

GWI USA | Q4 2020

Questionnaire

Contents

Methodology	11
Sample Composition and Size	11
Survey Logistics	11
Demographics	12
Gender Identity (Grouped)	12
Gender Identity	12
Age (Generations)	12
Age (Groups) / Age (Individual)	12
Region	12
State	13
DMA®	13
County	13
Living Environment	13
Racial Identity	13
Mixed Race Identity	13
Hispanic Identity	14
Connections to Heritage	14
Parent / Child Heritage Activities	14
Heritage / Culture Attitudes	14
Language Preferences (Asian Americans)	14
Language Preferences (Black / African Americans)	15
Language Preferences at Home (Hispanic Americans)	15
Language Preferences Outside of Home (Hispanic Americans)	15
Language Preferences for Activities (Hispanic Americans)	15
Time Spend on Hispanic Media (Hispanic Americans)	16
Sexual Orientation	16
Educational Attainment	16
Relationship Status	16
Household Composition	16
Number of Children	17
Age of Children	17
Grandchildren	17
Annual Income (Brackets)	17
Annual Income (Segments)	17
Pets in Household	17
Life Events in Next Six Months	18
Attitudes & Interests	19
Interests	19
All Personal Interests	19
Attitudes & Self-Perceptions	19
Risk-Taking	19
Standing Out	19
Character Qualities	20
Self-Perceptions	20
Aspirations, Priorities & Concerns	20
Priorities / Important Things in Life	20
Hopes & Aspirations	21
Fears & Worries	21
Expectations in next six months	21
Trust in Organizations	21
Automotive & Transport	22
Frequency of Transport Types	22
Auto Ownership	22
Number of Vehicles in Household	22
Vehicle(s) Ownership Status	22

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Vehicle(s) Fuel Type	22
Vehicle(s) Model Type	22
Vehicle Brand(s) in Household	22
Auto Purchases	23
Auto Purchases in Next Six Months	23
Auto Retailers	23
Vehicle Brands Considered	23
Ride-Hailing / Sharing Brands	23
Auto Attitudes	24
Beverages*	24
Alcohol*	24
Frequency of Drinking Alcohol At Home*	25
Frequency of Drinking Alcohol Outside Of Home*	25
Reasons for Not Drinking Alcohol*	25
Alcohol Types*	25
Alcohol Types at Home*	25
Alcohol Types Outside of Home*	25
Favorite Alcohol Types*	25
Alcohol Purchase Locations by Type*	26
Beer Brands*	26
Flavored Malt Beverage / Cooler Brands*	27
Cider Brands*	27
Brandy / Cognac Brands*	27
Gin Brands*	27
Liqueur Brands*	27
Rum Brands*	27
Scotch / Whiskey / Bourbon Brands*	28
Tequila Brands*	28
Vodka Brands*	28
Wine Types*	28
Wine Varieties*	28
Frequency of Drinking Beverages*	29
Frequency of Beverage Consumption*	29
Frequency of Beverages At Home*	29
Frequency of Beverages Outside of Home*	29
Coffee & Hot Drinks*	29
Coffee Types Consumed*	29
Coffee Types Consumed In Home*	29
Coffee Brands Consumed In Home*	29
Number Of Coffees Consumed In Home*	30
Coffee Types Consumed Outside Of Home*	30
Number Of Coffees Consumed Outside Of Home*	30
Tea Types*	30
Energy / Sports Drink Brands*	30
Iced Tea Brands*	30
Soda*	30
Regular Soda Brands*	31
Diet / Sugar Free Soda Brands*	31
Water*	31
Water Brands*	31
Consumer Packaged Goods (CPG)*	33
CPG Retailers*	33
Beauty Store Retailers*	33
Convenience Store Retailers*	33
Discount & Dollar Store Retailers*	33
Drugstore Retailers*	33
Health Store Retailers*	33

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Mass Merchandiser & Wholesale Retailers*	33
Supermarket / Grocery Store Retailers*	34
CPG Shopping Behaviors*	34
Shopping Responsibility*	34
Frequency Of Shopping by Store Type*	34
Coupon Usage by Category*	34
Organic Purchasing by Products*	35
Own Label Products by Category*	35
Extent Of Mobile Shopping*	35
Household Products*	35
Household Product Influencers*	35
Bath Tissue / Toilet Paper Brands*	35
Household Cleaning Brands*	36
Laundry Detergent Brands*	36
Pet Products & Services*	36
Cat / Dog Food Types*	36
Cat / Dog Food Brand Drivers*	36
Cat Food Brands*	36
Dog Food Brands*	37
Pet Products / Services*	37
Device	37
Devices Owned / Used	38
Most Important Device	38
Device Purchases in Next Six Months	38
Device / Tech Brands Considered	39
Device / Tech Brand Influencers	39
Device / Tech Attitudes	39
Laptop / Notebook Brands Owned	39
Time Spent On Laptop / Notebook	40
Mobile Brands Currently Owned	40
Mobile Carriers	40
Time Spent on Mobile	40
iPhone Models Currently Owned	40
Samsung Models Currently Owned	40
Length Of Mobile Ownership	41
Mobile Brands Previously Owned	41
Mobile Brands: Historical Loyalty	41
Mobile Brands Considered	41
Mobile Brands: Future Loyalty	41
Mobile Purchase Timeframe	42
PC / Desktop Brands Owned	42
Time Spent On PC / Desktop	42
Smart Speaker / Hub Brands	42
Smartwatch Brands	42
Tablet Brands Owned	43
Time Spent on Tablet	43
TV Streaming Device Brands	43
Voice Assistants Used	43
Tracking Apps / Services	43
Electronics & Office Supply Retailers	43
Eating Occasions*	44
QSR Brands By Eating Occasion*	44
Restaurant Brands By Frequency*	44
Finance, Banking & Insurance	45
Type of Assets & Investments	45
Value of Assets & Investments	45
Financial Attitudes	45

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Financial Products	45
Online Money Behaviors	45
Online Trading Platforms	45
Payment Card Brands	46
Payment Services Brands	46
Banking Brands Used	46
Banking Brands Considered	46
Banking Brands: Future Loyalty	46
Financial Plans in Next Six Months	47
Insurance Policies & Brands	47
Policies & Cover Plans	47
Auto Insurance Brands	47
Homeowners Or Personal Property Insurance Brands	47
Life Insurance Brands	48
Medical / Health Insurance Brands	48
Insurance Brand Drivers	48
Insurance Plans in Next Six Months	48
Food, Cooking & Diet Behaviors*	49
Meat Consumption, Vegetarianism & Veganism*	49
Recipe Inspiration*	49
Food Attitudes*	49
Dietary Requirements / Choices*	49
Dieting / Food Control*	49
Food Product Requirements / Qualities*	49
Food Delivery Brands*	50
Food Box / Kit Subscription Services*	50
Gaming	50
Frequency of Gaming	50
Time Spent Gaming	50
Devices Used For Gaming	50
Primary Gaming Device	50
Games Consoles	50
Gaming Activities	51
Gaming Services	51
Gaming Franchises	51
Gaming Motivations	51
Health*	51
Health Conditions*	52
Shorter-Term Conditions*	52
Frequency of Shorter-Term Conditions*	52
Treatment for Shorter-Term Conditions*	52
Internal Medicine / Drug Brands*	52
External Medicine / Drug Brands*	52
Digestive Medicine / Drug Brands*	52
Allergy Medicine / Drug Brands*	53
Cough / Cold / Flu Medicine / Drug Brands*	53
Sleep Medicine / Drug Brands*	53
Longer-Term Conditions*	53
Side-effects of Longer-Term Conditions*	53
Non-prescription Products Used for Longer-Term Conditions*	54
Treatment Plans for Longer-Term Conditions*	54
Support Sources for Longer-Term Conditions*	54
Caregivers*	54
Conditions Cared For*	54
Caregiver Duties*	54
Healthcare Behaviors & Products*	55
Perception of Health*	55

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Perception of Weight*	55
Frequency Of Feeling Unwell*	55
Healthcare Attitudes*	55
Actions When Feeling Unwell*	55
Treatment Preferences*	56
Frequency of Treatments*	56
Medicine / Drug / Treatment Discovery Channels*	56
Medicine / Drug / Treatment Influencers*	56
Medicine / Drug / Treatment Purchase Methods*	57
Medicine / Drug / Treatment Purchase Locations*	57
Alternative / Complementary Treatments*	57
Vitamin / Mineral / Supplement Types*	57
Online Healthcare Behaviors*	57
Medical Websites Visited*	58
Frequency of Medical Visits*	58
Types of Specialist Doctor Visited*	58
Frequency of Using Health Products*	58
Frequency Of Using Sunscreen*	58
Lifestyle	58
Fashion	58
Frequency of Purchasing Apparel Items	59
Apparel Purchase Drivers	59
Luxury / Designer Brands	59
Fashion Retailers & Department Stores	60
Fashion Attitudes	60
Fashion & Beauty Subscription Services	60
Travel	60
Frequency of Travel Types	60
Vacation Types	61
Travel Destinations	61
Travel / Vacation Brands Used	61
Travel / Vacation Brands Preferred	61
Hotel Brands Used	61
Hotel Brands Preferred	61
Airline Brands Used	62
Airline Brands Preferred	62
Cruise Brands	62
Theme Parks & Resorts	62
Travel Attitudes	63
Sports & Exercise	63
Engagement With Sports & Sporting Activities	63
Gym, Running & Exercise Frequency	63
Fitness Services Used	63
Frequency Of Purchasing Sports Items	64
Sports Brands Owned	64
Sports Retailers	64
Frequency Of Watching Sports Games	64
Engagement With Leagues & Events	64
MLB Teams	65
MLS Teams	65
NBA Teams	65
NFL Teams	65
NHL Teams	66
Home & Property	66
Property Ownership	66
Property Type	66
Additional Properties	66
Property Plans In Next Six Months	67

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Home Purchases In Next Six Months	67
Home & Hardware Retailers	67
Personal Effects Purchases In Next Six Months	67
Religious Views	67
Political Views	68
Voting Habits	68
Voting Intention In Election	68
Usage Of Dating Services	68
Named Dating Services	68
Betting / Gambling Behaviors	68
Marketing & Brand Touchpoints	69
Brand Discovery Channels	69
Brand Qualities	69
Brand Initiatives	69
Brand Attitudes	69
Media	69
TV & Movies	69
Frequency Of Watching TV Types	70
Frequency Of Going To The Movies	70
Time Spent Watching Broadcast TV & Streaming	70
Cord Cutters and Nevers	70
Second-screen Devices	70
Second-Screen Behaviors	70
TV Attitudes	71
TV & Movie Genres	71
TV Channels	71
Streaming & SVOD Services	72
Streaming & SVOD Services (Paid-For)	72
News, Content & Print Media	73
Frequency of Engagement With News, Content & Print Media	73
Time Spent on Content Types	73
Newspaper & Magazine Subscriptions	73
Online News & Content Services Used	73
Frequency of Reading Named Newspapers	74
Frequency of Reading Named Magazines	74
News Attitudes	75
Music & Audio	75
Frequency Of Music & Audio Behaviors	75
Music Genres	75
Time Spent On Music & Audio Behaviors	76
Music & Audio Services Used	76
Music & Audio Services: Account Type	76
Podcast Genres	76
Ad-free vs Sponsored Podcasts	76
Radio Stations	76
Online Activities & Behaviors	76
Data & Privacy	77
Online Privacy Behaviors	77
Data & Privacy Worries	77
Data & Privacy Attitudes	77
Online Behaviors	77
Online Behaviors	77
Types Of Online Sites / Services Used	77
Online Search Behaviors	78
Named Search Engines / Tools	78
Online Browsers Used	78
Information & Maps Tools	78

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Online-Only Retailers	78
Retail	79
In-Store Purchase Influencers	79
Online Purchase Influencers	79
Frequency of Online Shopping Behaviors	79
Retail Attitudes	79
Intended Products, Policies & Purchases in Next Six Months	80
Named Retailers	80
Social	81
Social Media Usage	81
Named Social Media Services Used	82
Time Spent on Social & Messaging Services	82
Content Consumed on Social Media	82
Content Posted on Social Media	82
Favorite Social Media Accounts	82
Reasons for Using Social Media	83
Social Media Attitudes	83
Social Media Actions by Platform	83
Facebook / Facebook Messenger Features / Actions	83
Instagram Features / Actions	83
LinkedIn Features / Actions	84
Pinterest Features / Actions	84
Reddit Features / Actions	84
Snapchat Features / Actions	84
TikTok Features / Actions	84
Twitter Features / Actions	84
Work & Professional Life	86
Working Status	86
Industry / Sector	86
Work Role	86
Company Size	86
Number Of Jobs	86
Gig Economy Workers	87
Veteran Status / Military Interest	87
Work / Education Plans In Next Six Months	87
Charitable Giving & Good Causes*	88
Frequency of Giving / Volunteering*	88
Causes Supported*	88
Environment & Sustainability*	89
Sustainable Behaviors*	89
Environmental Attitudes*	89
Grocery Items Used in Household*	89
Butters, Spreads & Margarine*	90
Milk Types*	90
Peanut Butter Preserves & Spreads*	90
Peanut Butter & Nut Spread Brands*	90
Cookies & Sweet Items*	90
Candy / Chocolate*	90
Frequency of Eating Candy / Chocolate*	91
Frequency of Purchasing Boxed Chocolates*	91
Boxed Chocolate Brands*	91
Candy Types Purchased*	91
Gum Brands*	91
Candy Brands*	91

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Chocolate Brands*	92
Ice Cream*	93
Frequency of Eating Ice Cream*	93
Types of Ice Cream*	93
Ice Cream Brands*	93
Personal Care Products*	94
Oral Hygiene: Toothpaste Brands*	94
Oral Hygiene: Mouthwash Brands*	94
Oral Hygiene: Toothpaste Qualities*	94
Shampoo Types*	94
Haircare Products & Tools*	94
Shampoo Brands*	95
Deodorant Brands*	95
Skincare Products*	95
Skincare Brands*	95
Skincare Product Influencers*	96
Frequency Of Wearing Make-up / Cosmetics*	96
Makeup Products*	96
Eye / Nail Products*	96
Lip Products*	97
Eye / Lip / Nail Brands*	97
Face Makeup Brands*	97
Makeup Product Influencers*	97
Smoking, CBD & Cannabis*	98
Smoking Behaviors*	99
Frequency Of Behaviors*	99
Additions	100
Consumer Packaged Goods (CPG)*	100
Beauty Store Retailers*	100
Convenience Store Retailers*	100
Discount & Dollar Store Retailers*	100
Drugstore Retailers*	100
Health Store Retailers*	100
Mass Merchandiser & Wholesale Retailers*	100
Supermarket / Grocery Store Retailers*	100
Health*	101
Internal Medicine / Drug Brands*	101
External Medicine / Drug Brands*	101
Digestive Medicine / Drug Brands*	101
Allergy Medicine / Drug Brands*	101
Cough / Cold / Flu Medicine / Drug Brands*	102
Sleep Medicine / Drug Brands*	102
Perception of Weight*	102
Social	102
Named Social Media Services Used	102
Favorite Social Media Accounts	102
Reasons for Using Social Media	103
Social Media Actions by Platform	103
Facebook / Facebook Messenger Features / Actions	103
Instagram Features / Actions	103
LinkedIn Features / Actions	103
Pinterest Features / Actions	104
Reddit Features / Actions	104
Snapchat Features / Actions	104

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TikTok Features / Actions	104
Twitter Features / Actions	104
Removals	105
Demographics	105
Pet Attitudes (Cats / Dogs)	105
Beverages*	105
Alcohol Gifting Occasions*	105
Coffee Locations Outside of Home*	105
Hot Drink Sweeteners*	105
Fruit Juice / Drink Varieties*	106
Fruit Juice / Fruit Drink Formats*	106
Fruit Juice / Fruit Drink Packaging Types*	106
Water Types Consumed*	106
Water Types Consumed at Home*	106
Water Types Consumed Outside of Home*	106
Consumer Packaged Goods (CPG)*	106
Beauty Store Retailers*	106
Convenience Store Retailers*	107
Discount & Dollar Store Retailers*	107
Drugstore Retailers*	107
Health Store Retailers*	107
Mass Merchandiser & Wholesale Retailers*	107
Supermarket / Grocery Store Retailers*	107
Purchase Locations by Category*	108
Deliver vs In-Store Pick-up*	108
Coupon Usage by Category*	108
Organic Purchasing by Category*	109
Laundry Detergent Brands*	109
Laundry Products*	109
Device	109
Frequency of Using Voice Assistants	109
Eating Occasions*	110
Frequency of Meals by Type*	110
Weekday / Weekend Breakfast Behaviors*	110
Breakfast Foods*	110
Weekday / Weekend Lunch Behaviors*	111
Weekday / Weekend Dinner Behaviors*	111
Finance, Banking & Insurance	111
Financial Situation	111
Reward Credit Cards	111
Food, Cooking & Diet Behaviors*	112
Frequency of Snacking*	112
Cooking Responsibility*	112
Gaming	112
Gaming Genres	112
Lifestyle	112
Vehicle Rental Brands	112
Reward Programs	112
Gym, Running & Exercise Frequency	112
Property Outside Space	113
Gifting Preferences	113
Gifting Occasions for Children	113
Gifting Occasions for Adults	113

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Marketing & Brand Touchpoints	114
Brand Interactions	114
Brand / Product Reviews	114
Media	114
Streaming & Svod Services	114
Music & Audio Services: Shared Usage	114
Retail	114
Local vs National Retailers	115
Waiting for Discounts	115
Ownership vs Access	115
In-store vs Online	115
Product vs Experience	115
Chatbot vs Human Support	115
Social	115
Types of Social Media Services Used	115
Motivations For Using Social Media	115
Named Social Media Services Used	116
Accounts / People Followed on Social Media	116
Bloggers / Vloggers Followed on Social Media	116
Behaviors & Motivations by Platform	116
Facebook Features / Actions	116
Instagram Features / Actions	117
Pinterest Features / Actions	117
Reddit Features / Actions	117
Snapchat Features / Actions	117
Twitter Features / Actions	117
Youtube Features / Actions	117
Work & Professional Life	118
Interest in Education / Learning	118

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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 to 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

GWI is fielded as two surveys. The first is a 40-minute online survey completed by all 20,000 respondents. The second is a 25-minute recontact follow-up online survey, completed by a representative sub-set of about two thirds of the 20,000 respondents. 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.

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, and in wave 1 it was over 40% of respondents who completed the research via mobile.

The GWI USA survey is divided into thematic "blocks" of questions. These blocks are rotated on a random basis to ensure sections do not always appear in the same position within the survey.

We also employ routing to ensure that respondents are not asked questions which would be irrelevant to them. For example, if someone says they do not use any social networks, then they are not asked follow-up questions about this behavior. 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 Spanish or English.

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Demographics

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
- Female
- Genderqueer / Bigender
- Gender fluid / non-binary / non-conforming
- Male
- Transgender (female)
- Transgender (male)
- Other gender identity
- Prefer not to say

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) / Age (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.

Region

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

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

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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

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.

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

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Hispanic Identity

Do you identify as Hispanic or Latino

- Yes
- No
- Prefer not to say

Connections to Heritage

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

- 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

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

Parent / Child Heritage Activities

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

- 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

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

Heritage / Culture Attitudes

Which of these statements apply to you?

- 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)

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

Language Preferences (Asian Americans)

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

- | | | |
|------------------------|------------|-------------|
| • Bahasa Indonesia | • French | • Lao |
| • Bengali / Bangla | • Gujurati | • Malay |
| • Bhutanese / Dzongkha | • Hindi | • Mandarin |
| • Burmese | • Japanese | • Marathi |
| • Cantonese | • Khmer | • Mongolian |
| • English | • Korean | • Nepali |

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- Portuguese
- Sinhala
- Spanish
- Tagalog
- Tamil
- Telegu
- Thai
- Tibetan
- Urdu
- Vietnamese
- Other language

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

Language Preferences (Black / African Americans)

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

- 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
- German
- Guan
- Hausa
- Igbo
- Italian
- Jamaican Patois
- Kabiye
- Kalanga
- Kanuri
- Kasem
- Kimbundu
- Kinyarwanda
- Kirundi
- Kituba
- Kongo / Kikongo
- Lingala
- Luo
- Malagasy
- Mandinka
- Maninka / Malinke
- Mossi / Moore
- 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

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

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

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

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

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

Relationship Status

What's your current relationship status?

- | | | |
|---------------------|------------------------|-----------|
| • Single | • Engaged | • Widowed |
| • Dating | • Married | |
| • In a relationship | • Separated / divorced | |

Household Composition

Who do you live with?

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- 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?

- 0
- 1
- 2
- 3+

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

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.

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

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, or other small pets
- Reptiles
- Other
- Don't have any pets / animals

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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
- Get a new pet
- Have a child move away from home
- Have a child graduate from college
- Have a child get married
- Birth of first grandchild
- Birth of another grandchild
- Have a major medical procedure / treatment
- None of these

Attitudes & Interests

Interests

All Personal Interests

Which of these things are you interested in?

- Adventure and extreme sports
- Alternative medicines / therapies
- Animal welfare
- Architecture
- Artificial Intelligence (AI)
- Astrology
- Baking
- Ballroom dancing
- Beauty / cosmetics
- Beers / breweries
- Books / literature
- Business
- Cars / motoring
- Celebrity news / gossip
- Charities / volunteering
- Climate change / carbon emissions
- Cocktails / cocktail bars
- Coding / programming
- Comics / animation
- Computers
- Cooking
- Dance
- DIY / home improvements
- Eating out / restaurants
- Economy
- Entertaining at home
- Entrepreneurship
- Environmental issues
- Esports
- Exercise / keeping fit
- Fashion: accessories
- Fashion: clothing
- Fine art
- Food / drink festivals
- Gadgets
- Gambling
- Gaming
- Gardening
- Genealogy / ancestry
- Grilling / barbecuing
- Handicrafts / sewing
- Health foods / drinks
- History
- Individual sports
- Influencers
- Interior design
- Investment
- Listening to music
- Live events
- Live theater (plays, musicals, etc)
- Local issues
- Meditation
- Movies
- Museums / galleries
- Music concerts
- Music festivals
- News / current affairs
- Nights out / clubbing
- Opera / ballet
- Outdoor activities (e.g. hiking, camping)
- Painting / drawing
- Parenting / childcare
- Personal finances
- Personal healthcare
- Pets / pet care
- Photography
- Politics
- Religion
- Science
- Shopping
- Smart homes
- Social issues
- Social justice / equality
- Spirituality
- Team sports
- Technology
- Television
- Travel
- Urban / modern art
- Virtual reality (VR)
- Wildlife / animals
- Wine / wineries
- None of these

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

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Character Qualities

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

Describes me / 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 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 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'm never satisfied with my life
- 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 are struggling
- I think traditional gender roles / labels are outdated
- I think we should be more open about mental health
- It's important to me to feel accepted by others
- I usually need help organizing things
- I want my lifestyle to impress others
- My accomplishments are based on my own merits alone

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

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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
- 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
- Saving for retirement
- Stock market
- Tax increases
- Tensions with foreign countries (e.g. Russia, China)
- Terrorism
- The US government
- 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

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

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)

Auto Ownership

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(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 | • Luxury | • Truck |
| • Coupe | • Minivan | • Van |
| • Crossover | • Sedan | • Wagon |
| • Hatchback | • SUV | • Other |

Vehicle Brand(s) in Household

Which brand(s) of vehicle do you have?

- | | | |
|----------------|-------------|-----------|
| • Acura | • Buick | • Fiat |
| • Alfa Romeo | • Cadillac | • Fisker |
| • Aston Martin | • Chevrolet | • Ford |
| • Audi | • Chrysler | • Genesis |
| • Bentley | • Daewoo | • GMC |
| • BMW | • Dodge | • Honda |
| • Bugatti | • Ferrari | • Hummer |

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- Hyundai
- Infiniti
- Isuzu
- Jaguar
- Jeep
- Kia
- Lamborghini
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz

- MG
- Mini
- Mitsubishi
- Nissan
- Plymouth
- Pontiac
- Porsche
- Range Rover
- Ram
- Renault
- Rolls Royce
- Saab

- Saturn
- Scion
- Skoda
- Subaru
- Suzuki
- Tesla
- Toyota
- Volkswagen
- Volvo
- Other

Auto Purchases

Auto Purchases in Next Six Months

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

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

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

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
- Daewoo
- Dodge
- Ferrari
- Fiat
- Fisker
- Ford
- Genesis
- GMC
- Honda
- Hummer
- Hyundai
- Infiniti
- Isuzu
- Jaguar
- Jeep
- Kia
- Lamborghini
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- MG
- Mini
- Mitsubishi
- Nissan
- Plymouth
- Pontiac
- Porsche
- Range Rover
- Ram
- Renault
- Rolls Royce
- Saab
- Saturn
- Scion
- Skoda
- Subaru
- Suzuki
- Tesla
- Toyota
- Volkswagen
- Volvo
- Other

Ride-Hailing / Sharing Brands

Which of these ride-hailing services do you use?

- Arro
- Curb

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- Lyft
- RideAustin
- Uber
- Via
- Wingz
- None of these

NOTE: Arro, RideAustin, 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

Beverages*

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)

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- 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 flavoured beverages / Spirits / Wine

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

Beer Brands*

Which of these beer brands do you drink?

Domestic Beer Brands

- Anchor Steam
- 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
- Keystone Light
- Landshark Lager
- Leinenkugel's
- Michelob
- Michelob Light / Ultra
- Miller Genuine Draft
- Miller High Life
- Miller High Life Light
- Miller Lite
- Miller64

Imported Beer Brands

- Milwaukee's Best
- Milwaukee's Best Light
- Natural Ice
- Natural Light
- New Belgium
- Pabst Blue Ribbon
- Patagonia
- Redd's Apple Ale
- Redhook
- Rolling Rock
- Saint Archer
- Sam Adams Light
- Samuel Adams
- Shiner Bock
- Shock Top
- Yuengling
- Yuengling Light
- Other domestic beer brand
- Amstel
- 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
- Sierra Nevada
- Skol
- Smithwick's
- St Pauli Girl
- Stella Artois
- Tecate
- Tsingtao
- Other imported beer brand

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Flavored Malt Beverage / Cooler Brands*

Which of these flavored malt beverage / cooler brands do you drink?

- Arctic Summer
- Bartle & Jaymes
- Bon & Viv Spiked Seltzer
- Briggs
- Bud Light Lime-A-Rita
- Bud Light Seltzer
- Bud Light Straw-Ber-Rita
- Cape Line
- Crook & Marker
- Flora
- Four Loko Hard Seltzer
- Henry's
- June Shine
- Kombrewcha
- Mike's Hard Lemonade
- Natural Light Naturdays
- Natural Light Selzer
- Nauti
- Pampelonne
- Pura Still
- Redd's
- 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
- Brothers
- Crispin
- Johnny Appleseed
- Kopparberg
- Magners
- Smith & Forge
- Somersby
- Stella Artois Cidre
- Strongbow
- Thatchers
- Woodchuck
- 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
- Tanqueray
- Other

Liqueur Brands*

Which of these liqueur brands do you drink?

- Alize
- Amaretto di Amore
- Amarula
- Bailey's
- Blue Curacao
- Carolans
- Chambord
- Cointreau
- DeKuyper
- Disaranno
- Drambuie
- Frangelico
- Godiva
- Goldschlager
- Grand Marnier
- Hpnotiq
- Jagermeister
- Kahlua
- Malibu
- Midori
- Nuvo
- 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

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- Havana Club
- Kirkland
- Kraken
- Malibu
- McDowell's No. 1 Rum
- 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
- 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
- Cabeza
- 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
- Russian Standard
- Seagram's
- Skinnygirl
- Skyy
- Smirnoff
- Stolichnaya
- 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

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- Muscat
- Pinot Grigio
- Pinot Noir
- Red blend
- Riesling
- Sancerre
- Sauvignon Blanc
- Syrah / Shiraz
- Tempranillo
- Viognier
- Zinfandel
- Other

Frequency of Drinking Beverages*

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 beer
- 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 & Hot Drinks*

Coffee Types Consumed*

Which of these coffees do you drink?

- Cappucino
- 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
- Coffeehouse
- Café Bustelo
- Chock Full O'Nuts
- Community
- Dunkin' Donuts
- Eight O' Clock
- Folgers
- Gevalia
- Green Mountain
- Hill Bros
- International Delight

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- Illy
- 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
- Cold brew coffee
- Espresso
- Iced coffee
- Regular / filter 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 label / 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 label / own brand
- Other

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Soda*

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

Water*

Water Brands*

Which of these water brands do you drink

- Absopure
- Alaska Glacier
- 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
- Mountain Valley
- Nestle Pure Life
- Niagara
- Ozarka
- Perrier
- Poland Spring
- Propel
- San Pellegrino
- Schweppes Seltzer Water

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- Seagram's Seltzer
- SoBe
- Sparkletts
- Sparkling Ice
- Zephyrhills
- Store own label / own brand
- Other

Consumer Packaged Goods (CPG)*

CPG 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

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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
- Hannaford
- Harris Teeter
- H-E-B
- 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

CPG Shopping Behaviors*

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)
- Discount / dollar stores (e.g. Dollar General, Family Dollar, TJ Maxx)
- Drugstores (e.g. CVS, Walgreens)
- Ecommerce sites (e.g. Amazon, Jet)
- Farmers' / local markets
- Health food / vitamin stores (e.g. GNC, Vitamin Shoppe)
- Liquor stores
- Mass market retailers (e.g. Walmart, Target, Kmart)
- 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)

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- 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

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 | ● Cottonelle | ● Quilted Northern |
| ● Charmin | ● Marcal | ● Scott |

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- Soft 'n' Gentle
- White Cloud
- Store own brand / own label
- 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 / own label
- 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 / own label
- Other
- Don't know

Pet Products & Services*

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 treats / biscuits
- Dog food (canned / wet)
- Dog food (packaged / dry)
- 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

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- Pure Balance
- Purina
- Rachel Ray Nutrish
- Royal Canin
- Sheba
- Special Kitty
- Wellness
- Whiskas
- Store own label / 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
- Snasages
- 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

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Device

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, Google Home)
- 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 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

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- 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

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

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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 Brands Currently Owned

Which phone brand(s) do you currently use?

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

Mobile Carriers

Which mobile carrier(s) do you use?

- AT&T
- Boost Mobile
- Consumer Cellular
- Cricket Wireless
- MetroPCS
- Sprint
- Straight Talk
- Ting
- T-Mobile
- TracFone
- U.S. Cellular
- Verizon Wireless
- Virgin Mobile
- 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?

- 5 or earlier
- 6
- 6 Plus
- 6s
- 6s Plus
- 7
- 7 Plus
- 8
- 8 Plus
- SE
- X
- XR
- XS
- XS Max
- 11
- 11 Pro
- 11 Pro Max

Samsung Models Currently Owned

Which Samsung phone(s) do you have?

- Galaxy A3
- Galaxy A5
- Galaxy A6
- Galaxy A7
- Galaxy A8
- Galaxy A80
- Galaxy A90
- Galaxy Fold
- Galaxy J3
- Galaxy J5
- Galaxy Note 7 or earlier
- Galaxy Note 8
- Galaxy Note 9
- Galaxy Note 10
- Galaxy Note 10+
- Galaxy S5 or earlier
- Galaxy S6
- Galaxy S6 Edge
- Galaxy S6 Edge+
- Galaxy S7
- Galaxy S7 Edge
- Galaxy S8
- Galaxy S8+
- Galaxy S9
- Galaxy S9+
- Galaxy S10
- Galaxy S10+
- Galaxy S10e
- Galaxy S20
- Galaxy S20+
- Galaxy S20 Ultra
- Galaxy Z Flip
- Other

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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
- BlackBerry
- Coolpad
- Google Pixel
- HTC
- Huawei
- iPhone
- Lenovo
- LG
- 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
- Blackberry loyalist
- Blackberry 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
- LG loyalist
- LG 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
- BlackBerry
- Coolpad
- Google Pixel
- HTC
- Huawei
- iPhone
- Lenovo
- LG
- 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
- Blackberry faithful
- Blackberry abandoner
- Blackberry switcher
- Coolpad faithful
- Coolpad abandoner
- Coolpad switcher

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- 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
- LG faithful
- LG abandoner
- LG 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

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

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

Which smartwatch brand(s) do you currently use?

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

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- Other

Tablet Brands Owned

Which tablet(s) do you currently use?

- Amazon Fire HD
- Apple iPad
- Apple iPad Air
- Apple iPad Mini
- Apple iPad Pro
- Asus ZenPad
- Google Pixel / Nexus
- Huawei MediaPad
- Lenovo Tab
- Microsoft Surface Book
- 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

TV Streaming Device Brands

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

- Amazon Fire TV
- Apple TV
- Google Chromecast
- Mi Box
- Nvidia Shield TV
- Roku
- Slingbox
- Other

Voice Assistants Used

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

- Alexa
- Cortana
- OK Google
- Siri
- Other

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

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

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Eating Occasions*

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 / Go to for snacks / Do not go to

- 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
- P.F. Chang's
- Pei Wei Perkins
- 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

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Finance, Banking & Insurance

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

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 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 Money Behaviors

How frequently do you do the following?

Daily / Weekly / Monthly / Less often / Never

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

Online Trading Platforms

Which online trading platforms do you use?

- Ally Invest
- Charles Schwab
- E*Trade
- Fidelity
- Firsttrade
- Interactive Brokers
- Merrill Edge
- Robinhood
- TD Ameritrade
- TradeStation
- None of these
- PAYMENT CARD BRANDS
- Which of these payment cards do you have?
- American Express
- Apple Card
- Discover
- Mastercard

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- Visa
- Other

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
- ChasePay
- Google Pay
- Masterpass by Mastercard
- PayPal
- Samsung Pay
- TransferWise
- Venmo
- Visa Checkout
- Zelle
- Other

Banking Brands Used

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

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

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- 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.

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
- None of these

Insurance Policies & Brands

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
- AARP
- 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?

- AAA
- Acuity
- AIG
- Allstate
- American Family
- Amica

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- Country Financial
- Chubb
- 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
- AARP
- 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?

- AARP
- Aetna
- AFLAC
- Bankers Life
- Blue Cross Blue Shield
- Cambia
- Carefirst
- Centene
- Cigna
- Colonial Life
- Coventry Corp Group
- HCSC
- Health Net
- Highmark
- HIP
- Humana
- Kaiser Pemanente
- Lifetime
- MetLife
- Mutual of Omaha
- State Farm
- UHC
- Unitedhealth
- Unum
- UPMC
- WellCare
- WellPoint
- Other
- Don't know / can't remember

Insurance Brand Drivers

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

- Brand name / reputation
- Company 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

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Food, Cooking & Diet Behaviors*

Meat Consumption, Vegetarianism & Veganism*

Which of the following would you describe yourself as?

- Meat-eater with no plans to change
- Meat-eater interested in reducing meat consumption
- Meat-eater interested in becoming vegetarian
- Flexitarian
- Pescatarian (eat fish)
- Vegetarian
- Vegetarian who eats some vegan food
- Vegan
- Someone who just doesn't eat meat
- 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
- Grain-free
- Gluten-free
- Lactose-free
- Keto diet
- Low sodium
- Low sugar
- Nut allergy
- Paleo diet
- Pescatarian
- Vegetarian
- Vegan
- 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

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
- Healthy versions of products
- High-fiber products
- High protein products
- Low calorie products
- Low carb products
- Low cholesterol products
- Low fat products
- Low sodium products
- Low sugar products
- Probiotic products

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- Products with nutritional benefits
- Raw food
- Sugar free products
- Free / fair trade products
- High animal welfare standards
- Locally made / locally sourced products
- Natural products
- Organic products
- Products made in the US
- Sustainable / eco-friendly product

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

Food Box / Kit Subscription Services*

Which of the following food box services do you use?

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

Gaming

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.

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. Oculus, PlayStation VR)
- Other

Games Consoles

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

- PlayStation 3
- PlayStation 4
- Xbox 360
- Xbox One
- Nintendo Switch
- Nintendo Wii
- Nintendo Wii U
- Other

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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

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

- Apple Arcade
- Google Stadia
- Mixer
- PlayStation Now
- PlayStation Plus
- Steam
- Twitch
- YouTube Gaming
- Xbox Live
- None of these

Gaming Franchises

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

- Apex Legends
- Assassin's Creed
- Batman
- Battlefield
- Bubble Witch
- Call of Duty
- Candy Crush
- Clash of Clans
- Company of Heroes
- Counter Strike
- DOTA 2
- Destiny
- Diablo
- Dragonball Z
- Endless (Space/Legend)
- F1
- Fallout
- Far Cry
- Farm Heroes
- FIFA
- Final Fantasy
- Football Manager
- Fortnite
- Forza
- Gears of War
- Ghost Recon
- Grand Theft Auto
- Gran Turismo
- Halo
- Hearthstone
- Heroes of the Storm
- 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
- Pro Evolution Soccer
- Project Cars
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Roblox
- Rocket League
- SimCity
- Splatoon
- Starcraft
- Star Wars
- Street Fighter
- Super Smash Bros
- Tekken
- The Division
- The Elder Scrolls V: Skyrim
- The Sims
- Total War
- Two Point (Hospital)
- Uncharted
- Watch Dogs
- World of Tanks
- World of Warcraft
- Zelda
- None of these

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

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Health*

Health Conditions*

Shorter-Term Conditions*

Which of these have you experienced in the last 12 months?

See *Treatment for Shorter-Term Conditions** for answer options.

Frequency of Shorter-Term Conditions*

How frequently have you experienced the following?

See *Treatment for Shorter-Term Conditions** for answer options.

Treatment for Shorter-Term 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?

- Anxiety
- Back / muscle / joint pain
- Bladder complaints
- Bleeding / sore gums
- Body fungi (e.g. Athlete's foot)
- Bronchitis
- Cold / flu
- Cold sores
- Constipation
- Cough
- Dandruff / dry scalp
- Dry eyes
- Dry mouth
- Eczema
- Environmental allergies (e.g. to animals, dust, etc)
- Gout
- Hair loss
- Hay fever / seasonal allergies
- Headaches / migraines
- Hearing loss
- Heartburn / indigestion / acid reflux
- High cholesterol
- Incontinence
- Insomnia
- Motion sickness
- Muscle sprain
- Nasal congestion
- Nausea, vomiting, or diarrhoea
- Pneumonia
- Pre-menstrual / period pain
- Sensitive teeth
- Sinusitis (sinus infection)
- Skin conditions (e.g. acne, red skin, oily skin)
- Skin irritations (e.g. insect bites, allergic reactions, etc)
- Stomach pain / cramps
- Stress
- Sunburn
- Toothache
- Warts

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 label / 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 label / 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

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- Dicolax
- Gas-X
- Gaviscon
- Imodium
- Kaopectate
- Maalox
- Metamucil
- Mylanta
- Nexium
- Pepcid
- Pepto Bismol
- Prebiotics
- Prevacid
- Prilosec
- Probiotics
- Roloids
- Senokot
- Tagamet
- Tums
- Zantac
- Zegerid
- Store own label / 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 label / 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
- Oscilococcinum
- Robitussin
- Sudafed
- Theraflu
- Tylenol
- Vicks DayQuil/NightQuil
- Zarabees
- Zicam
- Store own label / own brand
- None of the above

Sleep Medicine / Drug Brands*

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

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

Longer-Term Conditions*

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

- ADD / ADHD
- Arthritis (psoriatic)
- Arthritis (rheumatoid)
- Asthma
- Backache / pain
- Bowel disease
- Cancer
- Chronic / Severe pain
- Depression
- Diabetes (Type 1 - insulin-dependent)
- Diabetes (Type 2 - not insulin-dependent)
- Emphysema
- 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

Side-effects of Longer-Term 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

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Non-prescription Products Used for Longer-Term 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 Longer-Term 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 Sources for Longer-Term 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

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?

- ADD / ADHD
- Alzheimer's
- Arthritis (psoriatic)
- Arthritis (rheumatoid)
- Asthma
- Backache / pain
- Bowel disease
- Cancer
- Chronic / Severe pain
- Depression
- Dementia
- Diabetes (Type 1 - insulin-dependent)
- Diabetes (Type 2 - not insulin-dependent)
- Emphysema
- 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

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- Provide moral / emotional support
- Research information
- None of these / Prefer not to say

Healthcare Behaviors & Products*

Perception of Health*

How would you rate your current health?

- Excellent
- Good
- Fair
- Poor
- Very poor
- 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

- I always finish medications that I have been prescribed
- I take my time choosing the best drugs / medicines
- Brand-name prescription drugs are better than generic / store own label drugs
- I take preventative medicines as soon as I start feeling unwell
- I would consider having cosmetic surgery
- I would consider have non-surgical cosmetic treatments (e.g. peels, botox)
- None of these / Prefer not to say
- I'm open to trying new medicines / drugs
- I always read instructions carefully before taking drugs
- I rely on drugs & medicines when I'm feeling sick
- I always have a supply of medicines / drugs at home
- I don't deal well with pain
- I trust pharmaceutical companies that supply medicines / drugs
- I worry about my personal health frequently
- I actively look for lifestyle changes that can improve my health

Actions When Feeling Unwell*

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

- Consult a doctor / healthcare professional online

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- Visit a doctor / nurse / pharmacist / other healthcare professional
- 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 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

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

Frequency of 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?

- | | |
|--|--|
| <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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?

- | | |
|---|---|
| <ul style="list-style-type: none"> • Ads you've seen • Brand-specific coupons / rebates • Cost of the medicines / drugs / treatments | <ul style="list-style-type: none"> • Information / recommendations you've found online • Ingredients in the medicines / drugs / treatments • Medicines / drugs / treatments you've used before |
|---|---|

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

Alternative / Complementary Treatments*

Which of these alternative / complementary treatments do you use?

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

Vitamin / Mineral / Supplement Types*

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

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

Online Healthcare Behaviors*

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

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

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Medical Websites Visited*

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

- CDC
- Diabetes Self-Management
- Drugs.com
- Everyday Health
- Healthcare.gov
- Health Central
- 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

Frequency of Using Health Products*

How frequently do you use the following?

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

- Anti-acids
- Band-aids / bandages
- Contact lenses
- Contraception
- Dietary / weight loss supplements
- Ear drops
- Enemas
- 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

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Lifestyle

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 | • Escada | • Marni |
| • Azzaro | • Etro | • Max Mara |
| • Balenciaga | • Fendi | • MCM Worldwide |
| • Bally | • Furla | • Michael Kors |
| • Berlui | • Giorgio Armani / Emporio Armani | • Miu Miu |
| • Bottega Veneta | • Givenchy | • Montblanc |
| • Boucheron | • Gucci | • Moschino |
| • Brioni | • Guerlain | • Narciso Rodriguez |
| • Bulgari | • Hermes | • Nina Ricci |
| • Burberry | • Hogan | • Paco Rabanne |
| • Cacharel | • Hugo Boss | • Pandora |
| • Calvin Klein | • Issey Miyake | • Patek Philippe |
| • Canali | • Jean Paul Gaultier | • Paul Smith |
| • Caroline Herrera | • Jimmy Choo | • Piaget |
| • Cartier | • J.M. Weston | • Pomellato |
| • Celine | • John Lobb | • Prada |
| • Chanel | • Kate Spade | • Ralph Lauren |
| • Chaumet | • Kenzo | • Ray-Ban |
| • Chloe | • Lacoste | • Rimowa |
| • Chopard | • Lancaster | • Roberto Cavalli |
| • Christian Lacroix | • Lancel | • Rochas |
| • Church's | • Lanvin | • Roger Vivier |
| • Coach | • Loewe | • Rolex |
| • Comme des Garçons | • Longchamp | • Salvatore Ferragamo |
| • Davidoff | • Longines | • Scotch & Soda |
| • Dior | • Loro Piana | • Stella McCartney |
| • Dodo Bar Or | • Louis Vuitton | • Swarovski |
| • Dolce & Gabbana | • Marc Jacobs | • Ted Baker |
| • Dunhill | | • Theory |

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- Thierry Mugler
- Tiffany
- Tod's
- Tom Ford
- ory 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?

- Belk
- Bloomingdale's
- Burlington
- Century 21
- Dillard's
- JCPenney
- Kohl's
- Lord & Taylor
- Macy's
- Marshalls
- Neiman Marcus
- Nordstrom
- Nordstrom Rack
- Ross Dress for Less
- Saks Fifth Avenue
- Saks Off Fifth
- Sears
- T.J. Maxx
- Abercrombie & Fitch
- Aeropostale
- Aldo
- American Eagle
- Ann Taylor
- Anthropologie
- ASOS
- Banana Republic
- Bealls
- Bonobos
- Chico's
- Cole Hahn
- DressbarnDSW
- Eddie Bauer
- Express
- Famous Footwear
- Forever 21
- Free People
- Gap
- H&M
- Hollister
- J.Crew
- Jos. A. Bank
- Lane Bryant
- Levi's
- LOFT
- Madwell
- Men's Wearhouse
- New York & Company
- Old Navy
- PacSun
- Patagonia
- REI
- Shoe Carnival
- Superdry
- Talbots
- Uniqlo
- Untucked
- 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

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

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- 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, HomeAway, 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 | <ul style="list-style-type: none"> • Israel • Italy • Netherlands • Spain • Switzerland • Other (Europe / Middle East / Africa) | <ul style="list-style-type: none"> • Costa Rica • Dominican Republic • Jamaica • Mexico • Other (Americas) |
| Europe, Middle East & Africa | Americas | Asia Pacific |
| <ul style="list-style-type: none"> • North East • Mid-West • South East • South West • West • Non-continental US • England / UK • France • Germany • Ireland | <ul style="list-style-type: none"> • Aruba • Bahamas • Canada • Colombia | <ul style="list-style-type: none"> • 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?

Travel / Vacation Brands Preferred

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

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Airbnb • Airfordable • Booking.com • Expedia • Google Travel • HomeAway • Hotels.com | <ul style="list-style-type: none"> • Hotwire • Inclusive • KAYAK • Nextdoor • Nomadness • Orbitz • Priceline | <ul style="list-style-type: none"> • Skyscanner • Travel Noire • Travelocity • TripAdvisor • Trivago • Vrbo • Other |
|--|---|--|

Hotel Brands Used

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

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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 (Preferred option only)
- None of these (Used option only)

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 Airlines
- Allitalia
- 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
- 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

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- Universal Studios
- Universal's Islands of Adventure
- None of these

Travel Attitudes

Which of these statements apply to you?

- I'd prefer one long vacation instead of several weekend breaks
- I enjoy vacationing in new places
- If traveling abroad, I prefer visiting destinations in the developed world
- I'm worried about the environmental impact of my travel
- 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
- 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

Sports & Exercise

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

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?

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

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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
- Hoka
- Hummel Jordan / Air Jordan
- Kappa
- Keds
- K-Swiss
- 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
- Undefeated
- 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
- Dicks's Sporting Goods
- Fanatics
- Finish Line
- Foot Locker
- Footaction
- Modell's Sporting Goods
- USA Sports

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?

- College Football
- MLB
- NFL
- NHL
- Professional Boxing
- Summer Olympics
- Tour de France
- UFC
- Winter Olympics
- WNBA
- X Games
- Basketball
- College Basketball
- FIBA Basketball World Cup
- NBA

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- WNBA
- Golf
 - PGA Championship
 - PGA Tour
 - The Master's Tournament
 - The Open Championship
 - The PLAYERS Championship
 - The Ryder Cup
 - US Open
 - World Golf Championships

Horse-Racing

- Belmont Stakes
- Kentucky Derby
- Preakness Stakes
- Motor Sports
 - Formula 1
 - IndyCar
 - NASCAR
- Soccer
 - Bundesliga
 - FIFA Women's World Cup
 - FIFA World Cup

- LaLiga
- MLS
- Premier League
- Serie A
- UEFA Champions League
- Tennis
 - Australian Open
 - Davis Cup
 - French Open
 - US Open
 - Wimbledon

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 Indians
- 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

MLS Teams

Do you follow or support any of these MLS teams?

Major fan / Supporter / Take interest in

- Atlanta United FC
- Chicago Fire SC
- Colorado Rapids
- Columbus Crew SC
- D.C. United
- FC Cincinnati
- FC Dallas
- Houston Dynamo
- Inter Miami CF
- LA Galaxy
- Los Angeles FC
- Minnesota United FC
- Montreal Impact
- 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
- Toronto FC
- Vancouver Whitecaps FC

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
- LA Clippers
- Los Angeles Lakers
- Memphis Grizzlies
- Miami Heat
- Milwaukee Bucks
- Minnesota Timberwolves
- New Orleans Pelicans
- New York Knicks
- Oklahoma City Thunder
- Orlando Magic
- Philadelphia Sixers
- Phoenix Suns
- Portland Trail Blazers
- Sacramento Kings
- San Antonio Spurs
- Toronto Raptors
- Utah Jazz
- Washington Wizards

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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 Rams
- Miami Dolphins
- Minnesota Vikings
- New England Patriots
- New Orleans Saints
- New York Giants
- New York Jets
- Philadelphia Eagles
- Pittsburgh Steelers
- Los Angeles Chargers
- San Francisco 49ers
- Seattle Seahawks
- Tampa Bay Buccaneers
- Tennessee Titans
- Washington Redskins

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
- St. Louis Blues
- Tampa Bay Lightning
- Toronto Maple Leafs
- Vancouver Canucks
- Vegas Golden Knights
- Washington Capitals
- Winnipeg Jets

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

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Property Plans In Next Six Months

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

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

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
- Bed Bath & Beyond
- Cabela's
- Container Store
- Crate & Barrel
- Hallmark Gold Crown
- Harbor Freight Tools
- Hobby Lobby
- Home Depot
- HomeGoods
- IKEA
- Lowe's
- Lumber Liquidators
- Menards
- Michaels
- Pier 1
- Pottery Barn
- Sears Hometown Store
- Sherwin-Williams
- Tractor Supply Co.
- True Value
- West Elm
- Williams-Sonoma
- World Market

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

Religious Views

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

- Very religious
- A little religious
- Agnostic
- Not religious
- Atheist
- Other

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- Unsure
- Prefer not to say

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

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
- Bumble
- 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

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

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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 / posters seen in-store
- Ads / posters seen on public transport
- Ads seen in apps
- Ads seen on websites
- Ads / sponsored posts on ecommerce websites (e.g. Amazon)
- Ads / sponsored posts on search engines
- Ads that play before online videos start
- 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 an event
- Sponsorship of a TV show
- 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?

- Be socially responsible
- Contribute to the local community
- 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
- Produce recyclable packaging / products
- Reduce their environmental impact
- Run customer communities / forums
- Support charities / good causes
- Support diversity & equality in the workplace
- Support local suppliers

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

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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 | • 1 to 1.5 hours | • 3 to 5 hours |
| • 15 to 30 mins | • 1.5 to 2 hours | • 5 to 8 hours |
| • 30 mins to 1 hour | • 2 to 3 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

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- Play games
- Post opinions / comments about what you're watching
- Read / send emails
- Read news stories / articles
- 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 | • Entertainment / Variety | • Romance / Romcoms |
| • Adventure | • Game / Quiz Shows | • Sci-Fi |
| • Animation | • Horror | • Soaps / Telenovelas |
| • Anime | • Lifestyle (food, health, fashion, etc) | • Sports |
| • Arts & Culture | • Music | • Stand-up Comedy |
| • Business & Finance | • Mystery | • Talk Shows |
| • Children's / Kids' | • News / current events | • Travel |
| • Comedy | • Period / historical drama | • Western |
| • Crime | • Politics | • Wildlife & Nature |
| • Documentaries / Factual | • Reality TV | • None of these |
| • Drama Educational | | |

TV Channels

How often do you watch these channels?

Regularly / Occasionally / Never

- | | | |
|-----------------------|------------------------|------------------|
| • ABC | • Bounce | • Disney Channel |
| • Adult Swim | • Bravo | • Disney Junior |
| • A&E | • Cartoon Network | • Disney XD |
| • AMC | • CBS | • E! |
| • Animal Planet | • Cine Latino | • El Rey |
| • Aspire TV | • CMT | • ESPN |
| • AXS TV | • CNBC | • ESPN 2 |
| • Azteca | • CNN | • ESPN Deportes |
| • Bandamax | • CNN en Espanol | • ESPN News |
| • BBBCA / BBC America | • Comedy Central | • ESPN U |
| • BBC World News | • De Pelicula | • Estrella TV |
| • beIN Sports | • Discovery Channel | • Food Network |
| • BET | • Discovery en Espanol | • Fox |
| • BET Her | • Discovery Familia | • Fox Business |
| • Bloomberg | • Discovery Life | • Fox Deportes |

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- Fox Life
- Fox News
- Fox Sports
- Freeform
- Fuse
- Fusion
- FX
- FXM
- Galavision
- Golf Channel
- Hallmark Channel
- HBO
- HDNet
- HGTV
- History Channel
- History en Espanol
- HLN
- HSN (Home Shopping Network)
- ID: Investigation Discovery
- IFC
- ION
- LATV
- Lifetime
- Logo
- 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 Jr
- NickToons
- Ovation
- OWN (Oprah Winfrey Network)
- Oxygen
- Paramount Network
- PBS
- QVC
- Showtime
- Sky News
- Sky Sports
- Smithsonian Channel
- Sundance
- SYFY
- TBS
- Telehit
- Telemundo
- The CW
- The Movie Channel
- The Weather Channel
- TLC
- TLNovelas Univision
- TNT
- Travel Channel
- TruTV
- TV Land
- TV One
- Uni Mas
- Universal
- Univision
- Univision Deportes
- UP
- USA Network
- VH1
- Wapa America

Streaming & SVOD Services

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

- Amazon Prime Video
- Apple TV+
- ATT TV Now
- ATT Watch TV
- BET+
- CBS All Access
- Crackle
- DAZN
- DC Universe
- DirecTV Now
- Disney+
- ESPN+
- Fubo TV
- HBO Go
- HBO Max
- HBO Now
- Hulu
- Hulu + Live TV
- MLB.TV
- NBA League Pass
- NBC Peacock
- Netflix
- NFL Game Pass
- NowTV
- Philo
- PlayStation Vue
- Pluto TV
- Quibi
- Showtime
- Sling TV
- Starz
- Tubi
- Vimeo
- Vudu
- WWE Network
- 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
- Apple TV+
- ATT TV Now
- ATT Watch TV
- BET+
- CBS All Access
- DAZN
- DC Universe
- DirecTV Now
- Disney+
- ESPN+
- Fubo TV
- HBO Max
- HBO Now
- Hulu
- Hulu + Live TV
- MLB.TV
- NBA League Pass
- NBC Peacock
- Netflix
- NFL Game Pass
- NowTV
- Philo
- PlayStation Vue
- Quibi
- Showtime
- Sling TV
- Starz
- WWE Network
- YouTube Premium
- YouTube TV
- None of these

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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 newspapers
- Visit online news websites
- Read printed copies of magazines
- Visit magazine or online content websites (e.g. BuzzFeed, Forbes, Time etc)
- Use online news aggregators (e.g. Apple News, Flipboard)

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 & Magazine Subscriptions

Do you pay for any of the following?

- Newspapers
- Newspaper subscription (printed copies only)
- Newspaper subscription (digital access only)
- Newspaper subscription (printed copies and digital access)
- One-off printed copies of newspapers as you want them
- I don't pay for any newspapers
- Magazines
- Magazine subscription (printed copies only)
- Magazine subscription (digital access only)
- Magazine subscription (printed copies and digital access)
- One-off printed copies of magazines as you want them
- I don't pay for any magazines

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?

- | | | |
|---------------------|-----------------------|---------------------|
| • Apple News | • BuzzFeed News | • Discovery Channel |
| • BBC News | • Chicago Tribune | • Eater |
| • Being Latino | • CNBC | • EBONY |
| • Black America Web | • CNN | • Economist |
| • Black Enterprise | • Complex | • E! Online |
| • Black Planet | • Curbed | • ESPN |
| • Bleacher Report | • Dailymotion | • Essence |
| • Bloomberg | • Dallas Morning News | • Euronews |
| • Business Insider | • Detroit Free Press | • Eurosport |
| • BuzzFeed | • Dply.com | • Financial Times |

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- Flipboard
- Forbes
- Guardian
- Houston Chronicle
- Huffington Post
- International Business Times
- LADBible
- Los Angeles Times
- MailOnline
- Metro
- Mitu
- MSNBC
- National Geographic
- NBC News
- Newsday
- Newsweek
- New York Daily News
- New York Post
- Parade
- Philadelphia Inquirer
- Polygon
- Quartz
- Radar Online
- 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 Plain Dealer
- The Seattle Times
- The Star-Ledger
- The Verge
- The Wall Street Journal
- The Washington Post
- TIME.com
- USA Today
- Very Smart Brothas
- Vice
- Vox

Frequency of Reading Named Newspapers

Do you read printed copies of any of these newspapers?

Read every day/most days / Read less often / Do not read

- 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

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?

Read (print/online) / Read regularly (print) / Favorite magazine / Do not read

- AARP The Magazine
- Allrecipes
- Allure
- American Baby
- Architectural Digest
- Arthritis Today
- 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
- 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
- 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

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- New York Magazine
- New York Times Magazine
- O, The Oprah Magazine
- OK!
- Outside
- Parents People
- People en Espanol
- Popular Mechanics
- Popular Science
- Prevention
- Rachael Ray Every Day
- Reader's Digest
- Real Simple
- Redbook
- Road & Track
- Rolling Stone
- Runner's World
- Scientific American
- Smithsonian
- Southern Living
- Sports Illustrated
- Star
- Taste of Home
- Teen Vogue
- 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

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?

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

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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 Unlimited
- Amazon Prime Music
- Apple Music
- Audible
- Deezer
- Google Play Music
- iHeartRadio
- Musify Pandora
- Shazam
- SiriusXM
- SoundCloud
- Spotify
- TIDAL
- YouTube Music
- None of these

Music & Audio Services: Account Type

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

- Deezer
- Pandora
- SoundCloud
- Spotify
- 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

Ad-free vs Sponsored Podcasts

Do you listen to ad-free or ad-sponsored podcasts?

- Ad-free versions
- Sponsored versions
- Both

Radio Stations

How often do you listen to these radio stations?

Regularly / Occasionally / Never

Respondents see a selection of radio stations relevant to their DMA, from a total list of 817.

Online Activities & Behaviors

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)
- Internet browsers (e.g. Firefox, Chrome, Safari)
- Foreign governments
- 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 feel in control of my personal data
- I am comfortable exchanging personal data for free services
- I wish I knew more about how my personal data was being used
- I don't like my browsing being tracked by companies
- None of these

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

Types Of Online Sites / Services Used

How often do you use these types of apps / websites?

Weekly / Monthly / Never

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- 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)

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

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

Online Browsers Used

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

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

Information & Maps Tools

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

- Apple Maps
- Flickr
- Foursquare
- Google Maps
- IMDb
- Quora
- Waze
- Weather.com
- Wikipedia
- Yelp
- 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?

- Amazon
- Craigslist
- eBay
- etsy
- Jet
- Wish

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Retail

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, bag-free)
- Free / easy returns policy
- Free gifts
- Free shipping
- 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'm comfortable buying pre-owned items rather than new ones
- I'm usually one of the first to try new products / services
- 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

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

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 | ● Anthropologie | ● Bonobos |
| ● Academy Sports & Outdoors | ● Apple Store | ● Burlington |
| ● Ace Hardware | ● ASOS | ● Cabela's |
| ● Advance Auto Parts | ● AutoZone | ● Century 21 |
| ● Aeropostale | ● Banana Republic | ● Champs Sports |
| ● Aldo | ● Bass Pro Shops | ● Chewy |
| ● Alibaba | ● Bealls | ● Chico's |
| ● Amazon | ● Bed Bath & Beyond | ● Cole Hahn |
| ● American Eagle | ● Belk | ● Container Store |
| ● Ann Taylor | ● Best Buy | ● Craigslist |
| | ● Bloomingdale's | ● Crate & Barrel |

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- Dicks's Sporting Goods
- Dillard's
- Dressbarn
- DSW
- eBay
- Eddie Bauer
- etsy
- Express
- Famous Footwear
- Fanatics
- Finish Line
- Footaction
- Foot Locker
- Forever 21
- Free People
- Gap
- Hallmark Gold Crown
- Harbor Freight Tools
- H&M
- Hobby Lobby
- Hollister
- Home Depot
- HomeGoods
- IKEA
- JCPenney
- J.Crew
- Jet
- Jos. A. Bank
- Kohl's
- Lane Bryant
- Levi's
- LOFT
- Lord & Taylor
- Lowe's
- Lumber Liquidators
- Macy's
- Madwell
- Marshalls
- Menards
- Men's Wearhouse
- Michaels
- Modell's Sporting Goods
- NAPA
- Neiman Marcus
- Newegg
- New York & Company
- Nordstrom
- Nordstrom Rack
- Office Depot
- OfficeMax
- Old Navy
- O'Reilly Auto Parts
- PacSun
- Patagonia
- P.C. Richard & Son
- 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
- Sears Hometown Store
- Sherwin-Williams
- Shoe Carnival
- Shopbop
- Staples
- Superdry
- Talbots
- T.J. Maxx
- Tractor Supply Co.
- True Value
- Uniqlo
- UNTUCKit
- Urban Outfitters
- USA Sports
- Victoria's Secret
- Wayfair
- West Elm
- Williams-Sonoma
- Wish
- World Market
- Zappos
- Zara

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.

Social

Social Media Usage

Named Social Media Services Used

Which of these services do you use?

More than once a day / Daily / Weekly / Monthly

- Apple iMessage
- Badoo
- Byte
- Discord
- Facebook
- Facebook Messenger
- Houseparty
- Imgur
- Instagram
- kik Messenger
- Likee
- LINE
- LinkedIn
- Nextdoor
- Pinterest
- Reddit
- Signal
- Skype
- Snapchat
- Tango
- Telegram Messenger
- TikTok
- Tumblr
- Twitter
- Viadeo
- Viber
- WeChat
- WhatsApp

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 30mins
- 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 / videos you've found online
- Photos you've taken
- 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

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- 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

Social Media Actions by Platform

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

Facebook/Facebook Messenger / Instagram / Pinterest / Reddit / Snapchat / Twitter / YouTube / 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?

- Click 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?

- Click on a sponsored / promoted post or ad
- Created Stories
- Posted polls / questions on Stories
- Reacted to polls / questions on Stories

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- Swiped up on Stories to see more
- 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
- Click on a sponsored / promoted post or ad
- Commented, liked or reacted to content (posts or articles)
- 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
- Recipe / food / meal ideas
- Style / clothing / beauty inspiration
- Travel Inspiration
- Wedding / party / event inspiration
- Parenting / family inspiration
- None of these

Reddit Features / Actions

What have you done on Reddit in the last month?

- Checked messages / notifications
- Checked Trending Today
- Click on a sponsored / promoted post or ad
- Created posts / public broadcasts
- 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 Snapmap
- Viewed a Story
- Watched a video
- None of these

TikTok Features / Actions

What have you done on TikTok in the last month

- Click 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 the discover page / searched for something
- Watched a live stream
- Used an effect
- None of these

Twitter Features / Actions

What have you used on Twitter in the last month?

- Clicked on a sponsored / promoted post or ad
- Favorite button

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- Notifications / mentions
- Retweet button
- Share Tweet function
- Twitter Lists
- Twitter Moments

- Twitter Topics
- Twitter Trending
- Watched a video
- None of these

Work & Professional Life

Working Status

Which of these best describes your current working status?

- Full-time employee (30 hours+ per week)
- Part-time employee (Less than 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

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

Work Role

What is your current role at your company?

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

Company Size

How many people are employed by your company?

- 1 - 4
- 5 - 9
- 10 - 24
- 25 - 49
- 50 - 99
- 100 - 249
- 250 - 999
- 1,000 - 1,999
- 2,000 - 4,999
- 5,000 - 10,000
- Over 10,000
- Don't know

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

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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, HomeAway)
- 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

Veteran Status / Military Interest

Do any of these statements apply to you?

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

Work / Education Plans In Next Six Months

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

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

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

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Environment & Sustainability*

Sustainable Behaviors*

Are you doing any of the following?

- Avoiding brands / products that don't have recyclable packaging
- Buying more brands / products made in the US
- Carrying your own reusable water bottle
- Choosing carbon-neutral products / services where available
- Making your own versions of household or personal care products
- Purchasing more seasonal produce
- Reducing how much single-use plastic you use
- Taking fewer car trips
- Taking fewer flights
- Using metal or glass straws instead of plastic ones
- Using more home-made items
- Using reusable shopping bags
- None of these

Environmental Attitudes*

Which of these statements do you agree with?

- I advocate on behalf of the environment
- I am trying to make lifestyle choices that help the environment
- I care about the environmental impact of the products I buy
- I try to recycle as much as possible
- I want brands to be transparent about how products are made
- It's not my responsibility to protect the environment
- I wish our government did more to help the environment
- I'm tired of hearing about climate change all the time

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Grocery Items Used in Household*

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

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

Peanut Butter Preserves & Spreads*

How often do you use these products?

Regularly / Often / Occasionally / Never

- Almond butter
- Chocolate nut spread (e.g. Nutella)
- Honey
- Jam
- Jelly
- Peanut butter (flavored, e.g. with chocolate, cinnamon, etc)
- 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

Cookies & Sweet Items*

Which of these do you eat?

- Brownies
- Cheesecake
- Cookies (fresh / bakery)
- Cookies 9packaged)
- Cookies (refrigerated / slice & bake)
- Fresh cakes ./ pies
- Muffins / pastries / doughnuts
- None of these

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Candy / Chocolate*

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. only at Christmas)
- Never

Boxed Chocolate Brands*

What are your favorite boxed chocolates?

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

Candy 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

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- 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

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Ice Cream*

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 / own brand
- Other

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Personal Care Products*

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 / own label
- Other

Oral Hygiene: Mouthwash Brands*

Which brand(s) of mouthwash do you use?

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

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 HairFrizzy Hair
- Normal Hair
- Oily Hair
- Permed Hair
- Other
- Do not use shampoo

Haircare Products & Tools*

Which of these haircare products do you use?

- Ethnic hair products (e.g. for Hispanics or African Americans)
- Hair coloring products
- Hair conditioner

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

Deodorant Brands*

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

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

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

Skincare Brands*

Which of these skincare brands do you use?

- | | | |
|---------------------|-----------------|-------------------|
| • Almay | • Biore | • Dermasil |
| • Ambi | • Burt's Bees | • Dial 7 Day |
| • Aquaphor | • Cetaphil | • Dove |
| • Aveeno | • Clean & Clear | • Elizabeth Arden |
| • Avon | • Clearasil | • Eos |
| • Baby Magic | • Clinique | • Estee Lauder |
| • Bath & Body Works | • Curel | • Eucerin |

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- Garnier
- Gold Bond
- Jergens
- Johnson's
- Keri
- Kiehl's
- Lancome
- L'Oreal
- Lubriderm
- Mary Kay
- Neutrogena
- Night of Olay
- Nivea
- Noxzema
- Olay
- Origins
- Palmer's
- Philosophy
- Pond's
- RoC
- Sea Breeze
- Simple
- St Ives
- Stridex
- StriVectin
- Suave
- The Body Shop
- Vaseline
- Yes To
- Store own brand / own label
- 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 (e.g. Allure Best of Beauty, Paula's Choice)
- 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

Frequency Of Wearing Make-up / Cosmetics*

How frequently do you wear make-up/cosmetics?

- Regularly
- Often
- Occasionally
- Rarely
- Never

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

Eye / Nail Products*

Which of these nail products do you use?

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Regularly / Often / Occasionally / Rarely / Never

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

Lip Products*

How frequently do you use these lip products?

Regularly / Often / Occasionally / Rarely / Never

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

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 | • Fashion Fair | • Nicole by OPI |
| • Avon | • FLOWER | • NYX |
| • bareMinerals | • L.A. Colors | • OPI |
| • Bobbi Brown | • Lancome | • Physicians Formula |
| • Burt's Bees | • L'Oreal | • Revlon |
| • Chanel | • MAC | • Rimmel |
| • Clinique | • Make Up For Ever | • Sally Hansen |
| • CoverGirl | • Mary Kay | • Sinful Colors |
| • Dior | • Maybelline | • Smashbox |
| • e.l.f. | • Merie Norman | • Stila |
| • Elizabeth Arden | • Milani | • Wet n Wild |
| • Essie | • Neutrogena | • Zoya |
| • Estee Lauder | • New York Color | • Other |

Face Makeup Brands*

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

- | | | |
|----------------|--------------------|----------------------|
| • Almay | • Estee Lauder | • NARS |
| • Avon | • Lancome | • New York Color |
| • bareMinerals | • L'Oreal | • Neutrogena |
| • Bobbi Brown | • MAC | • Physicians Formula |
| • Burt's Bees | • Make Up For Ever | • Revlon |
| • Chanel | • Mary Kay | • Rimmel |
| • Clinique | • Maybelline | • Smashbox |
| • CoverGirl | • Merie Norman | • Other |
| • E.l.f. | • Milani | |

Makeup Product Influencers*

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

- Brand name
- Customer reviews
- Dermatologist recommendations
- Expert reviews / awards (e.g. Allure Best of Beauty, Paula's Choice)
- Fragrance-free
- Free of chemicals / preservatives
- Free of plastic microbeads High quality / last all day

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- Hypoallergenic
- Natural ingredients only
- Not tested on animals
- Price
- Specific skin concern (e.g. acne, psoriasis)
- Other

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 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

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Additions

Consumer Packaged Goods (CPG)*

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
- BJ's Wholesale Club
- Costco
- Kmart
- Meijer
- Sam's Club
- Target
- Walmart

Supermarkets / Grocery Store Retailers*

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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
- Hannaford
- Harris Teeter
- H-E-B
- 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

Health*

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 label / 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 label / 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
- Dicolax
- Gas-X
- Gaviscon
- Imodium
- Kaopectate
- Maalox
- Metamucil
- Mylanta
- Nexium
- Pepcid
- Pepto Bismol
- Prebiotics
- Prevacid
- Prilosec
- Probiotics
- Roloids
- Senokot
- Tagamet
- Tums
- Zantac
- Zegerid
- Store own label / 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

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- Store own label / 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
- Oscilococcinum
- Robitussin
- Sudafed
- Theraflu
- Tylenol
- Vicks DayQuil/NightQuil
- Zarabees
- Zicam
- Store own label / own brand
- None of the above

Sleep Medicine / Drug Brands*

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

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

Perception of Weight*

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

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

Social

Named Social Media Services Used

Which of these services do you use?

More than once a day / Daily / Weekly / Monthly

- Apple iMessage
- Badoo
- Byte
- Discord
- Facebook
- Facebook Messenger
- Houseparty
- Imgur
- Instagram
- kik Messenger
- Likee
- LINE
- LinkedIn
- Nextdoor
- Pinterest
- Reddit
- Signal
- Skype
- Snapchat
- Tango
- Telegram Messenger
- TikTok
- Tumblr
- Twitter
- Viadeo
- Viber
- WeChat
- WhatsApp

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

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- 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 Actions by Platform

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

Facebook/Facebook Messenger / Instagram / Pinterest / Reddit / Snapchat / Twitter / YouTube / 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?

- Click 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?

- Click on a sponsored / promoted post or ad
- Created Stories
- Posted polls / questions on Stories
- Reacted to polls / questions on Stories
- Swiped up on Stories to see more
- 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
- Click on a sponsored / promoted post or ad
- Commented, liked or reacted to content (posts or articles)
- Followed a (company) page

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

Reddit Features / Actions

What have you done on Reddit in the last month?

- Checked messages / notifications
- Checked Trending Today
- Click on a sponsored / promoted post or ad
- Created posts / public broadcasts
- 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 Snapmap
- Viewed a Story
- Watched a video
- None of these

TikTok Features / Actions

What have you done on TikTok in the last month?

- Click 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 the discover page / searched for something
- Watched a live stream
- Used an effect
- None of these

Twitter Features / Actions

What have you used on Twitter in the last month?

- Clicked on a sponsored / promoted post or ad
- Favorite button
- Notifications / mentions
- Retweet button
- Share Tweet function
- Twitter Lists
- Twitter Moments
- Twitter Topics
- Twitter Trending
- Watched a video
- None of these

Removals

Demographics

Pet Attitudes (Cats / Dogs)

Which of these statements apply to you?

- I buy presents for my pet(s) at Christmas / for special occasions
- I sometimes feed "human" food to my pet(s) as a treat
- My pet(s) are like members of the family
- My pet(s) deserve the best, whatever it costs

Beverages*

Alcohol Gifting Occasions*

For which occasions do you buy alcohol as gifts for people?

- Anniversaries
- Birthdays
- Christmas / Hanukkah / other religious occasion
- Mother's / Father's Day
- To surprise them
- To thank them
- Valentine's Day
- Weddings
- When you've been traveling
- Other
- Do not give alcohol as a gift

Coffee Locations Outside of Home*

Which of these places do you get coffee from?

- Bars / pubs
- Coffee shops (e.g. Starbucks)
- Delis
- Fast-casual restaurants (e.g. Panera Bread, Chipotle, etc)
- Fast-food restaurants (e.g. McDonald's, Subway, etc)
- Friends' houses
- In-store cafes / restaurants
- Sit-down / traditional restaurants (e.g. Denny's, Cheesecake Factory, local restaurants etc)
- Street vendors / food trucks / markets
- Vending machines in stores / out-and-about
- Work / school / college (from a cafeteria)
- Work / school / college (from a coffee maker / machine)
- Work / school / college (from a vending machine)
- Other

Hot Drink Sweeteners*

Which of these do you use to sweeten hot drinks such as tea / coffee?

- Artificial sugar substitutes / sweeteners
- Brown sugar
- Coconut sugar
- Granulated white sugar
- Natural sugar substitutes / sweeteners (e.g. stevia, agave)
- None of these

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Fruit Juice / Drink Varieties*

Which of these do you drink?

- Coconut Water
- Fruit punch
- Juice blends
- Lemonade
- Orange juice
- Other fruit juice
- Tomato / vegetable juice
- Other

Fruit Juice / Fruit Drink Formats*

Which types of fruit juice / fruit drink do you have at home?

- Frozen
- Non-refrigerated
- Refrigerated

Fruit Juice / Fruit Drink Packaging Types*

How do you drink fruit juices / fruit drinks at home?

- Bottles
- Cans
- Cartons / Boxes
- Single serve bottles
- Single serve cans Single serve cartons / boxes
- Single serve pouches
- Other

Water Types Consumed*

Which of these waters do you drink?

See Water Types Consumed Outside of Home for answer options.*

Water Types Consumed at Home*

Which of these waters do you drink at home?

See Water Types Consumed Outside of Home for answer options.*

Water Types Consumed Outside of Home*

Which of these waters do you drink outside of home?

- Enhanced water (e.g. vitamin water)
- Purified / distilled water
- Sparkling water
- Spring / still water
- Tap water

Consumer Packaged Goods (CPG)*

Beauty Store Retailers*

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

How frequently do you shop at these retailers?

Regularly / Occasionally / Shop at online / Do not shop at

- | | | |
|---------------------|--------------|-----------|
| • Bath & Body Works | • Kiehl's | • MAC |
| • Blue Mercury | • L'Occitane | • Rituals |

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- 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?

Regularly / Occasionally / Shop at online / 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?

Regularly / Occasionally / Shop at online / 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?

Regularly / Occasionally / Shop at online / 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?

Regularly / Occasionally / Shop at online / 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?

Regularly / Occasionally / Shop at online / Do not shop at

- Big Lots
- BJ's 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?

Regularly / Occasionally / Shop at online / 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
- Hannaford
- Harris Teeter
- H-E-B
- Hy-Vee
- IGA
- JayC Food Stores
- King Soopers
- Kroger

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- Lucky's Market
- Owen's Market
- Pay-Less Super Market
- Piggly Wiggly
- Price Chopper
- Publix
- QFC
- Ralps
- Roundy's
- Safeway
- Save A Lot
- ShopRite
- Smith's
- Sprouts
- Stop & Shop
- Trader Joe's
- Vons
- Wegmans
- Whole Foods
- WinCo Foods
- Winn-Dixie

Purchase Locations by Category*

Where do you buy the following items?

Baked items (e.g. bread, pastries, etc) (1) / Candy / chocolates (2) / Fresh / refrigerated items (e.g. milk, yogurt, butter, cheese, etc) / Fresh fruit and vegetables / Household products (e.g. cleaning items, laundry items, etc) / Household staples / dry goods (e.g. cooking oil, sugar, pasta, flour, rice, etc) / Ice cream (3) / Personal care products (e.g. toothpaste, shampoo, etc) / Pet food (4)
Shown for all categories

- Convenience stores (e.g. 7-Eleven, ampm, Circle K)
- Delis / independent retailers
- Discount / dollar stores (e.g. Dollar General, Family Dollar)
- Discount / dollar store websites
- Drugstores (e.g. CVS, Walgreens)
- Drugstore websites
- Ecommerce sites (e.g. Amazon, Jet)
- Farmers' / local markets
- Health food / vitamin stores (e.g. GNC, Vitamin Shoppe)
- Health food / vitamin store websites
- Mass market retailers (e.g. Walmart, Target, Kmart)
- Mass market retailer websites
- Supermarkets / grocery stores (e.g. Publix, Kroger, Whole Foods)
- Supermarket / grocery store websites
- Warehouse / wholesale clubs (e.g. Costco, Sam's Club)
- Warehouse / wholesale club websites
- Other store
- Other online site

Shown for select categories

- Bakeries (1)
- Department stores (e.g. Macy's, Nordstrom) (2)
- Department store websites (2)
- Specialty chocolate or candy retailers (2)
- Ice cream trucks / street vendors (3)
- Ice cream parlors (3)
- Pet stores (e.g. Petco, PetSmart) (4)
- Pet store websites (e.g. Petco, PetSmart) (4)
- Vet4

Deliver vs In-Store Pick-up*

How do you get the groceries / household products that you order online?

- Home delivery
- Order online, pick up in store
- Both home delivery and pick up in store

Coupon Usage by Category*

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

Regularly / Occasionally / Never

- 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)

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- 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 Category*

How often do you purchase organic items in any of the following categories?

Regularly / Occasionally / Never

- 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

Laundry Detergent Brands*

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

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

Laundry Products*

How frequently do you use these laundry products?

Regularly / Often / Occasionally / Never

- Fabric dye
- Fabric softener (dryer sheets)
- Fabric softener (liquid)
- Laundry detergent booster
- Scent boosters
- Stain / odor remover

Device

Frequency of Using Voice Assistants

How frequently do you use voice assistants (e.g. Siri, OK Google, Alexa)?

- Multiple times a day
- Every day / most days
- Once a week
- Once a month
- Rarely
- Never

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Eating Occasions*

Frequency of Meals by Type*

Thinking about your overall eating and drinking habits, how often would you say you have the following?

Regularly / Occasionally

- Food / drink from coffee shops
- Food / drink from fast food establishments (e.g. McDonald's, Subway, etc)
- Food / drink from fast-casual restaurants (e.g. Panera Bread, Chipotle, etc)
- Food from food delivery services (e.g. Seamless, Grubhub)
- Frozen ready-meals (e.g. Lean Cuisine, Hungry Man)
- Home-cooked meals prepared from scratch
- Home-cooked meals using pre-prepared ingredients / sauces
- Meals at fine-dining restaurants
- Meals at sit-down / traditional restaurants
- Refrigerated ready-meals (e.g. HealthyChoice, Hormel)
- Take-out food

Weekday / Weekend Breakfast Behaviors*

In a typical week, which of these places would you get breakfast from on weekdays (Mon-Fri)?

In a typical week, which of these places would you get breakfast / brunch from at the weekend?

- Bar / pub
- Café
- Coffee shop (e.g. Starbucks)
- Convenience store
- Deli
- Fast-casual restaurant (e.g. Panera Bread)
- Fast-food restaurant (e.g. McDonald's, Subway, etc)
- Food truck / street vendor / food market
- Home
- Sit-down / traditional restaurant
- Supermarket / grocery store
- Work / college / school
- Other
- Don't normally have breakfast on weekdays
- Don't normally have breakfast at the weekend

Breakfast Foods*

Which of these do you regularly have for breakfast?

- Bar / pub
- Café
- Coffee shop (e.g. Starbucks)
- Convenience store
- Deli
- Fast-casual restaurant (e.g. Panera Bread)
- Fast-food restaurant (e.g. McDonald's, Subway, etc)
- Food truck / street vendor / food market
- Home
- Sit-down / traditional restaurant
- Supermarket / grocery store
- Work / college / school
- Other
- Don't normally have breakfast on weekdays
- Don't normally have breakfast at the weekend

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Weekday / Weekend Lunch Behaviors*

In a typical week, which of these places do you get lunch from on weekdays?

In a typical week, which of these places do you get lunch from at the weekend?

- Bar / pub
- Coffee shop (e.g. Starbucks)
- Convenience store
- Deli
- Fast-casual restaurant (e.g. Panera Bread, Chipotle, etc)
- Fast-food restaurant (e.g. McDonald's, Subway, etc)
- Food delivery service (e.g. Seamless, Grubhub)
- Food truck / street vendor / food market
- Home
- Local restaurant / café
- Service that deliver meal kits / boxes to your home (e.g. HelloFresh)
- Sit-down / traditional restaurant (e.g. Denny's, Cheesecake Factory, etc)
- Supermarket / grocery store
- Take-out establishment (e.g. pizza shop)
- Work / school / college cafeteria
- Other

Weekday / Weekend Dinner Behaviors*

In a typical week, which of these do you have for dinner on weekdays?

In a typical week, which of these do you have for dinner at the weekend?

- Food at bars / pubs
- Food at sit-down / traditional restaurants (e.g. Denny's, Cheesecake Factory, local restaurants etc)
- Food from coffee shops (e.g. Starbucks)
- Food from fast-casual restaurants (e.g. Panera Bread, Chipotle, etc)
- Food from fast-food restaurants (e.g. McDonald's, Subway, etc)
- Food from food delivery services (e.g. Seamless, Grubhub)
- Food from food trucks / street vendors / markets
- Food from services that deliver meal kits / boxes to your home (e.g. HelloFresh)
- Frozen ready-meals (e.g. Lean Cuisine, Hungry Man)
- Home-cooked meals prepared from scratch
- Home-cooked meals using pre-prepared ingredients / sauces
- Refrigerated ready-meals (e.g. HealthyChoice, Hormel)
- Take-out food
- Other

Finance, Banking & Insurance

Financial Situation

How would you describe your current financial situation?

- Comfortable
- OK
- Tight
- Struggling

Reward Credit Cards

Which of these credit cards do you have?

- Airline reward card
- Diners Club card
- Hotel reward card
- Retailer reward card
- None of these

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Food, Cooking & Diet Behaviors*

Frequency of Snacking*

How frequently do you snack or eat in-between meals?

On weekdays / At the weekend

- Regularly
- Often
- Occasionally
- Rarely
- Never

Cooking Responsibility*

Who does the cooking in your household?

- I do all of the cooking
- I do most of the cooking
- I do about half of the cooking
- Someone else does most of the cooking
- Someone else does all of the cooking

Gaming

Gaming Genres

Which of these gaming genres have you played in the last month?

- Action Adventure
- Action RPG
- Action/Platform
- Battle Royale
- Beat'em Up
- Fighting
- MMO/Massively Multiplayer Online
- MOBA - Multiplayer Online Battle Arena
- Narrative
- Online Board/Card games
- Party games
- Puzzle/Platform
- Racing
- Rhythm / music
- Role Playing
- Sandbox
- Shooter
- Simulation
- Sports
- Strategy/Real Time Strategy
- Survival/Horror
- None of these

Lifestyle

Vehicle Rental Brands

Which of these vehicle rental companies / sites have you used in the last year?

- Alamo
- Avis
- Budget
- Dollar
- Enterprise
- Hertz
- Hotwire
- National
- Payless
- Sixt
- Thrifty
- Zipcar
- None of these

Reward Programs

Are you a member of any of these reward programs?

- Airline Reward Program
- Hotel Reward Program
- No

Gym, Running & Exercise Frequency

How often do you do the following?

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Daily / Weekly / Monthly / Never

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

Property Outside Space

Which of these does your place of residence have?

- Deck / patio
- Driveway
- Garden
- Outdoor balcony Pool
- Yard
- None of these

Gifting Preferences

How frequently do you give gift cards / certificates as presents to your friends and family? Regularly

- Often
- Occasionally
- Rarely
- Never

Gifting Occasions for Children

For which of these occasions / reasons do you buy presents for your child(ren)?

- Birthdays
- Christmas / Hanukkah / other religious occasion
- Coming-of-age rituals / ceremonies
- Easter
- Halloween
- Rewards for big achievements
- Rewards for good behavior
- Valentine's Day
- When they are sick
- When you've been traveling
- Other

Gifting Occasions for Adults

For which of these occasions / reasons do you buy presents for your partner, friends, or family?

- Anniversaries
- Birthdays
- Christmas / Hanukkah / other religious occasion
- Easter
- Mother's / Father's Day
- To surprise them To thank them
- Valentine's Day
- Weddings
- When they are sick
- When you've been traveling
- Other

Marketing & Brand Touchpoints

Brand Interactions

Which of these have you done in the last month?

- Called a company's helpline
- Chatted with a company on a messaging app (e.g. Facebook Messenger)
- Contacted a company via their website
- Emailed / written to a company
- Posted on a company's social media page / Tweeted them
- Received a brochure / catalog from a company
- Received an email / newsletter from a company
- Submitted an idea for a new product or design
- Used a company's live-chat service / box online
- Used a company's mobile app
- Watched a video made by a brand (e.g. on YouTube)
- None of these

Brand / Product Reviews

Do you leave reviews of brands, products or services in any of these places?

- In forums / blogs / community sites
- On retail websites (e.g. Walmart.com)
- On consumer review sites
- On ecommerce websites (e.g. Amazon)
- On social media
- Somewhere else
- No

Media

Streaming & Svod Services

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

Which of these subscriptions do you pay for yourself?

Do you share your account on any of these services (e.g. with someone else in your family, household, or friendship group)?

- | | | |
|----------------------|-------------------|-----------------|
| • Amazon Prime Video | • HBO Go | • Pluto TV |
| • Apple TV+ | • HBO Now | • Quibi |
| • ATT Watch TV | • Hulu | • Showtime |
| • ATT TV Now | • Hulu + Live TV | • Sling TV |
| • BET+ | • MLB.TV | • Starz |
| • CBS All Access | • NBA League Pass | • Tubi |
| • Crackle | • NBC Peacock | • Vimeo |
| • DAZN | • Netflix | • Vudu |
| • DC Universe | • NFL Game Pass | • WWE Network |
| • DirecTV Now | • NowTV | • YouTube TV |
| • Disney+ | • Philo | • None of these |
| • ESPN+ Fubo TV | • PlayStation Vue | |

Music & Audio Services: Shared Usage

Do you share your account on any of these services (e.g. with someone else in your family, household, or friendship group)?

- | | | |
|--------------------------|---------------------|-----------------|
| • Amazon Music Unlimited | • Google Play Music | • SoundCloud |
| • Amazon Prime Music | • iHeartRadio | • Spotify |
| • Apple Music | • Musify Pandora | • TIDAL |
| • Audible | • Shazam | • YouTube Music |
| • Deezer | • SiriusXM | |

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Retail

Local vs National Retailers

When shopping, which of these do you generally prefer?

- Buy from big national retailers
- Buy from local / independent retailers

Waiting for Discounts

When shopping, which of these do you generally prefer?

- Buy a product immediately, but at full price
- Buy a product later, when it is discounted

Ownership vs Access

When shopping, which of these do you generally prefer?

- Pay less to rent or access a product / service
- Pay more to own a product / service

In-store vs Online

When shopping, which of these do you generally prefer?

- Shop in-store
- Shop online

Product vs Experience

When shopping, which of these do you generally prefer?

- Spend money on a new product
- Spend money on an experience

Chatbot vs Human Support

When shopping, which of these do you generally prefer?

- Speak to a chatbot immediately
- Wait to speak to a human

Social

Types of Social Media Services Used

Which of the following services have you actively engaged with or contributed to in the past month?

- Community or blogging services
- Messaging services
- Professional networking sites
- Social mediaVideo sites
- VoIP / video-calling / video chat services
- None of these

NOTE: Respondents did not see this question; data is populated based on their answers to the "Named Social Media Services Used" question

Motivations For Using Social Media

What are your main reasons for using social media?

- Buying products / brands
- Connecting with / supporting good causes
- Filling up time
- Finding things relating to your interests
- FOMO / Fear of missing out on something
- Fun / entertainment

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- Influencing others
- Keeping up-to-date with friends / family
- Keeping up-to-date with news / the world
- Looking for info about products or brands
- Meeting new people / making new contacts
- Sharing details of your life (e.g. travel, fashion, meals)
- Sharing your opinions
- Watching sports
- Work-related networking / research
- Other

Named Social Media Services Used

Which of the following services have you actively engaged with or contributed to in the past month?

- Facebook
- Facebook Messenger
- Google Hangouts
- Houseparty
- Imgur
- Instagram
- Kik Messenger
- LINE
- LinkedIn
- Marco Polo
- Nextdoor
- Periscope
- Pinterest
- Reddit
- Skype
- Snapchat
- Tango
- Telegram
- TikTok
- Tumblr
- Twitch
- Twitter
- Viadeo
- Viber
- WeChat
- WhatsApp
- YouTube
- None of these

Accounts / People Followed on Social Media

Who do you follow on social media?

- Actors
- Bands
- Bloggers / vloggers
- Brands you might buy from
- Charities / good causes
- Comedians
- Entrepreneurs / business people
- Favorite brands
- Friends / family
- Journalists
- Meme accounts
- News channels / papers
- Politicians
- Singers
- Sports stars
- Sports teams
- TV stars

Bloggers / Vloggers Followed on Social Media

Do you follow bloggers / vloggers who post about the following?

- Beauty products / tips
- Crafting / make-it-yourself
- DIY / home tips
- Exercise / keep fit
- Fashion Games / gaming
- How-to videos / tutorials
- Meals / cooking / recipes
- Product reviews
- None of these

Behaviors & Motivations by Platform

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

Facebook / Facebook Messenger / Instagram / Pinterest / Reddit / Snapchat / Twitter / YouTube / Do not use for this

- 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 Features / Actions

Which of these things have you used on Facebook in the last month?

- Facebook Events
- Facebook Groups

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- Facebook Live
- Facebook Marketplace
- Facebook Stories Facebook Watch

- Recommendations
- Trending Topics
- None of these

Instagram Features / Actions

Which of these things have you done on Instagram in the last month?

- Posted polls / questions on Stories
- Reacted to polls / questions on Stories
- Sent direct messages
- Swiped up on Stories
- Used filters
- Used IGTV
- Used Instagram Discovery
- Used Instagram Shopping Bag
- None of these

Pinterest Features / Actions

Which of these things have you used Pinterest for in the last month?

- Creating your own boards
- Health / fitness inspiration
- Home décor / design inspiration
- Recipe / food / meal ideas
- Sharing content with friends
- Style / clothing / beauty inspiration
- Travel inspiration
- Wedding / party / event inspiration
- None of these

Reddit Features / Actions

Which of these things have you done on Reddit in the last month?

- Checked messages / notifications
- Checked Trending
- Created posts / public broadcasts
- Given awards / bought coins
- Joined communities
- Left comments / replies
- Up-voted / down-voted posts
- Used Reddit Chat
- None of these

Snapchat Features / Actions

Which of these things have you done on Snapchat in the last month?

- Created stories
- Sent direct messages / photos / videos
- Used bitmoji
- Used filters / geofilters
- Used Lenses
- Used Memories
- Used Snapchat Discover
- Used Snapmap
- None of these

Twitter Features / Actions

Which of these things have you used on Twitter in the last month?

- Favorite button
- Notifications / mentions
- Retweet button
- Share Tweet function
- Twitter Messages Twitter Moments
- Twitter Topics
- Twitter Trending
- None of these

Youtube Features / Actions

Which of these things have you done on YouTube in the last month?

- Commented on / liked videos
- Subscribed to a channel
- Uploaded your own video
- Used Trending Videos
- Used YouTube Fashion
- Used YouTube Gaming
- Used YouTube Live
- Used YouTube Premium
- None of these

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Work & Professional Life

Interest in Education / Learning

Would you be interested in taking any of the following in the future?

- Associate's / Bachelor's Professional school degree
- Foreign language classes / courses
- Master's / Doctoral degree
- Vocational / technical courses
- None of these