healthcare/telehealth
- I rely on drugs & medicines when I'm feeling sick
- I take my time choosing the best drugs/medicines
- I take preventative medicines as soon as I start feeling unwell
- I trust pharmaceutical companies that supply medicines/drugs
- I worry about my personal health frequently
- I would consider have non-surgical cosmetic treatments (e.g. peels, botox)
- I would consider having cosmetic surgery
- I'm open to trying new medicines/drugs
- None of these/Prefer not to say

Health conditions*

Frequency of health conditions*

How frequently have you experienced the following?
See Treatment for recent health conditions* for answer options.

Recent health conditions*

Which of these have you experienced in the last 12 months?
See Treatment for recent health conditions* for answer options.

Treatment for recent health conditions*

Which of these did you visit a doctor or healthcare professional about?

Which of these did you purchase non-prescription medicines/drugs/treatments to help with?

For which of these did a doctor or healthcare professional prescribe you medicines/drugs?

- Back/muscle/joint pain
- Bladder complaints
- Bleeding/sore gums
- Body fungi (e.g. Athlete's foot)/warts
- Bronchitis/cough
- Cold sores
- Cold/flu
- Constipation
- Dandruff/dry scalp
- Dry eyes
- Dry mouth
- Eczema
- Environmental allergies (e.g. to animals, dust)
- Erectile dysfunction*
- Gout
- Hair loss
- Hay fever/seasonal allergies
- Headaches/migraines
- Hearing loss
- Heartburn/indigestion/acid reflux
- High cholesterol
- Incontinence
- Insomnia
- Low testosterone
- Motion sickness
- Muscle sprain
- Nasal congestion
- Nausea, vomiting, or diarrhea
- Pneumonia
- Pre-menstrual/period pain*
- Sensitive teeth/toothache
- Sinusitis (sinus infection)

- Skin conditions (e.g. acne, red skin, oily skin)
- Skin irritations (e.g. insect bites, allergic reactions)
- Stomach pain/cramps
- Stress
- Sunburn

Note: Erectile dysfunction is displayed only to respondents who identify as Male or Other gender. Pre-menstrual/period pain is displayed only to respondents who identify as Female or Other gender.

Health conditions experienced*

Which of these do you experience currently, or have experienced in the past?

Experience currently/Have experienced in the past/Have not experienced/prefer not to say

- Anxiety, Depression or Other mental health condition**
- a Stroke
- ADD/ADHD
- Anxiety
- Arthritis (psoriatic)
- Arthritis (rheumatoid)
- Asthma
- Backache/pain
- Bowel disease
- Cancer
- Cerebral Palsy
- Chronic/severe pain
- Depression
- Diabetes (Type 1 - insulin-dependent)
- Diabetes (Type 2 - not insulin-dependent)
- Epilepsy/seizures
- Eye disease
- Fibromyalgia
- Heart disease/attack
- Hepatitis B/Hepatitis C
- High blood pressure
- HIV
- IBS
- Infertility
- Kidney disease
- Lupus
- Memory loss
- Multiple sclerosis (MS)
- Osteoporosis
- Parkinson's
- Polycystic ovary syndrome (PCOS)*
- Psoriasis
- Other mental health condition

Note: *Polycystic ovary syndrome (PCOS) is displayed only to respondents who identify as Female or Other gender. The datapoint marked ** is a segmentation created using the datapoints Anxiety, Depression, and Other mental health condition.

Side-effects of health conditions*

Which of these have you experienced as a result of your condition(s)?

- Anxiety
- Appetite issues
- Lethargy
- Mobility issues
- Pain
- Self-confidence issues
- Sleep issues
- Stress
- Other
- Prefer not to say
- None of these

Non-prescription products used for health conditions*

Have you used any non-prescription products to help treat the side-effects of your health condition(s)?

- Brand name drugs
- Generic or own label drugs
- Herbal/natural products
- Homeopathic remedies
- Vitamins/minerals/supplements
- None of these/Prefer not to say

Treatment plans for health conditions*

To what extent have you followed the treatment plans for your conditions?

- Followed fully
- Followed mostly
- Followed a little
- Did not follow at all

Support services for health conditions*

Do you use any of these to get support, information or guidance on living with your condition(s)?

- Counseling/therapy
- In-person support groups
- Online forums
- Social media groups
- None of these/prefer not to say

Behaviors & treatments*

Treatment preferences*

Which of these do you use to treat minor illnesses/ailments?

- Alternative/complementary treatments (e.g. acupuncture, homeopathy, chiropractor, etc)
- Brand name medicines/drugs
- Generic or own label medicines/drugs
- Herbal/natural medicines
- Vitamins/minerals/supplements
- Other
- Prefer not to say

Actions taken when feeling unwell*

When feeling unwell, in which ways do you research your symptoms/diagnose what's wrong?

- Consult a doctor/healthcare professional online
- Seek advice from friends/relatives/colleagues
- Use a medical helpline
- Use online blogs/forums/Q&A sites
- Use search engines
- Use social media
- Use video sites (e.g. YouTube)
- Visit a doctor/nurse/pharmacist/other healthcare professional
- Visit a pharmacy and ask staff
- Visit a store/retail website and browse medicines/treatments
- Visit ecommerce sites (e.g. Amazon)
- Visit medical websites (e.g. webmd.com)
- Visit product/brand websites
- Other
- Prefer not to say

Medical websites visited*

Which of these medical websites have you visited in the last year?

- CDC
- Diabetes Self-Management
- Drugs.com
- Everyday Health
- Health Central
- Healthcare.gov
- Healthgrades
- Healthline
- Livestrong.com
- Mayo Clinic
- Medical News Today
- MedicineNet
- Medscape
- NIH.gov
- Self
- Sharecare
- Verywell health
- WebMD
- None of these/Prefer not to say

Frequency of medical visits*

How often do you do the following?

Once a month/Over every 2-3 months/Once every 4-6 months/Once every 1-2 years/
Less frequently than every 2 years/Prefer not to say

- Have a medical checkup
- Visit a general/family doctor

Types of specialist doctor visited*

How often do you visit these doctors/healthcare professionals?

Regularly/In Last 12 Months

- Acupuncturist
- Allergist
- Cardiologist
- Chiropractor
- Counselor/Therapist
- Dentist
- Dermatologist
- Ear, Nose & Throat Doctor
- Endocrinologist
- Eye Doctor
- Gastroenterologist
- Hematologist/Oncologist
- Internist
- Neurologist
- Nurse Practitioner
- Nutritionist
- OB-Gyn
- Oncologist
- Orthopedist
- Osteopath
- Pain specialist
- Physical therapist
- Plastic surgeon
- Podiatrist
- Psychiatrist
- Psychologist
- Pulmonologist
- Rheumatologist
- Urologist
- None of these/Prefer not to say

Online healthcare behaviors*

Which of these things have you done online in the last year?

- Compared prices of drugs/medicines/health services
- Looked for information following a diagnosis
- Looked for information on treatment advice
- Read reviews of drugs/medicines/health services
- Refilled a prescription online
- Used an online patient portal to access electronic medical records
- None of these/Prefer not to say

Frequency of health treatments*

How frequently do you use these things to treat minor illnesses/ailments?

Regularly/Often/Occasionally/Rarely/Never/Prefer not to say

- Alternative/complementary treatments (e.g. acupuncture, homeopathy, chiropractor, etc)
- Brand name medicines/drugs
- Generic or own label medicines/drugs
- Herbal/natural medicines
- Vitamins/minerals/supplements

Medicine/drug/treatment discovery channels*

How do you typically hear about medicine/drug/treatment brands?

- Billboards/outdoor advertising
- Consumer review sites
- Direct mail
- Ecommerce websites (e.g. Amazon)
- Health-related publications
- Magazines
- Medical websites (e.g. webmd.com)
- Newspapers
- Online blogs/forums/Q&A sites
- Radio
- Recommendations from friends/relatives/colleagues
- Recommendations from healthcare professionals (e.g. Doctor, nurse, pharmacist, etc)
- Recommendations from store employees
- Retail websites (e.g. Walmart.com)
- Search engines
- Social media
- Specialist review sites
- Surgery waiting room/doctor's office
- TV
- Other
- Prefer not to say

Medicine/drug/treatment influencers*

When choosing medicines/drugs/treatments, which factor(s) are most important to you?

- Ads you've seen
- Brand-specific coupons/rebates
- Cost of the medicines/drugs/treatments
- Information/recommendations you've found online
- Ingredients in the medicines/drugs/treatments
- Medicines/drugs/treatments you've used before
- Packaging of the medicines/drugs/treatments
- Products you can claim as part of your healthcare/medical insurance
- Recommendations from friends/relatives/colleagues
- Recommendations from healthcare professionals (e.g. Doctor, nurse, pharmacist, etc)
- Recommendations from store employees
- Side effects
- Strength or effectiveness of the medicines/drugs/treatments
- Other
- Prefer not to say

Medicine/drug/treatment purchase methods*

How do you pay for medicines/drugs/treatments?

- Brand-specific coupons or rebates
- Cash (not covered through insurance)
- Covered through my insurance plan
- Medicare Prescription Drug Plan
- Prescription drug plan (separate from my insurance)
- Other

Medicine/drug/treatment purchase locations*

Where do you buy medicines/drugs/treatments?

- Convenience stores (e.g. 7-Eleven, ampm, Circle K)
- Drugstore websites
- Drugstores (e.g. CVS, Walgreens)
- Ecommerce sites (e.g. Amazon, Ebay)
- Health food/vitamin store websites
- Health food/vitamin stores (e.g. Whole Foods, Vitamin Shoppe)
- Healthcare surgeries/locations (e.g. at a clinic)
- Mail order pharmacy
- Mass market retailer websites
- Mass market retailers (e.g. Walmart, Target)
- Specialty pharmacy/infusion center
- Supermarket/grocery store websites
- Supermarkets/grocery stores (e.g. Publix, Kroger, Whole Foods)
- Warehouse/wholesale club websites
- Warehouse/wholesale clubs (e.g. Costco, Sam's Club)
- Other store
- Other online site
- Prefer not to say

Alternative/complementary treatments*

Which of these alternative/complementary treatments do you use?

- Acupuncture
- Aromatherapy
- Biofeedback
- Chinese/herbal medicines
- Chiropractor
- Homeopathy
- Hypnosis
- Massage therapy
- Meditation
- Reflexology
- Reiki
- Specialized diets
- Tai chi
- Yoga
- Other

Vitamin/mineral/supplement types*

Which of these do you take vitamins/minerals/supplements for?

- Bones/joints
- Digestive health
- Energy
- General health/wellbeing
- Healthy aging
- Heart
- Immunity
- Nutritional boost
- Prenatal health
- Skin/hair/nails
- Other

Internal medicine/drug brands*

Which of these pain relief medicine/drug brands do you use?

- Advil
- Aleve
- Anacin
- Bayer Aspirin
- Doans
- Excedrin
- Midol
- Motrin
- Tylenol
- Store own brand
- None of the above

External medicine/drug brands*

Which of these pain relief medicine/drug brands do you use?

- Arnicare
- Aspercreme
- BenGay
- Biofreeze
- Icy Hot
- Lidocaine
- Salonpas
- Thermacare
- Tiger Balm
- Voltaren
- Store own brand
- None of the above

Digestive medicine/drug brands*

Which of these medicine/drug brands do you use to treat digestive problems?

- Alka Seltzer
- Beano
- Benefiber
- Dulcolax
- Gas-X
- Gaviscon
- Imodium
- Kaopectate
- Maalox
- Metamucil
- Mylanta
- Nexium
- Pepcid
- Pepto Bismol
- Prebiotics
- Prevacid
- Prilosec
- Probiotics
- Rolaids
- Senokot
- Tagamet
- Tums
- Zantac
- Zegerid
- Store own brand
- None of the above

Allergy medicine/drug brands*

Which of these medicine/drug brands do you use to treat allergies?

- Allegra
- Benadryl
- Claritin
- Flonase
- Nasacort
- Rhinocort
- Sudafed
- Xyzal
- Zyrtec
- Store own brand
- None of the above

Cough/cold/flu medicine/drug brands*

Which of these medicine/drug brands do you use to treat cough/cold/flu?

- Advil
- Airborne
- Alka Seltzer
- Delsym
- Emergen-C
- Mucinex
- NightQuil
- Oscilococcinum
- Robitussin
- Sudafed
- Theraflu
- Tylenol
- Vicks DayQuil/
- Zarabees
- Zicam
- Store own brand
- None of the above

Sleep medicine/drug brands*

Which of these medicine/drug brands do you use to help you sleep?

- Nytol
- Simply Sleep (Tylenol)
- Sominex
- Unison
- Zzzquil
- Store own label/own brand
- None of the above

Healthcare products*

Frequency of using healthcare products*

How frequently do you use the following?

Regularly/Often/Occasionally/Rarely/Never/Prefer not to say

- Anti-acids
- Band-aids/bandages
- Colon cancer screening test
- Contact lenses
- Contraception
- Dietary/weight loss supplements
- Ear drops
- Eye wash/drops
- Feminine medicated products
- Fiber supplements
- First aid kit
- Hair growth products
- Immunity boosters
- Insoles
- Lactase enzyme
- Laxatives
- Odor-eaters/footcare products
- Pre or pro-biotics
- Protein shakes/bars
- Sleeping aids
- Snore relief products
- Spectacles/glasses

Frequency of using sunscreen*

How frequently do you use sunscreen?

- Regularly
- Often
- Occasionally
- Rarely
- Seasonally (e.g. summer/hot months)
- While on vacation
- Never

Caregivers*

Caregivers*

Are you a caregiver for someone with a longer-term medical condition?

- No
- Yes, for a relative
- Yes, for a friend/someone else
- Prefer not to say

Conditions cared for*

Which condition is experienced by the person you provide care for?

- a Stroke
- ADD/ADHD
- Alzheimer's
- Arthritis (psoriatic)
- Arthritis (rheumatoid)
- Asthma
- Backache/pain
- Bowel disease
- Cancer
- Cerebral Palsy
- Chronic/severe pain
- Dementia
- Depression
- Diabetes (Type 1 - insulin-dependent)
- Diabetes (Type 2 - not insulin-dependent)
- Epilepsy/seizures
- Eye disease
- Fibromyalgia
- Heart disease/attack
- Hepatitis B/Hepatitis C
- High blood pressure
- HIV
- IBS
- Kidney disease
- Lupus
- Memory loss
- Multiple sclerosis (MS)
- Osteoporosis
- Parkinson's
- Psoriasis
- Other
- None of these/prefer not to say

Caregiver duties*

Which of these do you do in your role as a caregiver?

- Administer medication
- Arrange services/visits/appointment
- Buy medication or refill prescriptions
- Discuss the condition with healthcare professionals
- Help with household tasks
- Help with personal care activities (e.g. bathing, dressing, etc)
- Manage finances and admin
- Provide moral/emotional support
- Research information
- None of these/Prefer not to say

Online activities & behaviors

Online behaviors

Online behaviors

How often do you do the following? Weekly/Monthly/ Less often

- Listen to audio books
- Listen to podcasts
- Purchase products online
- Use maps/direction services
- Use mobile payment services
- Use money transfer services
- Use music streaming services
- Use online banking
- Use ride-hailing services
- Visit auction or listings sites/apps
- Visit business news sites/apps
- Visit casino/gambling/betting services
- Visit cloud storage sites/apps
- Visit deal or group buying sites/apps
- Visit ecommerce sites/apps
- Visit entertainment sites/apps
- Visit food & drink sites/apps
- Visit gossip/celebrity sites/apps
- Visit health & fitness sites/apps
- Visit job/recruitment sites/apps
- Visit online encyclopedias
- Visit parenting/childcare sites/apps
- Visit price comparison sites/apps
- Visit retailer sites/apps
- Visit travel/vacation sites/apps
- Visit weather sites/apps
- Watch shows via catch-up or on-demand services
- Watch subscription services

Online search behaviors

Which way(s) have you found information or searched for things online in the last month?

- Ecommerce websites (e.g. Amazon)
- Image search tools (e.g. Google Images, TinEye)
- Review sites (e.g. Yelp)
- Search engines (e.g. Google, Bing)
- Social media (e.g. Facebook, Pinterest)
- Type queries directly into your browser address bar
- Video sites (e.g. YouTube)
- Voice search (e.g. Alexa, Siri)
- Other

Types of online sites/services used

Types of online sites/services used

How often do you use these types of apps/websites? **Weekly/Monthly/Never**

- Business news
- Casino/gambling/betting
- Cloud storage (e.g. Dropbox, Google Drive)
- Entertainment
- Food & drink
- Gaming
- Gossip/celebrity
- Health & fitness
- Job/recruitment
- Lifestyle
- Maps/directions (e.g. Google Maps, Waze)
- News
- Online encyclopedias (e.g. Wikipedia)
- Parenting/childcare
- Sports
- Travel/vacation
- Weather (e.g. Weather.com)

Named search engines/tools

Which of these search tools have you used in the last month?

- AOL
- Ask.com
- Bing
- Duck Duck Go
- Google
- MSN/Microsoft News
- Yahoo
- Other

Information & maps tools

Which of these services have you used in the last month?

- AccuWeather
- Apple Maps
- Foursquare
- Google Maps
- IMDb
- Quora
- Waze
- WeatherBug
- Weather.com
- Wikipedia
- Yelp
- None of these

Data & privacy

Online privacy behaviors

When using the internet, how frequently do you do these things?

Regularly/Occasionally/For specific purposes only/Never

- Delete or clear cookies
- Use an ad-blocker
- Use a private browsing window
- Use a VPN (virtual private network)

Data & privacy worries

Are you concerned about how any of the following use your personal data?

- Brands/companies whose websites you visit
- Device manufacturers (e.g. Apple, Samsung)
- Foreign governments
- Internet browsers (e.g. Firefox, Chrome, Safari)
- Political campaigns
- Retailers/Ecommerce sites (e.g. Amazon)
- Search engines (e.g. Google)
- Smart home products
- Social media
- The US government
- Tracking apps (e.g. sleep trackers, exercise apps)
- None of these

Data & privacy attitudes

Which of these statements do you agree with?

- I am comfortable exchanging personal data for free services
- I don't like my browsing being tracked by companies
- I feel in control of my personal data
- I wish I knew more about how my personal data was being used
- None of these

Online browsers used

Online browsers used

Which internet browser(s) have you used in the last month?

- Apple Safari
- Firefox
- Google Chrome
- MS Edge/Internet Explorer
- Opera
- Other

Device

Device ownership & usage

Devices owned/used

Which of these devices do you own or use?

- e-Reader
- Feature phone
- Games console/device
- Laptop/notebook (personal)
- Laptop/notebook (work)
- PC/desktop computer (personal)
- PC/desktop computer (work)
- Smart doorbell, lock or security camera
- Smart home voice assistant/hub/speaker (e.g. Apple HomePod, Amazon Echo)
- Smart light/lightbulb
- Smart multi-room music speaker (e.g. Sonos)
- Smartphone (personal)
- Smartphone (work)
- Smart plug
- Smart television
- Smart thermostat
- Smartwatch (e.g. Apple Watch, Fitbit Versa)
- Smart wristband/health tracker (e.g. Fitbit Charge)
- Tablet (personal)
- Tablet (work)
- TV streaming device/stick (e.g. Amazon Fire, Roku)
- VR headset/device
- None of these

Most important device

Which would you say is the most important device you use in your day-to-day life?

- e-Reader
- Feature phone
- Games console/device
- Laptop/notebook
- PC/desktop computer
- Smart home voice assistant/hub/speaker
- Smart multi-room music speaker
- Smart television
- Smart wristband/health tracker
- Smartphone
- Smartwatch
- Tablet
- TV streaming device/stick
- VR headset/device
- Other

Device purchases & attitudes

Device purchases in next six months

Which of these are you considering purchasing in the next 6 months?
This could be as a first-time purchase, or an upgrade/replacement for an existing device.

- Drone
- e-Reader
- Feature phone (basic cell phone)
- Games console/device
- GoPro
- Laptop
- PC/desktop computer
- Smart doorbell, lock or security camera
- Smart home voice assistant/hub
- Smart light/lightbulb
- Smart multi-room music speaker
- Smart plug
- Smart television
- Smart thermostat
- Smart wristband/health tracker
- Smartphone
- Smartwatch
- Tablet
- TV streaming device/stick
- VR headset/device
- None of these

Device/tech brands considered

Which brand(s) would be your top choice when buying a new technology product or device?

- Acer
- Amazon
- Apple
- ASUS
- Bosch
- Bose
- Canon
- Dell
- Fitbit
- Google
- GoPro
- Hitachi
- HP
- Huawei
- Lenovo
- LG
- Motorola
- Microsoft
- Nest
- Panasonic
- Philips
- Ring
- Samsung
- Sharp
- Siemens
- Sonos
- Sony
- Toshiba
- Xiaomi
- Other

Device/tech brand influencers

When buying a new technology product or device, which factors are most important to you?

- Appearance
- Brand you know/trust
- Brand you've used before
- Compatibility with other products you own
- Durability/reliability
- Endorsements by celebrities you admire
- Features
- Performance/battery life
- Price
- Quality
- Reviews/recommendations
- Other

Device/tech attitudes

Which of these statements do you agree with?

Agree/Neutral/Disagree

- I actively make an effort to limit my time online
- I am comfortable having lots of "smart" devices in my home
- I believe new technology can help improve our health and wellbeing
- I buy new tech products as soon as they are available
- I check my mobile device last thing at night and first thing in the morning
- I enjoy offering advice on new technology or devices to others
- I feel confident using new technology
- I feel I couldn't live without my mobile device
- I feel more connected to people online than in real life
- I feel technology has more control over me than I have over it
- I keep up with the latest tech news and releases
- I love new technology and gadgets
- I prefer communicating online instead of face-to-face
- I spend too much time online
- I upgrade my personal devices as soon as I can
- I worry that new technology will take my job away from me
- I would buy any new product from my favorite tech brand

PC/desktop

PC/desktop brands owned

Which PC(s)/desktop computer(s) do you currently use?

- Acer
- Alienware
- Apple
- ASUS
- Corsair
- Dell
- HP
- Lenovo
- Microsoft
- OMEN
- Panasonic
- Razer
- Samsung
- Toshiba
- Other

Time spent on PC/desktop

On a typical day, how much time do you think you spend using a PC/desktop on a typical day?

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Laptop/notebook

Laptop/notebook brands owned

Which laptop(s)/notebook(s) do you currently use?

- Acer
- Alienware
- Apple
- ASUS
- Corsair
- Dell
- HP
- Lenovo
- Microsoft
- OMEN
- Panasonic
- Razer
- Samsung
- Toshiba
- Other

Time spent on laptop/notebook

On a typical day, how much time do you think you spend using a laptop/notebook on a typical day?

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Mobile

Mobile brands currently owned

Which phone brand(s) do you currently use?

- Alcatel
- ASUS
- Coolpad
- Google Pixel
- HTC
- Huawei
- iPhone
- Lenovo
- Micromax
- Microsoft
- Motorola
- Nokia
- OnePlus
- Oppo
- Samsung
- Sony
- Xiaomi
- ZTE
- Other

Mobile carriers

Which mobile carrier(s) do you use?

- AT&T
- Boost Mobile
- Cricket Wireless
- Google Fi Wireless
- Metro by T-Mobile
- Mint Mobile
- Simple Mobile
- Straight Talk
- T-Mobile
- TracFone
- Verizon Wireless
- Visible
- Xfinity
- Other

Time spent on mobile

On a typical day, how much time do you think you spend using a mobile/cell phone on a typical day?

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hour

iPhone models currently owned

Which iPhone(s) do you have?

- 8 / 8 Plus or earlier
- SE
- X
- XR
- XS
- XS Max
- 11
- 11 Pro
- 11 Pro Max
- 12
- 12 Mini
- 12 Pro
- 12 Pro Max
- 13
- 13 Mini
- 13 Pro
- 13 Pro Max
- 14
- 14 Plus
- 14 Pro
- 14 Pro Max
- 15
- 15 Plus
- 15 Pro
- 15 Pro Max

Samsung models currently owned

Which Samsung phone(s) do you have?

- Galaxy A8 or earlier
- Galaxy A series (A10 / A20 / A30 / A40 / A50)
- Galaxy A series (A11 / A21 / A31)
- Galaxy A series (A13 / A23 / A33 / A53 / A73)
- Galaxy A series (A14 / A24 / A34 / A54)
- Galaxy A series (A22 / A32 / A52)
- Galaxy Z Fold 3 or earlier
- Galaxy Z Fold 4
- Galaxy Z Fold 5
- Galaxy M series 2022 (M13 / M23 / M33 / M53)
- Galaxy Note 10 / 10+ or earlier
- Galaxy Note 20
- Galaxy Note 20 Ultra
- Galaxy S20 / S20+ or earlier
- Galaxy S21
- Galaxy S21+
- Galaxy S21 Ultra
- Galaxy S22
- Galaxy S22 FE
- Galaxy S22+
- Galaxy S22 Ultra
- Galaxy S23
- Galaxy S23+
- Galaxy S23 FE
- Galaxy S23 Ultra
- Galaxy S24
- Galaxy S24+
- Galaxy S24 Ultra
- Galaxy Z Flip 3 or earlier
- Galaxy Z Flip 4
- Galaxy Z Flip 5
- Other

Length of mobile ownership

How long have you had your mobile phone for?

- Less than 3 months
- 3 to 6 months
- 6 months to 1 year
- 1 to 2 years
- Over 2 years
- Don't know

Mobile brands previously owned

Before you got your current mobile phone, which brand(s) did you have?

- Alcatel
- ASUS
- Coolpad
- Google Pixel
- HTC
- Huawei
- iPhone
- Lenovo
- Micromax
- Microsoft
- Motorola
- Nokia
- OnePlus
- Oppo
- Samsung
- Sony
- Xiaomi
- ZTE
- Other
- Did not have previous mobile phone

Mobile brands: historical loyalty

This question is not seen by respondents. Data is populated based on their answers to the current and previous ownership questions.

- Alcatel loyalist
- Alcatel convert
- ASUS loyalist
- ASUS convert
- Coolpad loyalist
- Coolpad convert
- Google Pixel loyalist
- Google Pixel convert
- HTC loyalist
- HTC convert
- Huawei loyalist
- Huawei convert
- iPhone loyalist
- iPhone convert
- Lenovo loyalist
- Lenovo convert
- Micromax loyalist
- Micromax convert
- Microsoft loyalist
- Microsoft convert
- Motorola loyalist
- Motorola convert
- Nokia loyalist
- Nokia convert
- OnePlus loyalist
- OnePlus convert
- Oppo loyalist
- Oppo convert
- Samsung loyalist
- Samsung convert
- Sony loyalist
- Sony convert
- Xiaomi loyalist
- Xiaomi convert
- ZTE loyalist
- ZTE convert

Note: "Loyalists" selected the same brand for current/previous ownership; "Converts" are people who owned different brands.

Mobile brands considered

When you next buy or upgrade a phone, which brand(s) would be your top choice?

- Alcatel
- ASUS
- Coolpad
- Google Pixel
- HTC
- Huawei
- iPhone
- Lenovo
- Micromax
- Microsoft
- Motorola
- Nokia
- OnePlus
- Oppo
- Samsung
- Sony
- Xiaomi
- ZTE
- Other

Mobile brands: future loyalty

This question is not seen by respondents. Data is populated based on their answers to the current ownership and future consideration questions.

- Alcatel faithful
- Alcatel abandoner
- Alcatel switcher
- ASUS faithful
- ASUS abandoner
- ASUS switcher
- Coolpad faithful
- Coolpad abandoner
- Coolpad switcher
- Google Pixel faithful
- Google Pixel abandoner
- Google Pixel switcher
- HTC faithful
- HTC abandoner
- HTC switcher
- Huawei faithful
- Huawei abandoner
- Huawei switcher
- iPhone faithful
- iPhone abandoner
- iPhone switcher
- Lenovo faithful
- Lenovo abandoner
- Lenovo switcher
- Micromax faithful
- Micromax abandoner
- Micromax switcher
- Microsoft faithful
- Microsoft abandoner
- Microsoft switcher
- Motorola faithful
- Motorola abandoner
- Motorola switcher
- Nokia faithful
- Nokia abandoner
- Nokia switcher
- OnePlus faithful
- OnePlus abandoner
- OnePlus switcher
- Oppo faithful
- Oppo abandoner
- Oppo switcher
- Samsung faithful
- Samsung abandoner
- Samsung switcher
- Sony faithful
- Sony abandoner
- Sony switcher
- Xiaomi faithful
- Xiaomi abandoner
- Xiaomi switcher
- ZTE faithful
- ZTE abandoner
- ZTE switcher

Note: "Faithfuls" are those who selected the same brand for both current ownership and future consideration; "Abandoners" and "Switchers" are people who would change brands, with a Switcher being someone who would switch to the brand and an Abandoner being someone who would switch away from the brand. If someone selected more than one brand as a top choice for their next phone, they could appear in more than one group.

Mobile purchase timeframe

When do you next plan to buy or upgrade a mobile phone?

- Next 3 months
- Next 3 to 6 months
- Next 6 months to 1 year
- Next 1 to 2 years
- Next 2+ years
- Don't know

Tablet

Tablet brands owned

Which tablet(s) do you currently use?

- Amazon Fire HD
- Apple iPad
- Apple iPad Air
- Apple iPad Mini
- Apple iPad Pro
- Google Pixel/Nexus
- Huawei MediaPad
- Lenovo Tab
- Microsoft Surface Book
- Microsoft Surface Go
- Microsoft Surface Pro
- Samsung Galaxy Book
- Samsung Galaxy Tab
- Other

Time spent on tablet

On a typical day, how much time do you think you spend using a tablet on a typical day?

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Smart speaker/hub brands

Smart speaker/hub brands

Which smart home speaker(s)/hub(s) do you currently have?

- Amazon Echo
- Amazon Echo Dot
- Amazon Echo Show
- Apple HomePod
- Google Home
- Google Nest Hub
- Portal from Facebook
- Samsung SmartThings
- Sonos One
- Other

Smartwatch brands

Smartwatch brands

Which smartwatch brand(s) do you currently use?

- Amazfit
- Apple
- Fitbit
- Fossil
- Garmin
- Huawei
- Lenovo
- LG
- Mobvoi/TicWatch
- Motorola
- Samsung
- Sony
- Other

TV streaming device brands

TV streaming device brands

Which TV streaming device(s)/stick(s) do you currently use?

- Amazon Fire TV
- Apple TV
- Google Chromecast
- Nvidia Shield TV
- Roku
- Xumo
- Other

Voice assistants used

Voice assistants used

Which of these voice assistants have you used in the last month?

- Alexa
- Cortana
- OK Google
- Siri
- Other

Tracking apps/services

Tracking apps/services

Which of these tracking apps/tools have you used in the last month?

- Time spent on devices by your child(ren)
- Your child(ren)'s activities/location
- Your exercise/steps/activity
- Your health
- Your household energy consumption
- Your screen time on your devices
- Your sleep
- Your spending
- None of these

Social media

Social media usage

Named social media services used

Which of these services do you use?

More than once a day/Daily/Weekly/Monthly

- Amino
- Apple iMessage
- Discord
- Facebook
- Facebook Messenger
- Imgur
- Instagram
- kik Messenger
- Likee
- LINE
- LinkedIn
- Nextdoor
- Pinterest
- Reddit
- Signal
- Skype
- Snapchat
- Tango
- Telegram Messenger
- Threads
- TikTok
- Triller
- Tumblr
- X
- Viber
- WeChat
- WhatsApp
- YouTube
- YouTube Shorts

Social media attitudes & behaviors

Time spent on social & messaging services

On a typical day, how much time do you think you spend on social media and messaging services?

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Content consumed on social media

Which of these have you viewed on social media in the last month?

- Gaming videos
- Live sports games
- Memes
- Movie trailers
- Music videos
- News clips/articles
- Posts about products/brands
- Sports highlights
- Updates/posts from friends or family
- Viral/funny clips
- None of these

Content posted on social media

Which of these have you posted/shared on social media in the last month?

- Comments/reactions to things posted by others
- Memes/gifs
- News articles/stories
- Photos you've taken
- Photos/videos you've found online
- Polls/questions you want answering
- Updates about places you're visiting
- Updates about your daily life
- Videos you've made
- None of these

Favorite social media accounts

What are your favorite types of social media accounts? Please select up to three answers.

- Actors, comedians or other performers
- Authors or literary groups
- Bands, singers or other musicians
- Beauty experts
- Charities or non-profit organizations
- Companies and brands you purchase from
- Companies and brands you're considering purchasing from
- Companies relevant to your work
- Contacts relevant to your work
- Entertainment, memes or parody accounts
- Events you're attending
- Fitness experts or organizations
- Friends, family or other people you know
- Gaming experts or gaming studios
- Influencers or other experts
- Journalists or news companies
- Magazines/publications you read
- Politicians, royalty and other people of standing
- Restaurants, chefs or food personalities
- Sports people and teams
- Travel writers and companies
- TV shows or channels
- Wildlife organizations or animals
- Other types of people or organizations

Reasons for using social media

What are your top three reasons for using social media?

- Avoiding missing out on things
- Filling spare time
- Finding content (e. g. articles, shows, videos, memes, etc)
- Finding inspiration for things (e. g. places to visit, things to buy, etc)
- Finding like-minded communities/interest groups
- Finding products to purchase
- Following celebrities or influencers
- Keeping in touch with friends/family
- Making new contacts
- Posting about your life (e. g. food, pets, vacations, etc)
- Reading news stories
- Seeing updates/content from favorite your brands
- Seeing what's trending/what's being talked about
- Sharing/discussing opinions with others
- Supporting/connecting with good causes
- Watching/following sports
- Watching live streams (e. g. events, shows, etc)
- Work-related networking/research

Social media attitudes

Which of these statements do you agree with?

Agree/Neutral/Disagree

- I am using social media less than I used to
- I feel left out if I don't check social media regularly
- I have posted comments online that I would never say in real life
- I prefer sharing content with friends/relatives privately
- I think social media companies should do more to protect data
- I think social media is good for society
- I try to limit my time on social media
- I'm more vocal about brands because of social media
- Social media helps me feel more connected to other people

Platform-specific features/actions

Social media actions by platform

Which platforms/services do you use to do the following?

Facebook/Facebook Messenger/Instagram/Pinterest/Reddit/Snapchat/X/None of these

- Find funny/entertaining content
- Find or discuss things relating to your interests
- Follow/research products and brands
- Keep up-to-date with news/the world
- Message friends/family
- Post/share photos or videos

Facebook/Facebook Messenger features/actions

What have you done on Facebook/Facebook Messenger in the last month?

- Clicked on a sponsored/promoted post or ad
- Facebook Dating
- Facebook Events
- Facebook Gaming
- Facebook Groups
- Facebook Live (broadcasting real-time video)
- Facebook Marketplace
- Facebook Messenger Rooms
- Facebook Stories
- Facebook Watch (a video-on-demand service)
- Watched a video
- None of these

Instagram features/actions

What have you done on Instagram in the last month?

- Clicked on a sponsored/promoted post or ad
- Clicked on a link sticker on Stories to see more
- Created Stories
- Posted polls/questions on Stories
- Reacted to polls/questions on Stories
- Used filters
- Used IGTV
- Used Instagram Discovery
- Used Instagram Shopping Bag
- Watched/uploaded content to Instagram Reels
- Watched a video
- None of these

LinkedIn features/actions

What have you done on LinkedIn in the last month?

- Added/accepted new connections
- Attended an event or webinar
- Clicked on a sponsored/promoted post or ad
- Commented, liked or reacted to content
- Followed a (company) page
- Followed a hashtag
- Looked for jobs
- Messaged recruiters or employers
- Shared content
- Started a course on LinkedIn Learning
- Watched a video
- None of these

Pinterest features/actions

What have you used Pinterest for in the last month?

- Health/fitness inspiration
- Home décor/design inspiration
- Parenting/family inspiration
- Recipe/food/meal ideas
- Style/clothing/beauty inspiration
- Travel Inspiration
- Wedding/party/event inspiration
- None of these

Reddit features/actions

What have you done on Reddit in the last month?

- Checked messages/notifications
- Checked Trending Today
- Clicked on a sponsored/promoted post or ad
- Created a post
- Given awards/bought coins
- Joined communities
- Left comments/replies
- Up-voted/down-voted posts
- Used Reddit Chat
- None of these

Snapchat features/actions

What have you done on Snapchat in the last month?

- Clicked on a sponsored/promoted post or ad
- Created a Story
- Swiped up on Stories to see more
- Used bitmoji
- Used filters/geofilters
- Used Lenses
- Used Memories
- Used Snapchat Discover
- Used Snapchat Spotlight
- Used Snapmap
- Viewed a Story
- Watched a video
- None of these

TikTok features/actions

What have you done on TikTok in the last month?

- Clicked on a sponsored/promoted post or ad
- Followed brand accounts
- Followed user or creator accounts
- Liked or commented on videos
- Participated in a Hashtag Challenge initiated by a brand
- Participated in a trend (e.g. using trending sounds & music)
- Shared a video with friends
- Uploaded videos
- Used an effect
- Used the discover page/searched for something
- Watched a live stream
- None of these

X features/actions

What have you used on X in the last month?

- Clicked on a sponsored/promoted post or ad
- None of these
- Used Moments
- Used Notifications / mentions
- Used the Like button
- Used the Repost button
- Used the Share Post function
- Used Topics
- Used Trends
- Used X Lists
- Watched a video

Media

TV & Movies

Frequency of watching TV types

How often do you do the following?

Daily/Weekly/Monthly/Never

- Watch live television on a TV channel
- Watch shows that you have recorded from TV
- Watch shows via catch-up or on-demand services
- Watch subscription services (e.g. Netflix, Hulu)

Frequency of going to the movies

How frequently do you go to the movies?

- Every week
- Once a month
- Once every 2-3 months
- Once every 6 months
- Once a year or less
- Never

Time spent watching broadcast TV & streaming

On a typical day, how much time do you think you spend on the following?

Watching subscription services (e.g. Netflix, Hulu)/Watching television live on a TV channel

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Cord cutters and nevers

Which one of these statements applies to you?

- I subscribe to a cable/satellite TV provider currently
- I no longer subscribe to a cable/satellite TV provider, but previously I did
- I have never subscribed to a cable/satellite TV provider

Second-screen devices

Which devices do you use while watching television or streaming services?

- Laptop/notebook
- PC/desktop computer
- Smartphone/cell phone
- Smartwatch
- Tablet
- Other
- None of these

Second-screen behaviors

While watching television or streaming services, which of these things do you do?

- Browse social media
- Browse the internet
- Look up info about what you're watching
- Message friends
- Play games
- Post opinions/comments about what you're watching
- Read news stories/articles
- Read/send emails
- Shop online
- None of these

TV attitudes

Which of these statements apply to you?

- I binge watch more than 3 episodes of a show at a time
- I enjoy watching shows that everyone is talking about
- I prefer streaming series where episodes have scheduled weekly releases
- I skip through commercials if possible
- I utilize a digital antenna to watch TV
- I watch programs on a TV by mirroring/casting it via my phone
- I watch foreign language shows/movies that are dubbed
- I watch foreign language shows/movies that are subtitled
- I watch some cable/satellite TV but mostly watch shows on services like Netflix/Hulu
- I will be cutting back on my cable TV subscription in the next six months to subscribe to more streaming services (e.g. Netflix, Hulu, etc)
- Subscriptions for streaming services (e.g. Netflix) are getting too expensive
- Too many of the shows on streaming services aren't worth watching
- None of these

TV & movie genres

Which of the following types of shows/movies do you enjoy watching?

- Action/Superhero
- Adventure
- Animation
- Anime
- Arts & Culture
- Business & Finance
- Children's / Kids'
- Comedy / Stand-up Comedy
- Crime
- Documentaries/Factual
- Drama
- Educational
- Entertainment/Variety
- Game/Quiz Shows
- Horror
- Independent / Art films
- Lifestyle (food, fashion, etc)
- Music
- Mystery
- News/Current events
- Period/Historical drama
- Politics
- Reality TV
- Romance/Romcoms
- Sci-Fi
- Soaps/Telenovelas
- Sports
- Talk Shows
- Travel
- Western
- Wildlife & Nature
- None of these

TV channels

How often do you watch these channels?

Regularly/Occasionally/Never

- ABC
- Adult Swim
- A&E
- AMC
- Animal Planet
- Aspire TV
- AXS TV
- Bandamax
- BBCA/BBC America
- BBC News
- beIN Sports
- BET
- BET Her
- Bloomberg
- Bounce
- Bravo
- Cartoon Network
- CBS
- Cine Latino
- CMT
- CNBC
- CNN
- CNN en Espanol
- Comedy Central
- De Pelicula
- Discovery Channel
- Discovery en Espanol
- Discovery Familia
- Discovery Life
- Disney Channel
- Disney Junior
- E!
- El Rey
- ESPN
- ESPN 2
- ESPN Deportes
- ESPN News
- ESPN U
- Estrella TV
- Food Network
- Fox
- Fox Business
- Fox Deportes
- Fox News
- Fox Sports
- Freeform
- Fuse
- Fusion
- FX
- FXM
- Galavision
- Golf Channel
- Hallmark Channel
- HBO
- HDNet Movies
- HGTV
- History Channel
- History en Espanol
- HLN
- HSN (Home Shopping Network)
- ID: Investigation Discovery
- IFC
- ION
- LATV (Latino Alternative TV)
- Lifetime
- Logo TV
- MeTV
- MGM+
- Motor Trend
- MSNBC
- MTV
- MTV2
- MTV Live
- Nat Geo Mundo
- National Geographic
- National Geographic Wild
- NBA TV
- NBC
- NBC Universo
- NFL Network
- NHL Network
- Nickelodeon
- Nick at Nite
- Nick Jr
- NickToons
- Ovation
- OWN (Oprah Winfrey Network)
- Oxygen
- Paramount Network
- Paramount+ with Showtime
- PBS
- QVC
- Smithsonian Channel
- Sundance
- SYFY
- TBS
- Telehit
- Telemundo
- The CW
- The Movie Channel
- The Weather Channel
- TLC
- TLNovelas Univision
- TUDN
- TNT
- Travel Channel
- TruTV
- TV Land
- TV One
- Uni Mas
- Universal
- Univision
- UPtv
- USA Network
- VH1
- Wapa America

Weekday TV Channels Dayparts

On weekdays (Monday to Friday), between which times of the day do you typically watch each of these channels?

- Morning (6am - 10am)
- Daytime (10am - 6pm)
- Prime (6pm - 8pm)
- Evening (8pm - 11pm)
- Overnight (11pm - 6am)
- Don't watch on weekdays

Note: Respondents answer this question about all TV channels they watch regularly.

Weekend TV Channels Dayparts

At the weekend (Saturday-Sunday), between which times of the day do you typically watch each of these channels?

- Daytime (6am - 6pm)
- Prime (6pm - 8pm)
- Evening (8pm - 11pm)
- Overnight (11pm - 6am)
- Don't watch on weekends

Note: Respondents answer this question about all TV channels they watch regularly.

Streaming & SVOD services

Which of these services have you used in the last month?

- Amazon Prime Video
- AMC+
- Apple TV+
- BET+
- Crackle
- DIRECTV stream
- discovery+
- Disney+
- ESPN+
- Freevee
- Fubo TV
- Hulu
- Hulu + Live TV
- Max
- MLB.TV
- NBA League Pass
- Netflix
- NFL+
- NFL Sunday Ticket
- Paramount+ Essential
- Paramount+ with Showtime
- peacock
- Philo
- Pluto TV
- Sling TV
- Starz
- The Roku Channel
- Tubi
- Vudu
- WWE Network
- Xumo
- YouTube
- YouTube Kids
- YouTube Premium
- YouTube TV
- None of these

Streaming & SVOD services (paid-for)

Which of these subscriptions do you pay for yourself?

- Amazon Prime Video
- AMC+
- Apple TV+
- BET+
- DIRECTV stream
- discovery+
- Disney+
- ESPN+
- Fubo TV
- Hulu
- Hulu + Live TV
- Max
- MLB.TV
- NBA League Pass
- Netflix
- NFL+
- NFL Sunday Ticket
- Paramount+ Essential
- Paramount+ with Showtime
- peacock
- Philo
- Sling TV
- Starz
- WWE Network
- YouTube Premium
- YouTube TV
- None of these

News, content & print media

Frequency of engagement with news, content & print media

How often do you do the following?

Daily/Weekly/Monthly/Never

- Read printed copies of magazines
- Read printed copies of newspapers
- Use online news aggregators (e.g. Apple News, Flipboard)
- Visit magazine or online content websites (e.g. Buzzfeed, Forbes, Time etc)
- Visit online news websites
- Watch / read news clips / articles on social media

Time spent on content types

On a typical day, how much time do you think you spend on the following?

Reading printed newspapers/Reading printed magazines/Reading online articles/news stories

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Newspaper Subscriptions

Thinking about the newspaper(s) you read, which of these do you do?

- Pay to read (purchases or subscriptions)
- Read a digital copy of a newspaper only (free or subscribed)
- Read a newspaper's digital content (subscription)
- Read a physical copy of a newspaper only (free or purchased)
- Read both a physical copy of a newspaper and digital content (free or purchased/subscribed)

Magazine Subscriptions

Thinking about the magazine(s) you read, which of these do you do?

- Pay to read (purchases or subscriptions)
- Read a magazine's digital content (subscription)
- Read a magazine's digital content only (free or subscribed)
- Read a physical copy of a magazine only (free or purchased)
- Read both a physical copy of a magazine and digital content (free or purchased/subscribed)

Online news & content services used

In the last month, which of these have you used for online news, stories, video, articles, or features? Which of these are your favorite providers of news, articles, or content?

- ABC News
- Apple News
- BBC News
- Being Latino
- Black America Web
- Black Enterprise
- Black Planet
- Bleacher Report
- Bloomberg
- Business Insider
- Buzzfeed
- Chicago Tribune
- CNBC
- CNN
- Complex
- Dailymotion
- Dallas Morning News
- Detroit Free Press
- Discovery Channel
- Eater
- EBONY
- Economist
- E! Online
- ESPN
- Essence
- Euronews
- Eurosport
- Financial Times
- Flipboard
- Forbes
- Fox News
- Genius.com
- Google News
- Guardian
- Houston Chronicle
- HuffPost
- International Business Times
- LADbible
- Los Angeles Times
- MailOnline
- Metro
- Mitu
- Morning Brew
- MSNBC
- National Geographic
- NBC News
- Newsday
- Newsmax
- Newsweek
- New York Daily News
- New York Post
- NPR
- Parade
- Philadelphia Inquirer
- Reuters
- San Francisco Chronicle
- SB Nation
- Sky News
- StarTribune
- Tampa Bay Times
- Tasty
- The Arizona Republic
- The Atlanta Journal-Constitution
- The Boston Globe
- The Denver Post
- The New York Times
- The Seattle Times
- The Star-Ledger
- The Verge
- The Wall Street Journal
- The Washington Post
- TIME.com
- TMZ
- USA Today
- Very Smart Brothas
- Vice
- Vox
- Yahoo News

Frequency of reading named magazines

Which of these magazines do you read (either online/digital format, or in print format)?

Which of these magazines do you read regularly in print format?

Which of these are your favorite magazine titles?

- AARP The Magazine
- Allrecipes
- Allure*
- American Baby*
- Architectural Digest
- Arthritis Today*
- Ars Technica*
- Automobile Magazine*
- Autoweek*
- Backpacker*
- Barron's
- Better Homes & Gardens
- Bicycling
- Birds & Blooms
- Black Enterprise*
- Bloomberg Businessweek
- Bon Appetit
- Car and Driver
- Cigar Aficionado
- Coastal Living
- Conde Nast Traveler
- Consumer Reports
- Cosmopolitan
- Country Living
- Departures*
- Diabetic Living*
- EatingWell*
- Elle
- Elle Décor
- Entertainment Weekly*
- Entrepreneur
- Epicurious*
- Esquire
- Fast Company
- Field & Stream*
- First for Women
- Food & Wine
- Food Network Magazine
- Forbes
- Fortune
- Game Informer*
- Glamour*
- Golf Digest
- Golfweek Magazine*
- Good Housekeeping
- GQ
- GQ Style
- Guns & Ammo
- Harper's Bazaar
- Health*
- HGTV Magazine
- House Beautiful
- In Touch
- Inc.
- InStyle*
- Kiplinger's Personal Finance
- Life & Style
- Love*
- Magnolia Journal
- Marie Claire*
- Martha Stewart Living*
- Maxim
- Men's Health
- Men's Journal*
- Midwest Living
- Money*
- Motor Trend
- Muscle & Fitness*
- National Enquirer
- National Geographic
- New York Magazine
- New York Times Magazine
- O, The Oprah Magazine*
- OK!*
- Outside
- Parents*
- People
- People en Espanol*
- Pitchfork*
- Popular Mechanics
- Popular Science*
- Prevention
- Rachael Ray Every Day*
- Reader's Digest
- Real Simple
- Redbook*
- Road & Track
- Rolling Stone
- Runner's World
- Scientific American
- Self*
- Smithsonian
- Southern Living
- Sports Illustrated
- Star
- Taste of Home
- Teen Vogue*
- Them*
- The Atlantic
- The Economist
- The New Yorker
- Time
- Town & Country
- Traditional Home*
- Travel & Leisure
- TV Guide Magazine
- Us Weekly
- Vanity Fair
- Veranda
- Vogue
- W*
- Wired
- Woman's Day
- Woman's World

- Women's Health

Note: Magazines with an asterisk (*) are available online only.

Frequency of reading named newspapers

Do you read printed copies of any of these newspapers?

- Chicago Tribune
- Dallas Morning News
- Detroit Free Press
- Houston Chronicle
- Los Angeles Times
- Metro
- New York Daily News
- New York Post
- Newsday
- Philadelphia Inquirer
- San Francisco Chronicle
- StarTribune
- Tampa Bay Times
- The Arizona Republic
- The Atlanta Journal-Constitution
- The Boston Globe
- The Denver Post
- The New York Times
- The Plain Dealer
- The Seattle Times
- The Star-Ledger
- The Wall Street Journal
- The Washington Post
- USA Today

News attitudes

Which of these statements do you agree with?

Agree/Neutral/Disagree

- I don't trust some of the news stories I see online
- I think good quality journalism is worth paying for
- I think major news outlets treat the President fairly
- I use social media to keep up-to-date with the news
- I want news coverage to be tailored to my interests
- I wish news outlets were less biased in their coverage

Music & audio

Frequency of music & audio behaviors

How often do you do the following?

Daily/Weekly/Monthly

- Use music streaming services (e.g. Spotify, Apple Music, Pandora)
- Listen to podcasts
- Listen to the radio
- Listen to audio books

Music genres

Which of these music types do you enjoy listening to?

- 00s Music
- 10s Music
- 60s Music
- 70s Music
- 80s Music
- 90s Music
- Acoustic/Singer Songwriter
- Alternative Rock
- Bhangra/Bollywood
- Billboard Hot 100
- Blues
- Classical & Opera
- Country/Americana/Bluegrass
- Dance/Electro Pop
- Disco
- Easy-Listening
- Electronic/EDM/Dubstep
- Folk
- Funk
- Gospel/Contemporary Christian
- Gothic/Grunge/Death Metal
- Hard Rock
- Heavy Metal
- Holiday/Christmas
- Indie Pop/Indie Rock
- Jazz/Big Band/Swing
- K-pop
- Latin/Latin Pop
- Mexican Regional
- Motown
- None of these
- Oldies/Rock & Roll
- Pop
- Punk
- R'n'B
- Rap/Hip-Hop
- Reggae/Ska/Reggaeton
- Rock
- Salsa/Bachata/Merengue
- Soft Rock/Emo Rock
- Soul/Classic Soul
- Soundtracks/Original Scores
- Spanish Contemporary
- Techno/Trance/House
- World/Ambient

Time spent on music & audio behaviors

On a typical day, how much time do you think you spend on the following?

Music streaming services/Podcasts/Radio

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Music & audio services used

Which of these services have you used in the last month?

- Amazon Music
- Apple Music
- Audible
- DatPiff
- Deezer
- iHeartRadio
- Musify
- Pandora
- Shazam
- SiriusXM
- SoundCloud
- Spotify
- TIDAL
- Wondery
- YouTube Music
- None of these

Music & audio services: account type

Do you use the premium/paid-for version of any of these services?

- Amazon Music Prime
- Amazon Music Unlimited
- Deezer
- Pandora
- SoundCloud
- Spotify
- Wondery+
- YouTube Music
- I don't use the premium version of any of these

Podcast genres

Which types of podcast do you listen to?

- Advice & Self-Help
- Business
- Comedy
- Entrepreneurship
- Games & Hobbies
- Health & Living
- History
- Kids & Family
- Music
- News & Politics
- Religion & Spirituality
- Science
- Society, Arts & Culture
- Sports
- Supernatural
- Talk show
- Technology
- Travel
- True Crime
- TV & Movies
- Other

Podcast platforms

Which of these platforms do you use for podcasts?

- Amazon Music
- Apple Podcasts
- Audible
- Deezer
- Google Podcasts
- NPROne
- Pandora
- Spotify
- Stitcher
- Tunein
- Wondery
- YouTube
- Other

Media Consumption Segmentation

Respondents are assigned to the various media types / devices based on their responses to the Time Spent questions. The definitions and technical specifications of this can be found in the segmentation document found here.

Gaming

Gaming devices & behaviors

Frequency of gaming

How often do you play computer/video games?

- Daily
- Weekly
- Monthly
- Never

Time spent gaming

On a typical day, how much time do you think you spend gaming?

- Less than 15 minutes
- 15 to 30 mins
- 30 mins to 1 hour
- 1 to 1.5 hours
- 1.5 to 2 hours
- 2 to 3 hours
- 3 to 5 hours
- 5 to 8 hours
- 8+ hours

Devices used for gaming

Which devices have you used to play games in the last month?
See Primary Gaming Device for answer options.

Games consoles

Which games consoles/devices have you used in the last month?

- PlayStation 3
- PlayStation 4
- Playstation 5
- Xbox 360
- Xbox One
- Xbox Series S
- Xbox Series X
- Nintendo Switch
- Other

Primary gaming device

Which of these is the main device you use to play games?

- Feature phone
- Games console
- Handheld gaming device
- Laptop
- Media streaming device
- PC/desktop
- Smart television
- Smartphone
- Tablet
- VR headset (e.g. Meta Quest, PlayStation VR)
- Other

Gaming activities

Which of these gaming-related actions have you done in the last month?

- Broadcast a live stream of your gameplay
- Played a game online with your real-life friends
- Played or downloaded a free-to-play video game
- Purchased a game add-on or DLC
- Purchased a physical video game
- Purchased a video game from an online store/digital platform (e.g. Steam, Origin, Epic)
- Shared an image/video of your gameplay online
- Used a group call/messaging service (e.g. Discord)
- Watched esports (organized multiplayer video gaming)
- Watched a "Let's Play"
- None of these

Gaming services & franchises

Gaming services

Which of these services have you used for gaming/gaming-related content in the last month?

- Apple Arcade
- Nintendo Switch Online
- PlayStation Now
- PlayStation Plus
- Prime Gaming
- Steam
- Twitch
- Xbox Live
- YouTube Gaming
- None of these

Gaming franchises

Which of these games/franchises have you played in the last month?

- Angry Birds
- Animal Crossing
- Apex Legends
- Assassin's Creed
- Batman
- Battlefield
- Call of Duty
- Candy Crush
- Clash of Clans
- Company of Heroes
- Counter Strike
- Destiny
- Diablo
- DOTA 2
- Dragon Ball
- EA Sports FC
- eFootball
- F1
- Fallout
- Far Cry
- Farm Heroes
- FIFA
- Final Fantasy
- Football Manager
- Fortnite
- Forza
- Gears of War
- Ghost Recon
- God of War
- Gran Turismo
- Grand Theft Auto
- Halo
- Hearthstone
- League of Legends
- Lego
- Madden
- Mario
- Mass Effect
- Metal Gear Solid
- Minecraft
- Mortal Kombat
- NBA 2K
- Need for Speed
- Overwatch
- Plants vs. Zombies

- PlayerUnknown's Battlegrounds
- Pokemon
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Roblox
- Rocket League
- SimCity
- Sonic the Hedgehog
- Splatoon
- Star Wars
- Starcraft
- Street Fighter
- Super Smash Bros
- Tekken
- The Division
- The Elder Scrolls V: Skyrim
- The Sims
- The Witcher
- Total War
- Uncharted
- Watch Dogs
- World of Tanks
- World of Warcraft
- Zelda
- None of these

Gaming motivations

Gaming motivations

What are your main reasons for playing games?

- For a sense of accomplishment
- For fun
- For the excitement
- Habit
- To compete against others
- To keep up with friends
- To pass the time
- Other

Additions

Interests

All personal interests

Which of these things are you interested in?

Mind, Body & Self

- Learning a new language

Attitudes & self-perceptions

Self-perceptions

Which of these statements do you agree with?

Which of these statements do you not agree with?

Agree/Neutral/Disagree

- I am interested in doing self guided learning

Aspirations, priorities & concerns

Fears & worries

Which of these things do you worry about?

- Reproductive rights (e.g. access to abortion, contraceptives)

Sports leagues & events

Engagement with leagues & events

Do you watch or follow any of these sporting competitions/leagues/events?

- Super Bowl

Soccer

- National Women's Soccer League Championship (NWSL)

Sports teams

College Sports Teams

Do you follow or watch any of the following college sports team(s)?

- Air Force Falcons
- Akron Zips
- Alabama Crimson Tide
- Appalachian State Mountaineers
- Arizona State Sun Devils
- Arizona Wildcats
- Arkansas Razorbacks
- Arkansas State Red Wolves
- Army Black Knights
- Auburn Tigers
- Ball State Cardinals
- Baylor Bears
- Boise State Broncos
- Boston College Eagles
- Bowling Green Falcons
- Brigham Young University (BYU) Cougars
- Buffalo Bulls
- Butler Bulldogs
- California Golden Bears
- Central Michigan Chippewas
- Charleston Cougars
- Charlotte 49ers
- Cincinnati Bearcats
- Clemson Tigers
- Coastal Carolina Chanticleers
- Colorado Buffaloes
- Colorado State Rams
- Columbia Lions
- Creighton Bluejays
- Delaware Fightin' Blue Hens
- DePaul Blue Demons
- Duke Blue Devils
- East Carolina Pirates
- Eastern Michigan Eagles
- Florida Atlantic Owls
- Florida Gators
- Florida International University (FIU) Panthers
- Florida State Seminoles
- Fresno State Bulldogs
- Georgetown Hoyas
- Georgia Bulldogs
- Georgia Southern Eagles
- Georgia State Panthers
- Georgia Tech Yellow Jackets
- Gonzaga Bulldogs
- Harvard Crimson
- Hofstra Pride
- Houston Cougars
- Illinois Fighting Illini
- Indiana Hoosiers
- Iowa Hawkeyes
- Iowa State Cyclones
- Jacksonville State Gamecocks
- James Madison Dukes
- Kansas Jayhawks
- Kansas State Wildcats
- Kent State Golden Flashes
- Kentucky Wildcats
- Liberty Flames
- Louisiana Ragin' Cajuns
- Louisiana State University (LSU) Tigers
- Louisiana Tech Bulldogs
- Louisiana–Monroe Warhawks
- Louisville Cardinals
- Marquette Golden Eagles
- Marshall Thundering Herd
- Maryland Terrapins
- Memphis Tigers
- Miami (OH) RedHawks
- Miami Hurricanes
- Michigan State Spartans
- Michigan Wolverines

- Middle Tennessee Blue Raiders
- Minnesota Golden Gophers
- Mississippi State Bulldogs
- Missouri Tigers
- Navy Midshipmen
- Nebraska Cornhuskers
- Nevada Wolf Pack
- New Mexico Lobos
- New Mexico State Aggies
- North Carolina (NC) State Wolfpack
- North Carolina Tar Heels
- North Texas Mean Green
- Northern Illinois Huskies
- Northwestern Wildcats
- Notre Dame Fighting Irish
- Ohio Bobcats
- Ohio State Buckeyes
- Oklahoma Sooners
- Oklahoma State Cowboys
- Old Dominion Monarchs
- Ole Miss Rebels
- Oregon Ducks
- Oregon State Beavers
- Penn Quakers
- Penn State Nittany Lions
- Pittsburgh Panthers
- Princeton Tigers
- Providence Friars
- Purdue Boilermakers
- Rhode Island Rams
- Rice Owls
- Rutgers Scarlet Knights
- Sam Houston Bearkats
- San Diego State Aztecs
- San Jose State Spartans
- Seton Hall Pirates
- South Alabama Jaguars
- South Carolina Gamecocks
- South Florida Bulls
- Southern Methodist University (SMU) Mustangs
- Southern Miss Golden Eagles
- St. John's Red Storm
- Stanford Cardinal
- Syracuse Orange
- Temple Owls
- Tennessee Volunteers
- Texas A&M Aggies
- Texas Christian University (TCU) Horned Frogs
- Texas Longhorns
- Texas State Bobcats
- Texas Tech Red Raiders
- Toledo Rockets
- Towson Tigers
- Troy Trojans
- Tulane Green Wave
- Tulsa Golden Hurricane
- University of Alabama at Birmingham (UAB) Blazers
- University of California, Los Angeles (UCLA) Bruins
- University of Central Florida (UCF) Knights
- University of Connecticut (UConn) Huskies
- University of Nevada, Las Vegas (UNLV) Rebels
- University of Southern California (USC) Trojans
- University of Texas at El Paso (UTEP) Miners
- University of Texas at San Antonio (UTSA) Roadrunners
- Utah State Aggies
- Utah Utes
- Vanderbilt Commodores
- Villanova Wildcats
- Virginia Cavaliers
- Virginia Tech Hokies
- Wake Forest Demon Deacons
- Washington Huskies
- Washington State Cougars
- West Virginia Mountaineers
- Western Kentucky Hilltoppers
- Western Michigan Broncos
- Wichita State Shockers
- Wisconsin Badgers
- Wyoming Cowboys
- Xavier Musketeers
- None of these

Retailers, Fashion

Named retailers

Fashion retailers & department stores

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Spanx

Personal care products*

Skincare brands*

Which of these skincare brands do you use?

- CeraVe
- Drunk Elephant
- La Roche Posay
- SkinCeuticals
- The Ordinary
- Vichy

Alcohol*

Flavored Alcohol Brands*

Which of these flavored alcohol brands do you drink?

- High Noon
- RITAS

Cider brands*

Which of these cider brands do you drink?

- Austin Eastciders

Mobile

Mobile carriers

Which mobile carrier(s) do you use?

- Xfinity

Samsung models currently owned

Which Samsung phone(s) do you have?

- Galaxy Z Fold 3 or earlier
- Galaxy S20 / S20+ or earlier
- Galaxy S23 FE
- Galaxy S24
- Galaxy S24+
- Galaxy S24 Ultra
- Galaxy Z Flip 3 or earlier

TV streaming device brands

TV streaming device brands

Which TV streaming device(s)/stick(s) do you currently use?

- Xumo

TV & Movies

TV channels

How often do you watch these channels?

Regularly/Occasionally/Never

Weekday TV Channels Dayparts

On weekdays (Monday to Friday), between which times of the day do you typically watch each of these channels?

Weekend TV Channels Dayparts

At the weekend (Saturday-Sunday), between which times of the day do you typically watch each of these channels?

- Paramount+ with Showtime

Streaming & SVOD services

Which of these services have you used in the last month?

- Paramount+ with Showtime
- Xumo

Streaming & SVOD services (paid-for)

Which of these subscriptions do you pay for yourself?

- Paramount+ with Showtime

News, content & print media

Online news & content services used

In the last month, which of these have you used for online news, stories, video, articles, or features?

Which of these are your favorite providers of news, articles, or content?

- Genius.com

Removals

Interests

All personal interests

Which of these things are you interested in?

Arts & Culture

- Ballroom dancing

Attitudes & self-perceptions

Self-perceptions

Which of these statements do you agree with?

Which of these statements do you not agree with?

Agree/Neutral/Disagree

- My accomplishments are based on my own merits alone

Aspirations, priorities & concerns

Fears & worries

Which of these things do you worry about?

- Stock market

Sports leagues & events

Engagement with leagues & events

Do you watch or follow any of these sporting competitions/leagues/events?

Golf

- The Ryder Cup

Tennis

- Davis Cup

NCAA conferences

Do you watch or follow any of these college conferences?

- American Athletic Conference
- Atlantic Coast Conference

- Big 12 Conference
- Big Ten Conference
- Conference USA
- Division I FBS Independents
- Mid-American Conference
- Mountain West Conference
- None of these
- PAC-12 Conference
- Southeastern Conference
- Sun Belt Conference

Sports teams

MLS teams

Do you follow or support any of these MLS teams? **Major fan/Supporter/Take interest in**

- Atlanta United FC
- Austin FC
- CF Montreal
- Charlotte FC
- Chicago Fire FC
- Colorado Rapids
- Columbus Crew
- D.C. United
- FC Cincinnati
- FC Dallas
- Houston Dynamo FC
- Inter Miami CF
- LA Galaxy
- Los Angeles FC
- Minnesota United FC
- Nashville SC
- New England Revolution
- New York City FC
- New York Red Bulls
- Orlando City SC
- Philadelphia Union
- Portland Timbers
- Real Salt Lake
- San Jose Earthquakes
- Seattle Sounders FC
- Sporting Kansas City
- St. Louis City SC
- Toronto FC
- Vancouver Whitecaps FC

NHL teams

Do you follow or support any of these NHL teams? **Major fan/Supporter/Take interest in**

- Anaheim Ducks
- Arizona Coyotes
- Boston Bruins
- Buffalo Sabres
- Calgary Flames
- Carolina Hurricanes
- Chicago Blackhawks
- Colorado Avalanche
- Columbus Blue Jackets
- Dallas Stars
- Detroit Red Wings
- Edmonton Oilers
- Florida Panthers
- Los Angeles Kings
- Minnesota Wild
- Montréal Canadiens
- Nashville Predators
- New Jersey Devils
- New York Islanders
- New York Rangers
- Ottawa Senators
- Philadelphia Flyers
- Pittsburgh Penguins
- San Jose Sharks
- Seattle Kraken
- St. Louis Blues
- Tampa Bay Lightning
- Toronto Maple Leafs
- Vancouver Canucks
- Vegas Golden Knights
- Washington Capitals
- Winnipeg Jets

Sports brands & retailers, Retailers

Sports retailers

Named retailers

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- USA Sports

Retailers, Fashion

Named retailers

Fashion retailers & department stores

Which of these retailers have you shopped at in the last three months?

Which of these retailers have you shopped online with in the last three months?

Which of these are your favorite retailers to shop at?

- Jos. A. Bank

Personal care products*

Eye/lip/nail brands*

Thinking about make-up products that you use on your lips, eyes, or nails, which of these brands do you use?

- New York Color

Face makeup brands*

Which of these brands do you use for face makeup products (e.g. foundation, concealer, blusher, bronzer etc)?

- New York Color

Skincare brands*

Which of these skincare brands do you use?

- Elizabeth Arden
- Eos
- Sea Breeze
- Simple
- Stridex
- StriVectin

Deodorant brands*

Which type(s) of deodorant or antiperspirant do you use?

- Power

Alcohol*

Liqueur brands*

Which of these liqueur brands do you drink?

- Blue Curacao

Rum brands*

Which of these rum brands do you drink?

- Havana Club
- McDowell's No. 1 Rum

Tequila brands*

Which of these tequila brands do you drink?

- Cabeza

Vodka brands*

Which of these vodka brands do you drink?

- Russian Standard

Flavored Alcohol Brands*

Which of these flavored alcohol brands do you drink?

- Briggs
- Bud Light Lime-A-Rita
- Bud Light Straw-Ber-Rita
- Flora
- Pura Still
- Redd's

Cider brands*

Which of these cider brands do you drink?

- Smith & Forge

Mobile

Mobile carriers

Which mobile carrier(s) do you use?

- U.S. Cellular

Samsung models currently owned

Which Samsung phone(s) do you have?

- Galaxy Fold
- Galaxy Z Fold 2
- Galaxy Z Fold 3
- Galaxy M32
- Galaxy S10 / S10e / S10+ or earlier
- Galaxy S20
- Galaxy S20+
- Galaxy S20 Ultra
- Galaxy Z Flip
- Galaxy Z Flip 3

TV streaming device brands

TV streaming device brands

Which TV streaming device(s)/stick(s) do you currently use?

- Mi Box

TV & Movies

TV channels

How often do you watch these channels?

Regularly/Occasionally/Never

Weekday TV Channels Dayparts

On weekdays (Monday to Friday), between which times of the day do you typically watch each of these channels?

Weekend TV Channels Dayparts

At the weekend (Saturday-Sunday), between which times of the day do you typically watch each of these channels?

- Showtime

Streaming & SVOD services

Which of these services have you used in the last month?

Streaming & SVOD services (paid-for)

Which of these subscriptions do you pay for yourself?

- DAZN
- Showtime

News, content & print media

Online news & content services used

In the last month, which of these have you used for online news, stories, video, articles, or features?

Which of these are your favorite providers of news, articles, or content?

- Polygon