



2american 0teen 1teen 9 ■■■■■ STUDY



1. Are you Male ☐ 61-1 Female ☐ -2

2. What is your age?

- 11 or younger ☐ 62-1
12 ☐ -2
13 ☐ -3
14 ☐ -4
15 ☐ -5
16 ☐ -6
17 ☐ -7
18 ☐ -8
19 ☐ -9
20 or over ☐ -0

3. Are you currently attending any school either full-time or part-time?

Yes ☐ 63-1 No ☐ -2 (If "No," skip to 4b)

4a. If you are currently in school, please X the grade or year you are currently completing.

- Fourth Grade or less. ☐ 64-1
Fifth Grade ☐ -2
Sixth Grade ☐ -3
Seventh Grade ☐ -4
Eighth Grade ☐ -5
Ninth Grade ☐ -6
Tenth Grade ☐ -7

Eleventh Grade ☐ 65-1
Twelfth Grade ☐ -2
First Year College ☐ -3
Second Year College ☐ -4
Third Year College ☐ -5
Fourth Year College ☐ -6
College Graduate ☐ -7

4b. If you are not currently in school, please X the highest grade or year of school that you completed.

- Fourth Grade or less. ☐ 66-1
Fifth Grade ☐ -2
Sixth Grade ☐ -3
Seventh Grade ☐ -4
Eighth Grade ☐ -5
Ninth Grade ☐ -6
Tenth Grade ☐ -7

Eleventh Grade ☐ 67-1
Twelfth Grade (Graduated High School) ☐ -2
First Year College ☐ -3
Second Year College ☐ -4
Third Year College ☐ -5
Fourth Year College ☐ -6
College Graduate ☐ -7

4c. If you are not currently in college or university, do you plan to attend college or university in the next 12 months?

Yes ☐ 68-1 No ☐ -2

5. Which of the following best describes your employment situation this year? (Check only one.)

- I work part-time during the summer and/or school breaks ☐ 69-1
I work full-time during the summer and/or school breaks ☐ -2
I work part-time year round ☐ -3
I work full-time year round ☐ -4
I do various tasks from time to time to earn a little extra money ☐ -5
I don't work ☐ -6

6. Approximately how much money did you earn in total in the last 7 days from your job(s)?

- \$1-\$9 ☐ 70-1
\$10-\$19 ☐ -2
\$20-\$29 ☐ -3
\$30-\$39 ☐ -4
\$40-\$49 ☐ -5
\$50-\$74 ☐ -6
\$75-\$99 ☐ -7
\$100-\$149 ☐ -8
\$150-\$199 ☐ -9
\$200-\$299 ☐ -0
\$300 or more ☐ -X
Did not work in the past week ☐ -Y

7. Approximately how much money (including allowance) did you receive in total in the last 7 days from your parent(s) or guardian(s) to spend as you decided?

- Nothing ☐ 71-1
Less than \$10 ☐ -2
\$10-\$19 ☐ -3
\$20-\$29 ☐ -4
\$30-\$39 ☐ -5
\$40-\$49 ☐ -6
\$50-\$74 ☐ -7
\$75-\$99 ☐ -8
\$100 or more ☐ -9

8. What race or races do you consider yourself to be? (PLEASE SELECT ALL THAT APPLY)

- White ☐ 72-1
Black/African American ☐ -2
Asian ☐ -3
Other ☐ -4

9. Are you of Spanish, Hispanic or Latino origin or descent?

Yes ☐ 72-7 No ☐ -8

10. Are one or more of your parents of Spanish, Hispanic or Latino origin or descent?

Yes ☐ 72-9 No ☐ -0

11. When you are at home, what language do you personally speak?

- Only English ☐ 73-1
Mostly English, but some Spanish ☐ -2
Mostly Spanish, but some English ☐ -3
Only Spanish ☐ -4
Another language or languages ☐ -5

In order to be eligible for a prize of **one of twenty-five \$100 Amazon gift cards**, please fill in the following information and have your parent or guardian sign below:

Name: _____

Address: _____

City: _____

Zip: _____

Phone #: _____

Parent or Guardian's Signature

END CD. 01

Please be sure to answer both questions 1 and 2 for all magazines.

publications issued weekly		QUESTION 1 About how many issues of an average four do you read or look into?	QUESTION 2 Have you read or looked into any copy in the last 7 days?
		None 1 2 3 4	Yes No
	7	☐ ☐ ☐ ☐ ☐	☐ ☐
	8	☐ ☐ ☐ ☐ ☐	☐ ☐
	9	☐ ☐ ☐ ☐ ☐	☐ ☐
	10	☐ ☐ ☐ ☐ ☐	☐ ☐
	11	☐ ☐ ☐ ☐ ☐	☐ ☐
	12	☐ ☐ ☐ ☐ ☐	☐ ☐

publications issued weekly (continued)		QUESTION 1 About how many issues of an average four do you read or look into?	QUESTION 2 Have you read or looked into any copy in the last 7 days?
		None 1 2 3 4	Yes No
	13	☐ ☐ ☐ ☐ ☐	☐ ☐
	14	☐ ☐ ☐ ☐ ☐	☐ ☐
	15	☐ ☐ ☐ ☐ ☐	☐ ☐
	16	☐ ☐ ☐ ☐ ☐	☐ ☐
	17	☐ ☐ ☐ ☐ ☐	☐ ☐

publications
issued bi-weekly
(every 14 days)

QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 14 days?

Yes No

**AUTOWEEK**18 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐*NEW YORK*19 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**Sports
Illustrated**20 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**TV
GUIDE**21 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐publications
issued tri-weekly
(every 21 days)

QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 21 days?

Yes No

First
*for women*22 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐*Wine Spectator*23 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐publications
issued
monthly

QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 30 days?

Yes No

10
5-6**allure**
THE BEAUTY EXPERT7 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**American
HUNTER**8 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**Rifleman**
AMERICAN9 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ARCHITECTURAL DIGEST**AD**10 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐*The Atlantic*11 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**Automobile**12 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**Better Homes
& Gardens®**13 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**BOATING®**
WORLD'S LARGEST POWERBOAT MAGAZINE14 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐**bon appétit**15 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**publications
issued monthly**
(continued)

QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 30 days?

Yes No

Boys' Life

16 □ □ □ □ □ □ □

CAR AND DRIVER

17 □ □ □ □ □ □ □

CAR CRAFT

18 □ □ □ □ □ □ □

COSMOPOLITAN

19 □ □ □ □ □ □ □

COSTCO Connection

20 □ □ □ □ □ □ □

Easyriders®

21 □ □ □ □ □ □ □

WHERE GOOD TASTE MEETS GOOD HEALTH
EatingWell®

22 □ □ □ □ □ □ □

ELLE

23 □ □ □ □ □ □ □



24 ☐ ☐ ☐ ☐ ☐ ☐ ☐

0 1 2 3 4 5 6

**publications
issued monthly**
(continued)

QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 30 days?

Yes No

Esquire

25 □ □ □ □ □ □ □

ESSENCE

26 □ □ □ □ □ □ □

FamilyCircle

27 □ □ □ □ □ □ □

FOOD & WINE

28 □ □ □ □ □ □ □



29 □ □ □ □ □ □ □

Forbes

30 □ □ □ □ □ □ □

FORTUNE

31 □ □ □ □ □ □ □



32 □ □ □ □ □ □ □

FOURWHEELER

33 ☐ ☐ ☐ ☐ ☐ ☐ ☐

 0 1 2 3 4 5 6

publications issued monthly (continued)		QUESTION 1 About how many issues of an average four do you read or look into?					QUESTION 2 Have you read or looked into any copy in the last 30 days?	
		None	1	2	3	4	Yes	No
	34	☐	☐	☐	☐	☐	☐	☐
gameinformer	35	☐	☐	☐	☐	☐	☐	☐
	36	☐	☐	☐	☐	☐	☐	☐
	37	☐	☐	☐	☐	☐	☐	☐
	38	☐	☐	☐	☐	☐	☐	☐
	39	☐	☐	☐	☐	☐	☐	☐
	40	☐	☐	☐	☐	☐	☐	☐
	41	☐	☐	☐	☐	☐	☐	☐
	42	☐ 0	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
	43	☐	☐	☐	☐	☐	☐	☐
	44	☐	☐	☐	☐	☐	☐	☐
	45	☐	☐	☐	☐	☐	☐	☐
	46	☐	☐	☐	☐	☐	☐	☐
	47	☐	☐	☐	☐	☐	☐	☐
	48	☐	☐	☐	☐	☐	☐	☐
	49	☐	☐	☐	☐	☐	☐	☐
	50	☐	☐	☐	☐	☐	☐	☐
	51	☐ 0	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

publications
issued monthly
(continued)

QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 30 days?

Yes No

**MUSCLE
& FITNESS**

52 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**NATIONAL
GEOGRAPHIC**

53 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

 NATIONAL
GEOGRAPHIC

KIDS

54 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐



55 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**POPULAR
MECHANICS**

56 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

rachael ray
every day

57 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Reader's
Digest

58 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

REAL SIMPLE®

59 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**ROAD
& TRACK**

60 ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

publications
issued monthly
(continued)

QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 30 days?

Yes No

Rolling Stone

61 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Salt Water
SPORTSMAN

62 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

SHAPE

63 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Southern Living

64 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**Sports
Illustrated**
KIDS

65 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**STREET
RODDER**

66 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**SUPER
CHEVY**

67 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Texas Monthly

68 ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

**TRAVEL+
LEISURE**

69 ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

publications issued monthly (continued)		QUESTION 1 About how many issues of an average four do you read or look into?					QUESTION 2 Have you read or looked into any copy in the last 30 days?	
		None	1	2	3	4	Yes	No
	70	☐	☐	☐	☐	☐	☐	☐
	71	☐	☐	☐	☐	☐	☐	☐
	72	☐	☐	☐	☐	☐	☐	☐
	73	☐	☐	☐	☐	☐	☐	☐
	74	☐	☐	☐	☐	☐	☐	☐
	75	☐	☐	☐	☐	☐	☐	☐
	76	☐ 0	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6
END CD. 10								

publications issued bi-monthly		QUESTION 1 About how many issues of an average four do you read or look into?					QUESTION 2 Have you read or looked into any copy in the last 60 days?	
		None	1	2	3	4	Yes	No
	7	☐	☐	☐	☐	☐	☐	☐
	8	☐	☐	☐	☐	☐	☐	☐
	9	☐	☐	☐	☐	☐	☐	☐
	10	☐	☐	☐	☐	☐	☐	☐
	11	☐	☐	☐	☐	☐	☐	☐
	12	☐	☐	☐	☐	☐	☐	☐
	13	☐	☐	☐	☐	☐	☐	☐
	14	☐	☐	☐	☐	☐	☐	☐
	15	☐ 0	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6

publications
issued
bi-monthly
(continued)QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 60 days?

Yes No

GIRLS' LIFE 16 ☐ ☐ ☐ ☐ ☐ ☐ ☐HUNTING 17 ☐ ☐ ☐ ☐ ☐ ☐ ☐In-Fisherman 18 ☐ ☐ ☐ ☐ ☐ ☐ ☐Inc. 19 ☐ ☐ ☐ ☐ ☐ ☐ ☐J-14 20 ☐ ☐ ☐ ☐ ☐ ☐ ☐THE MAGNOLIA JOURNAL 21 ☐ ☐ ☐ ☐ ☐ ☐ ☐
inspiration for life and homeMAXIM 22 ☐ ☐ ☐ ☐ ☐ ☐ ☐Motorcyclist 23 ☐ ☐ ☐ ☐ ☐ ☐ ☐NATIONAL GEOGRAPHIC TRAVELER 24 ☐ ☐ ☐ ☐ ☐ ☐ ☐NATIONAL WILDLIFE 25 ☐ ☐ ☐ ☐ ☐ ☐ ☐OUTDOOR LIFE 26 ☐ ☐ ☐ ☐ ☐ ☐ ☐
0 1 2 3 4 5 6publications
issued
bi-monthly
(continued)QUESTION 1
About how many
issues of an average
four do you read or
look into?

None 1 2 3 4

QUESTION 2
Have you read
or looked into
any copy in the
last 60 days?

Yes No

PLAYBOY 27 ☐ ☐ ☐ ☐ ☐ ☐ ☐POPULAR SCIENCE 28 ☐ ☐ ☐ ☐ ☐ ☐ ☐Taste of Home 29 ☐ ☐ ☐ ☐ ☐ ☐ ☐W 30 ☐ ☐ ☐ ☐ ☐ ☐ ☐
0 1 2 3 4 5 6
END CD. 14

other magazines

07
5-6Have you read or looked into any other magazines in the last 6 months?Yes ☐ 7-1No ☐ -2print websites &
digital reading

Have you visited a magazine or newspaper website in the last 6 months?

Yes, a magazine website ☐ 8-1Yes, a newspaper website ☐ -2No ☐ -3

Not including a magazine or a newspaper website, have you read or looked into a magazine or a newspaper using any of the following devices in the last 6 months? (Check as many as apply)

DEVICE:	Magazine read on device, last 6 months	Newspaper read on device, last 6 months
Laptop or desktop computer	☐ 9-1	☐ 11-1
Amazon Kindle (e-reader)	☐ -2	☐ -2
Amazon Kindle Fire (tablet)	☐ -3	☐ -3
Apple iPad (any standard size or larger model)	☐ -4	☐ -4
Apple iPad mini	☐ -5	☐ -5
Barnes & Noble Nook (e-reader) ...	☐ -6	☐ -6
Google Pixel or Nexus (tablet)	☐ -7	☐ -7
Microsoft Surface (tablet)	☐ -8	☐ -8
Samsung Galaxy Tab/Galaxy Note (tablet)	☐ -9	☐ -9
Samsung Galaxy Tab Nook (tablet)	☐ -0	☐ -0
Another Tablet or E-reader	☐ -X	☐ -X
Cell phone, Smartphone or other mobile device	☐ 10-1	☐ 12-1

END CD. 07

publications
issued
monthly

QUESTION 1
About how many
issues of an average
four do you read or
look into?

QUESTION 2
Have you read
or looked into
any copy in the
last 30 days?

11

5-6

MARVEL COMICS GROUP

		None	1	2	3	4	Yes	No
Amazing Spider-Man	7	☐	☐	☐	☐	☐	☐	☐
Asgardians of the Galaxy	8	☐	☐	☐	☐	☐	☐	☐
Avengers	9	☐	☐	☐	☐	☐	☐	☐
Black Panther	10	☐	☐	☐	☐	☐	☐	☐
Black Widow	11	☐	☐	☐	☐	☐	☐	☐
Captain America	12	☐	☐	☐	☐	☐	☐	☐
Captain Marvel	13	☐	☐	☐	☐	☐	☐	☐
Champions	14	☐	☐	☐	☐	☐	☐	☐
Conan the Barbarian	15	☐	☐	☐	☐	☐	☐	☐
Daredevil	16	☐	☐	☐	☐	☐	☐	☐
Deadpool	17	☐	☐	☐	☐	☐	☐	☐
Dead Man Logan	18	☐	☐	☐	☐	☐	☐	☐
Doctor Strange	19	☐	☐	☐	☐	☐	☐	☐
Fantastic Four	20	☐	☐	☐	☐	☐	☐	☐
Friendly Neighborhood Spider-Man	21	☐	☐	☐	☐	☐	☐	☐
Guardians of the Galaxy	22	☐	☐	☐	☐	☐	☐	☐
Immortal Hulk	23	☐	☐	☐	☐	☐	☐	☐
Invaders	24	☐	☐	☐	☐	☐	☐	☐
Ironheart	25	☐	☐	☐	☐	☐	☐	☐
Magnificent Ms. Marvel	26	☐	☐	☐	☐	☐	☐	☐
Marvel Comics Presents	27	☐	☐	☐	☐	☐	☐	☐
Marvel Rising	28	☐	☐	☐	☐	☐	☐	☐
Marvel Team-Up	29	☐	☐	☐	☐	☐	☐	☐
Miles Morales: Spider-Man	30	☐	☐	☐	☐	☐	☐	☐
Moon Girl and Devil Dinosaur	31	☐	☐	☐	☐	☐	☐	☐
Mr. & Mrs. X	32	☐	☐	☐	☐	☐	☐	☐
The Punisher	33	☐	☐	☐	☐	☐	☐	☐
Runaways	34	☐	☐	☐	☐	☐	☐	☐
Savage Sword of Conan	35	☐	☐	☐	☐	☐	☐	☐
Spider-Gwen: Ghost Spider	36	☐	☐	☐	☐	☐	☐	☐
Shuri	37	☐	☐	☐	☐	☐	☐	☐
Spider-Man/Deadpool	38	☐	☐	☐	☐	☐	☐	☐
Star Wars	39	☐	☐	☐	☐	☐	☐	☐
Star Wars: Doctor Aphra	40	☐	☐	☐	☐	☐	☐	☐
Superior Spider-Man	41	☐	☐	☐	☐	☐	☐	☐
Symbiote Spider-Man	42	☐	☐	☐	☐	☐	☐	☐
Thor	43	☐	☐	☐	☐	☐	☐	☐
Tony Stark: Iron Man	44	☐	☐	☐	☐	☐	☐	☐
The Unbeatable Squirrel Girl	45	☐	☐	☐	☐	☐	☐	☐
Uncanny X-Men	46	☐	☐	☐	☐	☐	☐	☐
The Unstoppable Wasp	47	☐	☐	☐	☐	☐	☐	☐
Venom	48	☐	☐	☐	☐	☐	☐	☐
War of the Realms	49	☐	☐	☐	☐	☐	☐	☐
West Coast Avengers	50	☐	☐	☐	☐	☐	☐	☐
X-23	51	☐	☐	☐	☐	☐	☐	☐
X-Force	52	☐	☐	☐	☐	☐	☐	☐
Other	7	☐	☐	☐	☐	☐	☐	☐

12

5-6

publications
issued
monthly

QUESTION 1
About how many
issues of an average
four do you read or
look into?

QUESTION 2
Have you read
or looked into
any copy in the
last 30 days?

DC COMICS

		None	1	2	3	4	Yes	No
Action Comics	8	☐	☐	☐	☐	☐	☐	☐
Adventures of the Super Sons	9	☐	☐	☐	☐	☐	☐	☐
Aquaman	10	☐	☐	☐	☐	☐	☐	☐
Batgirl	11	☐	☐	☐	☐	☐	☐	☐
Batman	12	☐	☐	☐	☐	☐	☐	☐
Batman Beyond	13	☐	☐	☐	☐	☐	☐	☐
Batman: White Knight	14	☐	☐	☐	☐	☐	☐	☐
The Batman Who Laughs	15	☐	☐	☐	☐	☐	☐	☐
Catwoman	16	☐	☐	☐	☐	☐	☐	☐
Damage	17	☐	☐	☐	☐	☐	☐	☐
Dark Knights Metal	18	☐	☐	☐	☐	☐	☐	☐
Deathstroke	19	☐	☐	☐	☐	☐	☐	☐
Detective Comics	20	☐	☐	☐	☐	☐	☐	☐
Electric Warriors	21	☐	☐	☐	☐	☐	☐	☐
The Flash	22	☐	☐	☐	☐	☐	☐	☐
Green Arrow	23	☐	☐	☐	☐	☐	☐	☐
The Green Lantern	24	☐	☐	☐	☐	☐	☐	☐
Green Lanterns	25	☐	☐	☐	☐	☐	☐	☐
Hal Jordan and The Green Lantern Corps	26	☐	☐	☐	☐	☐	☐	☐
Harley Quinn	27	☐	☐	☐	☐	☐	☐	☐
Hawkman	28	☐	☐	☐	☐	☐	☐	☐
Heroes in Crisis	29	☐	☐	☐	☐	☐	☐	☐
Justice League	30	☐	☐	☐	☐	☐	☐	☐
Justice League Dark	31	☐	☐	☐	☐	☐	☐	☐
Justice League Odyssey	32	☐	☐	☐	☐	☐	☐	☐
Justice League of America	33	☐	☐	☐	☐	☐	☐	☐
Mera: Queen of Atlantis	34	☐	☐	☐	☐	☐	☐	☐
Mister Miracle	35	☐	☐	☐	☐	☐	☐	☐
Naomi	36	☐	☐	☐	☐	☐	☐	☐
Nightwing	37	☐	☐	☐	☐	☐	☐	☐
Raven: Daughter of Darkness	38	☐	☐	☐	☐	☐	☐	☐
Red Hood: Outlaw	39	☐	☐	☐	☐	☐	☐	☐
Scooby Apocalypse	40	☐	☐	☐	☐	☐	☐	☐
Shazam!	41	☐	☐	☐	☐	☐	☐	☐
Sideways	42	☐	☐	☐	☐	☐	☐	☐
The Silencer	43	☐	☐	☐	☐	☐	☐	☐
Suicide Squad	44	☐	☐	☐	☐	☐	☐	☐
Suicide Squad Black Files	45	☐	☐	☐	☐	☐	☐	☐
Supergirl	46	☐	☐	☐	☐	☐	☐	☐
Superman	47	☐	☐	☐	☐	☐	☐	☐
Super Sons	48	☐	☐	☐	☐	☐	☐	☐
Teen Titans	49	☐	☐	☐	☐	☐	☐	☐
The Terrifics	50	☐	☐	☐	☐	☐	☐	☐
Titans	51	☐	☐	☐	☐	☐	☐	☐
Wonder Woman	52	☐	☐	☐	☐	☐	☐	☐
Young Justice	53	☐	☐	☐	☐	☐	☐	☐
Other	54	☐	☐	☐	☐	☐	☐	☐

0 1 2 3 4 5 6

cell phones & smartphones

08
5-6Do you personally have a cell or smartphone? Yes ☐ 7-1

Some cell phones are called "smartphones" because of certain features they have. Do you personally have a smartphone?

Yes ☐ 8-1 No ☐ -2

Which of these best describes the type of cell or smartphone you have?

- Android phone (any brand) ☐ 9-1
Apple iPhone ☐ -2
BlackBerry ☐ -3
Windows phone (any brand) ☐ -4
Other cell or smartphone ☐ -5

Have you used any of the following features on your cell or smartphone in the last 30 days?

Communication Features:

- Phone calls ☐ 10-1
Voicemail ☐ -2
Email ☐ -3
Instant Messaging ☐ -4
Text Messaging ☐ -5
Picture Messaging ☐ -6
Google Android OS ☐ -7
Windows Mobile/Phone OS ☐ -8

Media Features:

- Camera ☐ 11-1
Games ☐ -2
MP3 Player ☐ -3
Video Player ☐ -4
Video Recorder ☐ -5
Web/Internet Access ☐ -6

Other Features:

- Alarm Clock ☐ 12-1
Bluetooth ☐ -2
Calendar/Organizer ☐ -3
GPS/Navigation ☐ -4
View Spreadsheets/Text Documents ☐ -5
Create/Edit Spreadsheets/Text Documents ☐ -6
Speakerphone ☐ -7
Voice Activated Dialing ☐ -8
WiFi ☐ -9

Who chose your cell or smartphone service?

- You alone ☐ 13-1
You, with parent/guardian ☐ -2
Parent/guardian ☐ -3
Other ☐ -4

Who chose your cell or smartphone?

- You alone ☐ -5
You, with parent/guardian ☐ -6
Parent/guardian ☐ -7
Other ☐ -8

Who pays your cell or smartphone bill?

- You alone ☐ -9
You, with parent/guardian ☐ -0
Parent/guardian ☐ -X
Other ☐ -Y

Number of Apps downloaded for free, last 30 days: _____ 14-15

(Write in Number)

Number of Apps purchased, last 30 days: _____ 16-17

(Write in Number)

Amount spent on Apps, last 30 days: \$ _____ 18-19

(Write in Amount)

cell phones & smartphones
(continued)

Which, if any, of the following things did you do using your cell phone in the last 30 days?

- Visited a search engine ☐ 20-1
Visited a website for News ☐ -2
Visited a website for Sports ☐ -3
Visited a website for Weather ☐ -4
Visited a website for Entertainment Information ☐ -5
Visited a website for Financial Information ☐ -6
Visited a website for Maps/Directions ☐ -7
Visited a website for other Local Information ☐ -8
Visited or used a Social Media site ☐ -9
Searched for information about a product ☐ -0
Visited any other website ☐ -X
Used Text Messaging to communicate with friends or family ☐ -Y
Used Text Messaging to vote in a contest, make a choice, or give an opinion ☐ 21-1
Looked at an advertisement sent with Text Message ☐ -2
Used Text Messaging to respond to an advertisement ☐ -3
Purchased a product ☐ -4
Signed up for a Text Message "alert" service ☐ -5
Received a Text Message "alert" ☐ -6
Redeemed a mobile coupon ☐ -7
Scanned a QR code or other "Tag" ☐ -8
Used a mobile wallet ☐ -9
Watched a video clip ☐ -0
Watched a downloaded or streamed TV program ☐ -X
Watched live television ☐ -Y
Watched a full length movie ☐ 22-1
Watched other video ☐ -2
Listened to a podcast ☐ -3
Listened to music ☐ -4
Listened to the radio ☐ -5
Downloaded a song ☐ -6
Downloaded a ringtone ☐ -7
Downloaded wallpaper ☐ -8
Downloaded a game ☐ -9
Downloaded an application or "App" ☐ -0
Used an application or "App" ☐ -X
Called directory assistance ☐ -Y
Took a video ☐ 23-1
Made or received a video call ☐ -2

Type of
Apps you
personally
used last
30 daysApps/
activities
you would
miss if
unavailable

TYPE OF APPS:

- Banking/Finance ☐ 24-1 ☐ 27-1
Books ☐ -2 ☐ -2
Calendar/Schedule ☐ -3 ☐ -3
"Daily Deal" ☐ -4 ☐ -4
Dating ☐ -5 ☐ -5
Digital Payment ☐ -6 ☐ -6
Education ☐ -7 ☐ -7
Email ☐ -8 ☐ -8
Fitness ☐ -9 ☐ -9
Food (Cooking/Recipes) ☐ -0 ☐ -0
Food (Delivery) ☐ -X ☐ -X
Games ☐ -Y ☐ -Y
Healthcare ☐ 25-1 ☐ 28-1
Local Information ☐ -2 ☐ -2
Magazine ☐ -3 ☐ -3
Movies ☐ -4 ☐ -4
Music (to listen) ☐ -5 ☐ -5
Music Store (to purchase) ☐ -6 ☐ -6
Navigation/Maps ☐ -7 ☐ -7
News ☐ -8 ☐ -8
Newspaper ☐ -9 ☐ -9
Photography ☐ -0 ☐ -0
Real Estate ☐ -X ☐ -X
Reference ☐ -Y ☐ -Y
Rideshare/Taxi ☐ 26-1 ☐ 29-1
Shopping/Retail ☐ -2 ☐ -2
Sports ☐ -3 ☐ -3
Social Media ☐ -4 ☐ -4
Text ☐ -5 ☐ -5
TV/Cable ☐ -6 ☐ -6
Travel ☐ -7 ☐ -7
Video (e.g. short clips) ☐ -8 ☐ -8
Weather ☐ -9 ☐ -9
Other Entertainment ☐ -0 ☐ -0
Other ☐ -X ☐ -X

(Write in)

Continued in next Column



tablets & e-readers

You Personally:

Own	Used (your own or someone else's), last 30 days
-----	---

BRANDS:

- | | | |
|---|-------------------------------|-------------------------------|
| Amazon Kindle (e-reader) | ☐ 30-1 | ☐ 32-1 |
| Amazon Kindle Fire (tablet) | ☐ -2 | ☐ -2 |
| Apple iPad (any standard size
or larger model) | ☐ -3 | ☐ -3 |
| Apple iPad mini | ☐ -4 | ☐ -4 |
| Barnes & Noble Nook
(e-reader) | ☐ -5 | ☐ -5 |
| Google Pixel or
Nexus (tablet) | ☐ -6 | ☐ -6 |
| Microsoft Surface (tablet) | ☐ -7 | ☐ -7 |
| Samsung Galaxy Tab/
Galaxy Note (tablet) | ☐ -8 | ☐ -8 |
| Samsung Galaxy Tab Nook
(tablet) | ☐ -9 | ☐ -9 |
| Other Tablet | ☐ 31-1 | ☐ 33-1 |
| Other E-Reader | ☐ -2 | ☐ -2 |

In the last 7 days, how much time, if any, did you spend using a Tablet and/or E-reader?

**Tablet/E-reader:
hours used,
last 7 days**

- | | |
|----------------------------|-------------------------------|
| None | ☐ 34-1 |
| Less than 1 hour | ☐ -2 |
| 1-4 hours | ☐ -3 |
| 5-9 hours | ☐ -4 |
| 10-19 hours | ☐ -5 |
| 20-29 hours | ☐ -6 |
| 30 hours or more | ☐ -7 |

**In a typical week during the school year, where do you use a Tablet and/or E-reader?
(Check all that apply)**

- | | |
|--------------------------|-------------------------------|
| Home | ☐ 35-1 |
| Work | ☐ -2 |
| School/Library | ☐ -3 |
| Another place | ☐ -4 |

Continued in next Column

tablets & e-readers
(continued)

Activities you have done using a Tablet or E-reader, last 30 days:

- | | |
|---|-------------------------------|
| Read a book | ☐ 36-1 |
| Read a magazine | ☐ -2 |
| Read a newspaper | ☐ -3 |
| Read or sent an e-mail | ☐ -4 |
| Watched a full length movie | ☐ -5 |
| Watched a TV show | ☐ -6 |
| Watched other video | ☐ -7 |
| Played a single-player game | ☐ -8 |
| Played a multi-player game | ☐ -9 |
| Visited social media site | ☐ -0 |
| Visited a search engine | ☐ 37-1 |
| Visited other website | ☐ -2 |
| Obtained information on news
or current events | ☐ -3 |
| Obtained information about sports | ☐ -4 |
| Obtained financial information | ☐ -5 |
| Obtained information about the weather | ☐ -6 |
| Obtained information on travel | ☐ -7 |
| Obtained local information | ☐ -8 |
| Obtained medical information | ☐ -9 |
| Purchased a product or service | ☐ -0 |
| Listened to music | ☐ -X |
| Downloaded music | ☐ -Y |
| Listened to/watched a podcast | ☐ 38-1 |
| Took a picture or video | ☐ -2 |
| Uploaded photos | ☐ -3 |
| Used a map/navigation program | ☐ -4 |
| Made or received a video call | ☐ -5 |
| Other | ☐ -6 |

(Write In)

Continued in next Column

tablets & e-readers
(continued)

**Type of
Apps you
personally
used last
30 days**

**Apps/
activities
you would
miss if
unavailable**

TYPE OF APPS:

- | | | |
|---|-------------------------------|-------------------------------|
| Banking/Finance | ☐ 39-1 | ☐ 42-1 |
| Books | ☐ -2 | ☐ -2 |
| Calendar/Schedule | ☐ -3 | ☐ -3 |
| "Daily Deal" | ☐ -4 | ☐ -4 |
| Dating | ☐ -5 | ☐ -5 |
| Digital Payment | ☐ -6 | ☐ -6 |
| Education | ☐ -7 | ☐ -7 |
| Email | ☐ -8 | ☐ -8 |
| Fitness | ☐ -9 | ☐ -9 |
| Food (Cooking/Recipes) | ☐ -0 | ☐ -0 |
| Food (Delivery) | ☐ -X | ☐ -X |
| Games | ☐ -Y | ☐ -Y |
| Healthcare | ☐ 40-1 | ☐ 43-1 |
| Local Information | ☐ -2 | ☐ -2 |
| Magazine | ☐ -3 | ☐ -3 |
| Movies | ☐ -4 | ☐ -4 |
| Music (to listen) | ☐ -5 | ☐ -5 |
| Music Store
(to purchase) | ☐ -6 | ☐ -6 |
| Navigation/Maps | ☐ -7 | ☐ -7 |
| News | ☐ -8 | ☐ -8 |
| Newspaper | ☐ -9 | ☐ -9 |
| Photography | ☐ -0 | ☐ -0 |
| Reference | ☐ -X | ☐ -X |
| Rideshare/Taxi | ☐ -Y | ☐ -Y |
| Shopping/Retail | ☐ 41-1 | ☐ 44-1 |
| Sports | ☐ -2 | ☐ -2 |
| Social Media | ☐ -3 | ☐ -3 |
| Text | ☐ -4 | ☐ -4 |
| TV/Cable | ☐ -5 | ☐ -5 |
| Travel | ☐ -6 | ☐ -6 |
| Video (e.g. short
video clips) | ☐ -7 | ☐ -7 |
| Weather | ☐ -8 | ☐ -8 |
| Other Entertainment | ☐ -9 | ☐ -9 |
| Other | ☐ -0 | ☐ -0 |

(Write In)

**Number of Apps
downloaded for free,
last 30 days:**

_____ 45-46
(Write in Number)

**Number of Apps
purchased, last
30 days:**

_____ 47-48
(Write in Number)

**Amount spent on
Apps, last 30 days:**

\$ _____ 49-50
(Write in Amount)

cellular/mobile
opinions

Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
1. I carry my cell phone everywhere I go	☐ 1	☐ 2	☐ 3	☐ 4 51
2. I often wish I could take a break from technology	☐ 1	☐ 2	☐ 3	☐ 4 52
3. I only answer my cell phone when I know who is calling	☐ 1	☐ 2	☐ 3	☐ 4 53
4. I often use my cell phone to make phone calls from my home	☐ 1	☐ 2	☐ 3	☐ 4 54
5. The primary reason I have my cell phone is for safety	☐ 1	☐ 2	☐ 3	☐ 4 55
6. I understand how to use most of the features on my cell phone	☐ 1	☐ 2	☐ 3	☐ 4 56
7. There are some features on my cell phone I'd like to use, but I don't know how to use them	☐ 1	☐ 2	☐ 3	☐ 4 57
8. I just want to use my cell phone to make and receive calls and don't care about any other features	☐ 1	☐ 2	☐ 3	☐ 4 58
9. My mobile phone is an extension of my personality	☐ 1	☐ 2	☐ 3	☐ 4 59
10. I enjoy customizing the look and sound of my cell phone	☐ 1	☐ 2	☐ 3	☐ 4 60
11. I use my mobile service provider's website or app to track data usage on my plan	☐ 1	☐ 2	☐ 3	☐ 4 61
12. I worry that I waste too much time looking at my mobile phone	☐ 1	☐ 2	☐ 3	☐ 4 62
13. Advertisements on cell phones are annoying	☐ 1	☐ 2	☐ 3	☐ 4 63
14. I feel compelled to check my phone, even when I'm in the middle of a conversation	☐ 1	☐ 2	☐ 3	☐ 4 64
15. Text messaging is an important part of my daily life	☐ 1	☐ 2	☐ 3	☐ 4 65
16. I like to receive coupons on my cell phone that are based on my location	☐ 1	☐ 2	☐ 3	☐ 4 66
17. Checking my phone is the first thing I do in the morning	☐ 1	☐ 2	☐ 3	☐ 4 67
18. I'm always checking out the app store to see what's new	☐ 1	☐ 2	☐ 3	☐ 4 68
19. I text more than I talk on my phone	☐ 1	☐ 2	☐ 3	☐ 4 69

internet and
online
services16
5-6

1. In the last 30 days, have you accessed the Internet (using a computer or any other device) in any of the following places?

Home ☐ 25-1
 Work ☐ -2
 School/Library ☐ -3
 Another place ☐ -4
 Have not ☐ -5

2. On average, how much time do you spend using the Internet on a typical **weekday (i.e. Monday-Friday)**, not including time spent on email or IM?

10 hours or more ☐ 26-1
 5 hours - less than 10 hours ☐ -2
 2 hours - less than 5 hours ☐ -3
 1 hour - less than 2 hours ☐ -4
 ½ hour - less than 1 hour ☐ -5
 Less than ½ hour ☐ -6

3. On average, how much time do you spend using the Internet on a typical **weekend day (i.e. Saturday or Sunday)**, not including time spent on email or IM?

10 hours or more ☐ 27-1
 5 hours - less than 10 hours ☐ -2
 2 hours - less than 5 hours ☐ -3
 1 hour - less than 2 hours ☐ -4
 ½ hour - less than 1 hour ☐ -5
 Less than ½ hour ☐ -6

4. In the last 30 days have you connected to the Internet using a computer (such as a desktop or laptop) with Wi-Fi or another Wireless Connection at a location outside of your home, such as a park or coffee shop?

Yes ☐ 28-1
 No ☐ -2

5. In the last 30 days, which websites or search engines, if any, did you use to find other websites or information?

AOL/AOL.com ☐ 29-1
 Ask.com ☐ -2
 Bing.com ☐ -3
 Google.com ☐ -4
 Yahoo.com ☐ -5
 Other (Write In) ☐ -6

6. What type of messaging, chat and/or video chat services do you use? (Check as many as apply)

Facebook Messenger ☐ 30-1
 FaceTime ☐ -2
 Google Hangouts ☐ -3
 Kik ☐ -4
 ooVoo ☐ -5
 Skype ☐ -6
 Slack ☐ -7
 Snapchat Chat ☐ -8
 Viber ☐ -9
 WeChat ☐ -0
 WhatsApp ☐ -X
 Other (Write In) ☐ -Y

I don't use any chat services ☐ 31-1

7. Which, if any, of the following activities did you do on the Internet in the last 30 days?

Visited a chat room ☐ 32-1
 Used e-mail ☐ -2
 Used Instant Messaging ☐ -3
 Used video chat ☐ -4
 Studied/Researched information for school ☐ -5
 Obtained information to help make a purchase ☐ -6
 Made a purchase online ☐ -7
 Downloaded ringtones ☐ -8
 Downloaded games ☐ -9
 Got tips or cheats on games ☐ -0
 Played games online ☐ -X
 Obtained the latest news/current events ☐ 33-1
 Obtained sports news/information ☐ -2
 Obtained information about entertainment or celebrities ☐ -3
 Obtained health or medical information ☐ -4
 Looked for information about exercising ☐ -5
 Blogged or kept online journal ☐ -6
 Visited online blogs ☐ -7
 Posted a comment or review on a blog, online forum, message or bulletin board ☐ -8
 Took an online class or course ☐ -9
 Accessed a textbook online ☐ -0
 Downloaded a TV program ☐ -X
 Watched a TV program online ☐ -Y
 Downloaded a movie ☐ 34-1
 Watched a movie online ☐ -2
 Watched other online video ☐ -3
 Visited a TV Network or TV show's website ☐ -4
 Looked at TV listings online ☐ -5
 Looked up movie listings or show times ☐ -6
 Made friends/Met new people ☐ -7
 Made a phone call ☐ -8
 Uploaded or added video to website ☐ 35-1
 Shared photos through Internet website ☐ -2
 Sent an electronic greeting card ☐ -3

8. Which, if any, of these social media, photo or video-sharing services did you visit or use in the last 30 days?

Facebook ☐ 36-1
 Flickr ☐ -2
 Foursquare ☐ -3
 Google Photos ☐ -4
 Hype ☐ -5
 Instagram ☐ -6
 LinkedIn ☐ -7
 Periscope ☐ -8
 Photobucket ☐ -9
 Pinterest ☐ -0
 Reddit ☐ -X
 Shutterfly ☐ -Y
 Snapchat ☐ 37-1
 Tumblr ☐ -2
 Twitch ☐ -3
 Twitter ☐ -4
 Vimeo ☐ -5
 Yelp ☐ -6
 YouTube ☐ -7
 Other (Write In) ☐ -8

9. Do your parents let you go anywhere you want on the Internet?

Yes ☐ 38-1
 No ☐ -2

websites
and apps

10. Which, if any, of the following websites or apps did you visit or use in the last 30 days?

	Website visited last 30 days	App used last 30 days
EMAIL		
AOL Mail	☐ 39-1	☐ 45-1
Gmail	☐ -2	☐ -2
Outlook	☐ -3	☐ -3
Yahoo! Mail	☐ -4	☐ -4
ENTERTAINMENT		
ABC	☐ 40-1	☐ 46-1
Adult Swim	☐ -2	☐ -2
AZLyrics	☐ -3	☐ -3
Boys' Life	☐ -4	☐ -4
BuzzFeed	☐ -5	☐ -5
Cartoon Network	☐ -6	☐ -6
CBS	☐ -7	☐ -7
The CW	☐ -8	☐ -8
Disney	☐ -9	☐ -9
DisneyNOW (Disney Channel, Disney Junior, Disney XD)	☐ -0	☐ -0
Fandango	☐ -X	☐ -X
Fandom	☐ -Y	☐ -Y
Fox.com or FOX NOW	☐ 41-1	☐ 47-1
Freeform	☐ -2	☐ -2
Girls' Life	☐ -3	☐ -3
IMDb	☐ -4	☐ -4
J-14	☐ -5	☐ -5
LEGO	☐ -6	☐ -6
Marvel.com	☐ -7	☐ -7
MarvelHQ.com	☐ -8	☐ -8
MetroLyrics	☐ -9	☐ -9
MSN Entertainment	☐ -0	☐ -0
MTV	☐ -X	☐ -X
NBC	☐ -Y	☐ -Y
National Geographic Kids	☐ 42-1	☐ 48-1
Netflix	☐ -2	☐ -2
Nick (Nickelodeon)	☐ -3	☐ -3
Nick Jr.	☐ -4	☐ -4
PBS.org or PBS Video	☐ -5	☐ -5
PBS Kids	☐ -6	☐ -6
Popsugar	☐ -7	☐ -7
Seventeen	☐ -8	☐ -8
Sports Illustrated Kids	☐ -9	☐ -9
Star Wars	☐ -0	☐ -0
TeenNick	☐ -X	☐ -X
Teen Vogue	☐ -Y	☐ -Y
Ticketmaster	☐ 43-1	☐ 49-1
truTV	☐ -2	☐ -2
USA Hockey Magazine	☐ -3	☐ -3
Vevo	☐ -4	☐ -4
Yahoo! Entertainment	☐ -5	☐ -5
GAMES		
Addicting Games	☐ 44-1	☐ 50-1
Coolmath Games	☐ -2	☐ -2
EA.com	☐ -3	☐ -3
EA Sports	☐ -4	☐ -4
Minecraft	☐ -5	☐ -5
Miniclip	☐ -6	☐ -6
MSN Games	☐ -7	☐ -7
Roblox	☐ -8	☐ -8

INFORMATION/REFERENCE

	Website visited last 30 days	App used last 30 days
Answers.com/wikiAnswers	☐ 51-1	☐ 59-1
Bing Maps	☐ -2	☐ -2
Dictionary.com	☐ -3	☐ -3
eHow.com	☐ -4	☐ -4
Google Maps	☐ -5	☐ -5
MapQuest	☐ -6	☐ -6
WebMD	☐ -7	☐ -7
Whitepages	☐ -8	☐ -8
Wikipedia	☐ -9	☐ -9
Yahoo! Answers	☐ -0	☐ -0
Yahoo! Maps	☐ -X	☐ -X
YP (Yellow Pages)	☐ -Y	☐ -Y

NEWS/COMMENTARY

	Website visited last 30 days	App used last 30 days
ABC News	☐ 52-1	☐ 60-1
BBC	☐ -2	☐ -2
CBS News	☐ -3	☐ -3
CNN	☐ -4	☐ -4
Fox News	☐ -5	☐ -5
HuffPost (Huffington Post)	☐ -6	☐ -6
NBC News	☐ -7	☐ -7
The New York Times	☐ -8	☐ -8
Reuters	☐ -9	☐ -9
USA Today	☐ -0	☐ -0
The Wall Street Journal	☐ -X	☐ -X
The Washington Post	☐ -Y	☐ -Y
Yahoo! News	☐ 53-1	☐ 61-1

SHOPPING

	Website visited last 30 days	App used last 30 days
Amazon	☐ 54-1	☐ 62-1
Coupons	☐ -2	☐ -2
Disney (shopDisney.com)	☐ -3	☐ -3
eBay	☐ -4	☐ -4
Groupon	☐ -5	☐ -5
LivingSocial	☐ -6	☐ -6
Overstock.com	☐ -7	☐ -7

SPANISH LANGUAGE

	Website visited last 30 days	App used last 30 days
Telemundo	☐ 55-1	☐ 63-1
Univision	☐ -2	☐ -2
Yahoo! en Español	☐ -3	☐ -3
Other Spanish Language Website/App	☐ -4	☐ -4

SPORTS

	Website visited last 30 days	App used last 30 days
BleacherReport.com or B-R	☐ 56-1	☐ 64-1
CBS Sports	☐ -2	☐ -2
ESPN	☐ -3	☐ -3
FOX Sports	☐ -4	☐ -4
MaxPreps	☐ -5	☐ -5
MLB.com or MLB.com At Bat	☐ -6	☐ -6
NASCAR	☐ -7	☐ -7
NBA	☐ -8	☐ -8
NBC Sports	☐ -9	☐ -9
NFL.com or NFL/NFL Mobile	☐ -0	☐ -0
WWE	☐ -X	☐ -X
Yahoo! Sports	☐ -Y	☐ -Y

TECHNOLOGY

	Website visited last 30 days	App used last 30 days
CNET	☐ 57-1	☐ 65-1

TRAVEL

	Website visited last 30 days	App used last 30 days
Lyft	☐ 58-1	☐ 66-1
Uber	☐ -2	☐ -2

Other (Write In) _____ ☐ -3

Other (Write In) _____ ☐ -4

11. What is your e-mail address? (To be used for research purposes only)

radio/audio
listening—
weekdaysWe'd like to know about your listening to radio or other audio services on a **typical weekday, Monday through Friday.****For each of the time periods listed:****1a. To the nearest hour, approximately how much time do you usually spend listening to or hearing radio or other audio services on a typical weekday?**

AND

1b. Which stations do you usually listen to or hear? (Please write in the call letters and circle whether the station was AM, FM, SiriusXM, the Internet or an App. If you don't know call letters, write in the station number, format, slogan or personality).**INCLUDE:**

- All listening, whether in your home, car, or any other places.
- Listening on a radio, computer, tablet, cell phone or any other device.

DO NOT INCLUDE:

- Listening to your personal music collection, such as CDs or audio you have purchased or downloaded.

Average WEEKDAY Time Period	1a. # of Hours Typically Listen					1b. Stations Typically Listen to in each time period			
	0 Hr.	1 Hr.	2 Hrs.	3-4 Hrs.	5-6 Hrs.	Station 1	Station 2	Station 3	Station 4
6:00 a.m. - 10:00 a.m. . . .	☐	☐	☐	☒	☐	WLNS AM FM Int/App SiriusXM	XM 20 AM FM Int/App SiriusXM	880 AM FM Int/App SiriusXM	AM FM Int/App SiriusXM
10:00 a.m. - 3:00 p.m. . . .	☒	☐	☐	☐	☐	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM
3:00 p.m. - 7:00 p.m. . . .	☐	☐	☒	☐	☐	WLNS AM FM Int/App SiriusXM	100.3 AM FM Int/App SiriusXM	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM
7:00 p.m. - Midnight . . .	☐	☒	☒	☐	☐	Country AM FM Int/App SiriusXM	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM
Midnight - 6:00 a.m. . . .	☒	☐	☐	☐	☐	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM	AM FM Int/App SiriusXM

START HERE:

03
5-6

Average WEEKDAY Time Period	1a. # of Hours Typically Listen					1b. Stations Typically Listen to in each time period			
	0 Hr.	1 Hr.	2 Hrs.	3-4 Hrs.	5-6 Hrs.	Station 1	Station 2	Station 3	Station 4
6:00 a.m. - 10:00 a.m. 7	☐	☐	☐	☐	☐	AM FM (12-16) Int/App SiriusXM	AM FM (17-21) Int/App SiriusXM	AM FM (22-26) Int/App SiriusXM	AM FM (27-31) Int/App SiriusXM
10:00 a.m. - 3:00 p.m. 8	☐	☐	☐	☐	☐	AM FM (32-36) Int/App SiriusXM	AM FM (37-41) Int/App SiriusXM	AM FM (42-46) Int/App SiriusXM	AM FM (47-51) Int/App SiriusXM
3:00 p.m. - 7:00 p.m. 9	☐	☐	☐	☐	☐	AM FM (52-56) Int/App SiriusXM	AM FM (57-61) Int/App SiriusXM	AM FM (62-66) Int/App SiriusXM	AM FM (67-71) Int/App SiriusXM
7:00 p.m. - Midnight 10	☐	☐	☐	☐	☐	AM FM (12-16) Int/App SiriusXM	AM FM (17-21) Int/App SiriusXM	AM FM (22-26) Int/App SiriusXM	AM FM (27-31) Int/App SiriusXM
Midnight - 6:00 a.m. 11	☐	☐	☐	☐	☐	AM FM (32-36) Int/App SiriusXM	AM FM (37-41) Int/App SiriusXM	AM FM (42-46) Int/App SiriusXM	AM FM (47-51) Int/App SiriusXM

On a typical weekday, Monday through Friday, where do you listen to radio or audio services? (Please choose one.)

- At home ☐ 52-1
In the car ☐ 2
Another place. ☐ 3

END CD. 04

radio/audio
listening —
weekends

We'd like to know about your listening to radio or other audio services on a **typical weekend day, Saturday/Sunday**.

For each of the time periods listed:

1a. To the nearest hour, approximately how much time do you usually spend listening to or hearing radio or other audio services on a typical weekend day?

AND

1b. Which stations do you usually listen to or hear? (Please write in the call letters and circle whether the station was AM, FM, SiriusXM, the Internet or an App. If you don't know call letters, write in the station number, format, slogan or personality).

Average WEEKEND Time Period	1a. # of Hours Typically Listen					1b. Stations Typically Listen to in each time period			
	0 Hr.	1 Hr.	2 Hrs.	3-4 Hrs.	5-6 Hrs.	Station 1	Station 2	Station 3	Station 4
6:00 a.m. - 10:00 a.m.	7 ☐	☐	☐	☐		AM FM (12-16) Int/App SiriusXM	AM FM (17-21) Int/App SiriusXM	AM FM (22-26) Int/App SiriusXM	AM ⁰⁵ FM ₅₋₆ (27-31) Int/App SiriusXM
10:00 a.m. - 3:00 p.m.	8 ☐	☐	☐	☐	☐	AM FM (32-36) Int/App SiriusXM	AM FM (37-41) Int/App SiriusXM	AM FM (42-46) Int/App SiriusXM	AM FM (47-51) Int/App SiriusXM
3:00 p.m. - 7:00 p.m.	9 ☐	☐	☐	☐		AM FM (52-56) Int/App SiriusXM ⁰⁶ 5-6	AM FM (57-61) Int/App SiriusXM	AM FM (62-66) Int/App SiriusXM	AM FM (67-71) Int/App SiriusXM END CD. 05
7:00 p.m. - Midnight	10 ☐	☐	☐	☐	☐	AM FM (12-16) Int/App SiriusXM	AM FM (17-21) Int/App SiriusXM	AM FM (22-26) Int/App SiriusXM	AM FM (27-31) Int/App SiriusXM
Midnight - 6:00 a.m.	11 ☐	☐	☐	☐	☐	AM FM (32-36) Int/App SiriusXM	AM FM (37-41) Int/App SiriusXM	AM FM (42-46) Int/App SiriusXM	AM FM (47-51) Int/App SiriusXM

On a typical weekend day, Saturday/Sunday, where do you listen to radio or audio services **most often**? (Please choose one.)

- At home ☐ 52-1
 In the car ☐ -2
 Another place. ☐ -3

other radio
listening

1c. Besides the stations you've already listed, did you listen to or hear any **other** stations at all in the last 7 days? (Please write in the call letters and circle whether each station is AM, FM, SiriusXM, the Internet or an App)

AM FM (53-57) Int/App SiriusXM	AM FM (58-62) Int/App SiriusXM	AM FM (63-67) Int/App SiriusXM	AM FM (68-72) Int/App SiriusXM	AM FM (73-77) Int/App SiriusXM
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radio disney

1d. Have you listened to Radio Disney in the **last week** (last 7 days)?

Yes ☐ 78-1 No ☐ -2

music &
audio services

Which, if any, of these music or audio services did you listen to or use in the last 30 days?

⁰⁹
5-6

Amazon Music Unlimited ☐ 7-1	iTunes ☐ -6	Spotify ☐ -X
or Prime Music ☐ 7-1	Pandora ☐ -7	Tidal ☐ -Y
Apple Music ☐ -2	Radio.com ☐ -8	TuneIn ☐ 8-1
Audible ☐ -3	Shazam ☐ -9	YouTube Music ☐ -2
Google Play Music ☐ -4	SoundCloud ☐ -0	Other ☐ -3
iHeartRadio ☐ -5		

Which, if any, of these music or audio-related activities did you do using the Internet in the last 30 days?

Listened online to streaming AM/FM broadcast radio stations	☐ 9-1
Listened to Internet-only radio or other online music audio services (eg. Pandora, Spotify, etc.)	☐ -2
Visited a radio station, radio program or radio personality's website	☐ -3
Downloaded music	☐ -4

PODCASTS:

Have you listened to a podcast in the last 30 days? Yes ☐ 10-1 No ☐ -2

smart
speakers09
5-6

Which, if any, of these voice-activated smart speakers do you or does anyone in your household own?

Amazon Echo (including Echo, Echo Plus, Echo Dot, Echo Show, Echo Spot, or Echo Look)	☐ 11-1
Apple HomePod	☐ -2
Google Home (including Google Home, Google Home Hub, Google Home Mini, or Google Home Max).	☐ -3
Harmon Kardon Invoke	☐ -4
Sonos One	☐ -5
Other	☐ -6

Which, if any, of these activities did you personally do using a smart speaker in the last 30 days?

Controlled smart home devices (e.g. turned on lights, TV, controlled thermostat, etc.)	☐ 12-1
Obtained weather updates	☐ -2
Obtained news updates	☐ -3
Obtained sports updates	☐ -4
Obtained other information (e.g. local information, movie times, recipes, etc.)	☐ -5
Listened to an audiobook	☐ -6
Listened to music via a streaming service (e.g. Pandora, Spotify, etc.)	☐ -7
Listened to live radio	☐ -8
Listened to a podcast	☐ -9
Made a phone call	☐ -0
Played a game	☐ -X
Purchased/ordered a product or service	☐ -Y
Set a timer or alarm	☐ 13-1
Other	☐ -2

television
viewing –
weekdays

1. Please write in approximately how much time you usually spend watching television on an average weekday, Monday through Friday, for each of the time periods shown.

IF YOU LIVE IN EASTERN OR PACIFIC TIME ZONES:	6:00 a.m.- 9:00 a.m.	9:00 a.m.- Noon	Noon- 4:00 p.m.	4:00 p.m.- 6:00 p.m.	6:00 p.m.- 8:00 p.m.	8:00 p.m.- 11:00 p.m.	11:00 p.m.- 1:00 a.m.
IF YOU LIVE IN CENTRAL OR MOUNTAIN TIME ZONES:	6:00 a.m.- 9:00 a.m.	9:00 a.m.- Noon	Noon- 3:00 p.m.	3:00 p.m.- 5:00 p.m.	5:00 p.m.- 7:00 p.m.	7:00 p.m.- 10:00 p.m.	10:00 p.m.- Midnight

Time Spent Watching

Usually don't watch	☐	☐	☐	☐	☐	☐	☐
Less than 1 hour	☐ 14-1	☐ 15-1	☐ 16-1	☐ 17-1	☐ 18-1	☐ 19-1	☐ 20-1
1-2 hours	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2
3-4 hours	☐ -3	☐ -3	☐ -3			☐ -3	

television
viewing –
weekends

1. Please write in approximately how much time you usually spend watching television on an average weekend day, Saturday/Sunday, for each of the time periods shown.

IF YOU LIVE IN EASTERN OR PACIFIC TIME ZONES:	7:00 a.m.- 1:00 p.m.	1:00 p.m.- 4:30 p.m.	4:30 p.m.- 8:00 p.m.	8:00 p.m.- 11:00 p.m.	11:00 p.m.- 1:00 a.m.
IF YOU LIVE IN CENTRAL OR MOUNTAIN TIME ZONES:	7:00 a.m.- Noon	Noon- 3:30 p.m.	3:30 p.m.- 7:00 p.m.	7:00 p.m.- 10:00 p.m.	10:00 p.m.- Midnight

Time Spent Watching

Usually don't watch	☐	☐	☐	☐	☐
Less than 1 hour	☐ 21-1	☐ 22-1	☐ 23-1	☐ 24-1	☐ 25-1
1-2 hours	☐ -2	☐ -2	☐ -2	☐ -2	☐ -2
3-4 hours	☐ -3	☐ -3	☐ -3	☐ -3	
5-6 hours	☐ -4				

television viewing

Below is a list of TV channels and networks. About how many hours have you watched each of the following services in the past 7 days?

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5-6

Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
	☐ 7-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 8-1	☐ 2	☐ 3	☐ 4	☐ 5
[adult swim]	☐ 9-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 10-1	☐ 2	☐ 3	☐ 4	☐ 5
 animal planet	☐ 11-1	☐ 2	☐ 3	☐ 4	☐ 5
 azteca	☐ 12-1	☐ 2	☐ 3	☐ 4	☐ 5
 BBC AMERICA	☐ 13-1	☐ 2	☐ 3	☐ 4	☐ 5
 BBC WORLD NEWS	☐ 14-1	☐ 2	☐ 3	☐ 4	☐ 5
 bein SPORTS	☐ 15-1	☐ 2	☐ 3	☐ 4	☐ 5
 bein SPORTS ñ	☐ 16-1	☐ 2	☐ 3	☐ 4	☐ 5
 BET	☐ 17-1	☐ 2	☐ 3	☐ 4	☐ 5
 BET her	☐ 18-1	☐ 2	☐ 3	☐ 4	☐ 5
 BOOMERANG	☐ 19-1	☐ 2	☐ 3	☐ 4	☐ 5

Continued in next Column



Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
 BOUNCE	☐ 20-1	☐ 2	☐ 3	☐ 4	☐ 5
 bravo	☐ 21-1	☐ 2	☐ 3	☐ 4	☐ 5
 CN CARTOON NETWORK	☐ 22-1	☐ 2	☐ 3	☐ 4	☐ 5
 CBS	☐ 23-1	☐ 2	☐ 3	☐ 4	☐ 5
 CBS SPORTS NETWORK	☐ 24-1	☐ 2	☐ 3	☐ 4	☐ 5
 CMT	☐ 25-1	☐ 2	☐ 3	☐ 4	☐ 5
 CNBC First in Business Worldwide.	☐ 26-1	☐ 2	☐ 3	☐ 4	☐ 5
 CNN	☐ 27-1	☐ 2	☐ 3	☐ 4	☐ 5
 COMEDY CENTRAL	☐ 28-1	☐ 2	☐ 3	☐ 4	☐ 5
 COOKING CHANNEL	☐ 29-1	☐ 2	☐ 3	☐ 4	☐ 5
 THE CW	☐ 30-1	☐ 2	☐ 3	☐ 4	☐ 5
 DESTINATION AMERICA	☐ 31-1	☐ 2	☐ 3	☐ 4	☐ 5
 Discovery	☐ 32-1	☐ 2	☐ 3	☐ 4	☐ 5

television viewing

Below is a list of TV channels and networks. About how many hours have you watched each of the following services in the past 7 days?

Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more	Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
	☐ 33-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 46-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 34-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 47-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 35-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 48-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 36-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 49-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 37-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 50-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 38-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 51-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 39-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 52-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 40-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 53-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 41-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 54-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 42-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 55-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 43-1	☐ 2	☐ 3	☐ 4	☐ 5						
	☐ 43-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 56-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 44-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 57-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 45-1	☐ 2	☐ 3	☐ 4	☐ 5		☐ 58-1	☐ 2	☐ 3	☐ 4	☐ 5
											

Continued in next Column

television viewing

Below is a list of TV channels and networks. About how many hours have you watched each of the following services in the past 7 days?

Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
	☐ 59-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 60-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 61-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 62-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 63-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 64-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 65-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 66-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 67-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 68-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 69-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 70-1	☐ 2	☐ 3	☐ 4	☐ 5

Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
	☐ 71-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 72-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 73-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 74-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 75-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 76-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 77-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 78-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 79-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 80-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 7-1	☐ 2	☐ 3	☐ 4	☐ 5
	☐ 8-1	☐ 2	☐ 3	☐ 4	☐ 5

END CD. 13

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5-6

Continued in next Column



television viewing

Below is a list of TV channels and networks. About how many hours have you watched each of the following services in the past 7 days?

Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more	Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
 NAT GEO WILD	☐ 9-1	☐ 2	☐ 3	☐ 4	☐ 5	 OWN	☐ 22-1	☐ 2	☐ 3	☐ 4	☐ 5
 NATIONAL GEOGRAPHIC	☐ 10-1	☐ 2	☐ 3	☐ 4	☐ 5	 OXY GEN	☐ 23-1	☐ 2	☐ 3	☐ 4	☐ 5
 NBA TV	☐ 11-1	☐ 2	☐ 3	☐ 4	☐ 5	 Paramount NETWORK	☐ 24-1	☐ 2	☐ 3	☐ 4	☐ 5
 NBC	☐ 12-1	☐ 2	☐ 3	☐ 4	☐ 5	 PBS	☐ 25-1	☐ 2	☐ 3	☐ 4	☐ 5
 NBC Sports NETWORK	☐ 13-1	☐ 2	☐ 3	☐ 4	☐ 5	 PBS KIDS	☐ 26-1	☐ 2	☐ 3	☐ 4	☐ 5
 NFL NETWORK	☐ 14-1	☐ 2	☐ 3	☐ 4	☐ 5	 Pop	☐ 27-1	☐ 2	☐ 3	☐ 4	☐ 5
 NHL NETWORK	☐ 15-1	☐ 2	☐ 3	☐ 4	☐ 5	 SCI	☐ 28-1	☐ 2	☐ 3	☐ 4	☐ 5
 nick@nite	☐ 16-1	☐ 2	☐ 3	☐ 4	☐ 5	 Smithsonian CHANNEL	☐ 29-1	☐ 2	☐ 3	☐ 4	☐ 5
 nick Jr.	☐ 17-1	☐ 2	☐ 3	☐ 4	☐ 5	 SPORTSMAN CHANNEL	☐ 30-1	☐ 2	☐ 3	☐ 4	☐ 5
 nickelodeon	☐ 18-1	☐ 2	☐ 3	☐ 4	☐ 5	 SUNDANCE TV	☐ 31-1	☐ 2	☐ 3	☐ 4	☐ 5
 nicktoons	☐ 19-1	☐ 2	☐ 3	☐ 4	☐ 5	 FY FY	☐ 32-1	☐ 2	☐ 3	☐ 4	☐ 5
 Outdoor CHANNEL	☐ 20-1	☐ 2	☐ 3	☐ 4	☐ 5	 tbs	☐ 33-1	☐ 2	☐ 3	☐ 4	☐ 5
 OVATION	☐ 21-1	☐ 2	☐ 3	☐ 4	☐ 5	 teennick	☐ 34-1	☐ 2	☐ 3	☐ 4	☐ 5

Continued in next Column



television viewing

Below is a list of TV channels and networks. About how many hours have you watched each of the following services in the past 7 days?

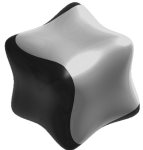
Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more	Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
 TELEMUNDO	☐ 35-1	☐ 2	☐ 3	☐ 4	☐ 5	 UNIVERSAL KIDS	☐ 46-1	☐ 2	☐ 3	☐ 4	☐ 5
 TENNIS CHANNEL	☐ 36-1	☐ 2	☐ 3	☐ 4	☐ 5	 UNIVERSO	☐ 47-1	☐ 2	☐ 3	☐ 4	☐ 5
 TLC	☐ 37-1	☐ 2	☐ 3	☐ 4	☐ 5	 UNIVISION	☐ 48-1	☐ 2	☐ 3	☐ 4	☐ 5
 TNT	☐ 38-1	☐ 2	☐ 3	☐ 4	☐ 5	 UNIVISION DEPORTES	☐ 49-1	☐ 2	☐ 3	☐ 4	☐ 5
 TruTV CHANNEL	☐ 39-1	☐ 2	☐ 3	☐ 4	☐ 5	 USA	☐ 50-1	☐ 2	☐ 3	☐ 4	☐ 5
 truTV	☐ 40-1	☐ 2	☐ 3	☐ 4	☐ 5	 VH1	☐ 51-1	☐ 2	☐ 3	☐ 4	☐ 5
 TCM TURNER CLASSIC MOVIES	☐ 41-1	☐ 2	☐ 3	☐ 4	☐ 5	 VICELAND	☐ 52-1	☐ 2	☐ 3	☐ 4	☐ 5
 TV LAND	☐ 42-1	☐ 2	☐ 3	☐ 4	☐ 5	 The Weather Channel	☐ 53-1	☐ 2	☐ 3	☐ 4	☐ 5
 TV Land Classic	☐ 43-1	☐ 2	☐ 3	☐ 4	☐ 5	 WE tv	☐ 54-1	☐ 2	☐ 3	☐ 4	☐ 5
 TV ONE REPRESENT.	☐ 44-1	☐ 2	☐ 3	☐ 4	☐ 5	 WGN AMERICA	☐ 55-1	☐ 2	☐ 3	☐ 4	☐ 5
 UNI MÁS	☐ 45-1	☐ 2	☐ 3	☐ 4	☐ 5	Other (specify) _____	☐ 56-1	☐ 2	☐ 3	☐ 4	☐ 5

Continued in next Column



television viewing

About how many hours have you watched each of the following television networks in the past 7 days?
(Please include ONLY those networks that appear below and NOT related networks such as NBC)

Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more	Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
 qubo	☐ 57-1	☐ 2	☐ 3	☐ 4	☐ 5	 SMACKDOWN LIVE	☐ 59-1	☐ 2	☐ 3	☐ 4	☐ 5
 RAW	☐ 58-1	☐ 2	☐ 3	☐ 4	☐ 5	Other (specify) _____	☐ 60-1	☐ 2	☐ 3	☐ 4	☐ 5

Continued in next Column

premium channels

Below is a list of premium channels. About how many hours have you watched each of the following premium channels in the past 7 days?

Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more	Name of Channel	Did Not Watch	1 Hour	2 Hours	3-4 Hours	5 Hours or more
 CINEMAX	☐ 61-1	☐ 2	☐ 3	☐ 4	☐ 5	 SHOWTIME	☐ 65-1	☐ 2	☐ 3	☐ 4	☐ 5
 ePIX	☐ 62-1	☐ 2	☐ 3	☐ 4	☐ 5	 STARZ	☐ 66-1	☐ 2	☐ 3	☐ 4	☐ 5
 HBO	☐ 63-1	☐ 2	☐ 3	☐ 4	☐ 5	 STARZENCORE	☐ 67-1	☐ 2	☐ 3	☐ 4	☐ 5
 the movie channel	☐ 64-1	☐ 2	☐ 3	☐ 4	☐ 5	Other (specify) _____	☐ 68-1	☐ 2	☐ 3	☐ 4	☐ 5

Continued in next Column

END CD. 15

streaming video

Which, if any, of these streaming video services did you use to watch TV shows, movies or other programming in the last 30 days?

Name of Service	Used Last 30 Days	Name of Service	Used Last 30 Days
 CBS	☐ 07-1	 HBO GO	☐ 08-1
 DIRECTV NOW	☐ 2	 HBO NOW	☐ 2
 Facebook Watch	☐ 3	 hulu	☐ 3
 Google Play	☐ 4	 hulu (with Live TV)	☐ 4
		 iTunes	☐ 5

Continued in next Column

streaming
video
(continued)

Which, if any, of these streaming video services did you use to watch TV shows, movies or other programming in the last 30 days?

Name of Service	Used Last 30 Days	Name of Service	Used Last 30 Days
NETFLIX	☐ 09-1	SONY CRACKLE	☐ 10-1
 PlayStation Vue	☐ 2	 W NETWORK	☐ 2
prime video (Formerly Amazon Prime Video)	☐ 3	You Tube™	☐ 3
 SHO ANYTIME	☐ 4	 YouTube Premium	☐ 4
 SHOWTIME	☐ 5	 YouTubeTV	☐ 5
 sling™ TELEVISION	☐ 6	Other (specify) _____	☐ 10-6

Continued in next Column →

watching
television

What do you usually do when TV commercials come on? (Check all that apply)

- Watch the commercials ☐ 11-1
 Flip or surf the channels ☐ -2
 Fast forward commercials using a DVR ☐ -3
 Change the channel to watch another show ☐ -4
 Do things like go online or do homework ☐ -5
 Look at or use a cell phone ☐ -6
 Go away from the TV ☐ -7
 Other ☐ -8

While watching TV, what else do you usually do? (Check all that apply)

- Listen to the radio ☐ 12-1
 Read magazines ☐ -2
 Read books/comic books ☐ -3
 Go online ☐ -4
 Use social media ☐ -5
 Do homework ☐ -6
 Play video or computer games ☐ -7
 Talk on the phone ☐ -8
 Send text messages ☐ -9
 Eat ☐ -0

Continued in next Column →

Who do you watch TV with? (Check all that apply)

- Mom ☐ 13-1
 Dad ☐ -2
 Another adult ☐ -3
 Older brother ☐ -4
 Younger brother ☐ -5
 Older sister ☐ -6
 Younger sister ☐ -7
 Friends ☐ -8
 Alone ☐ -9
 Someone else ☐ -0

What is your favorite way to watch TV? (Check only one)

- TV ☐ 14-1
 Computer ☐ -2
 Tablet ☐ -3
 Phone ☐ -4

more
tv watching

Do you watch TV programs in the following ways more often, the same amount, or less often than you did 12 months ago?

	More often than last year	Same amount as last year	Less often than last year	Don't watch this way
On a TV	☐	☐	☐	☐ 15
On a desktop computer	☐	☐	☐	☐ 16
On a laptop computer	☐	☐	☐	☐ 17
On a tablet	☐	☐	☐	☐ 18
On a smartphone	☐	☐	☐	☐ 19
At the time of airing (live)	☐	☐	☐	☐ 20
Using a DVR	☐	☐	☐	☐ 21
Using VOD (Video-On-Demand)	☐	☐	☐	☐ 22
"Binge-watching" (3 or more episodes in a sitting)	☐	☐	☐	☐ 23
Through my TV service provider's website	☐	☐	☐	☐ 24
Through my TV service provider's app	☐	☐	☐	☐ 25
Through a TV network's website	☐	☐	☐	☐ 26
Through a TV network's app	☐	☐	☐	☐ 27
Through another online streaming TV service	☐	☐	☐	☐ 28
	1	2	3	4

television
viewing

765

Listed below are television programs that are shown **Monday through Friday**. Please check in the appropriate columns below.**QUESTION 1**

How many times a week do you usually watch the following programs?

QUESTION 2Did you watch the program **yesterday** (if today is Sunday or Monday, did you watch the program on Friday)?**QUESTION 3**If you watched the program **yesterday**, how much attention were you paying?**QUESTION 4**If you watched the program **yesterday**, where did you watch it?

	<u>None</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>Yes</u>	<u>Full</u>	<u>Most</u>	<u>Some</u>	<u>Your Own Home</u>	<u>Some-where Else</u>
EARLY MORNING NEWS												
01 ABC America This Morning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 CBS Morning News	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 Early Today	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
EARLY MORNING WEEKDAY NEWS PROGRAMS (LOCAL)												
04 ABC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 CBS (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 FOX (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 NBC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
EARLY MORNING PROGRAMS												
08 CBS This Morning (Gayle King/ Norah O'Donnell/ John Dickerson)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 Good Morning America (Stephanopoulos/Roberts)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 Today Show (Guthrie/Kotb)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 Today Show (4th Hour) with Hoda Kotb & Kathie Lee Gifford	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
DAYTIME												
01 The Bold & The Beautiful	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 Days of Our Lives	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 General Hospital	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 GMA Day	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 Let's Make a Deal	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 The Price is Right	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 The Talk	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 The View	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 The Young & The Restless	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
EARLY EVENING WEEKDAY NEWS PROGRAMS												
10 ABC World News Tonight with David Muir	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 BBC World News	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 CBS Evening News with Jeff Glor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 NBC Nightly News with Lester Holt	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 PBS NewsHour	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
EARLY EVENING WEEKDAY NEWS PROGRAMS (LOCAL)												
15 ABC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 CBS (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 FOX (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 NBC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

television
viewing
(continued)

768

1. How many times a month do
you usually watch the following
programs?2. Did you watch
the program
in the past
7 days?3. If you watched the
program in the
past 7 days, how
much attention
were you paying?4. If you watched
the program in
the past 7 days,
where did you
watch it?

ONCE A WEEK PROGRAMS

	None	1	2	3	4	Yes	Full	Most	Some	Your Own Home	Some- where Else
01 A.P. Bio	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 Abby's	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 ABC Saturday Movie of the Week ..	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 All American	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 The Amazing Race	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 American Experience	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 American Housewife	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 American Idol	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 American Idol Rewind	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 American Ninja Warrior	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 America's Funniest Home Videos ..	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 America's Got Talent	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 America's Got Talent: The Champions	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 America's Test Kitchen	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 Ancient Skies	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 Antiques Roadshow	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 Apollo II: 8 Days	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 Arrow	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19 Ask This Old House	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20 Austin City Limits	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21 Awesome Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22 The Bachelor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23 Bachelor After Paradise	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24 Bachelor in Paradise	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25 The Bachelorette	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26 Batwoman	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27 Beat Shazam	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28 The Big Bang Theory	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29 The Big Bang Theory - Weekend ..	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30 Big Brother (Celebrity Edition) ...	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31 Black Lightning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32 Black-ish	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33 Black-ish - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34 The Blacklist	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35 Blindspot	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36 Blue Bloods	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37 Bob's Burgers	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38 Bob's Burgers - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39 Bones - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
40 Breakthrough: Ideas that Changed the World	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41 Bring the Funny	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42 Brooklyn Nine-Nine	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
43 Bull	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
44 Bulletproof	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
45 Burden of Truth	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
46 Call the Midwife	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
47 Castle - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
48 Celebrity Family Feud	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
49 Champion Within	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
50 Charmed	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
51 Chasing the Moon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
52 Chicago Fire	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
53 Chicago Med	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
54 Chicago PD	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
55 Child Support	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
56 The Code	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
57 The Conners	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
58 The Cool Kids	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
59 Cosmos: Possible Worlds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
60 Crimetime Saturday	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
61 Criminal Minds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
62 CSI: Miami	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
63 Dancing With The Stars	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
64 Dancing With The Stars: Juniors ..	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
65 Dateline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
66 DC's Legends of Tomorrow	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
67 Dr. Chris Pet Vet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
68 Dynasty	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
69 Elementary	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
70 Elementary - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
71 Ellen's Game of Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
72 Empire	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
73 The Enemy Within	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
74 Entertainment Tonight - Weekend ..	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
75 Extra: Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
76 Fam.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
77 Family Feud - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
78 Family Guy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
79 Family Guy - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
80 FBI	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	6	8	9	0	5	4

television
viewing
(continued)

768

ONCE A WEEK PROGRAMS (Continued)

1. How many times a month do
you usually watch the following
programs?2. Did you watch
the program
in the past
7 days?3. If you watched the
program in the
past 7 days, how
much attention
were you paying?4. If you watched
the program in
the past 7 days,
where did you
watch it?

	None	1	2	3	4	Yes	Full	Most	Some	Your Own Home	Some- where Else
81 The Fix	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
82 The Flash	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
83 48 Hours	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
84 For the People	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
85 The Four: Battle for Stardom	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
86 Fresh Off the Boat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
87 Friends	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
88 Frontline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
89 Genius Jr.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
90 The Gifted	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
91 Give	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
92 God Friended Me	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
93 The Goldbergs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
94 Gong Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
95 The Good Doctor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
96 Good Girls	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
97 The Good Place	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
98 The Good Wife	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
99 Gordon Ramsey's 24 Hours to Hell & Back	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
100 GOTHAM	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
101 Grand Hotel	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
102 The Great Dr. Scott	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
103 Grey's Anatomy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
104 Hawaii Five-O	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
105 Hell's Kitchen	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
106 Hollywood Game Night	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
107 Hope in the Wild	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
108 How I Met Your Mother - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
109 How to Get Away with Murder	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
110 I Feel Bad	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
111 In the Dark	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
112 The Inbetween	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
113 Innovation Nation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
114 Inside Edition - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
115 The Inspectors	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
116 Instinct	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
117 iZombie	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
118 Jack Hanna's Wild Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
119 Jeopardy - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
120 Journey with Dylan Dreyer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
121 Just for Laughs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
122 The Kids Are Alright	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
123 Last Man Standing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
124 Last Man Standing - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
125 Law & Order: Special Victims Unit	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
126 Legacies	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
127 Les Misérables on MASTERPIECE	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
128 Lethal Weapon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
129 Lidia's Kitchen	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
130 Life in Pieces	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
131 Listener	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
132 Little Big Shots	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
133 Love Connection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
134 Lucky Dog	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
135 MacGyver	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
136 Madam Secretary	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
137 Madam Secretary - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
138 Magnum P.I.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
139 Making It	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
140 Major Crimes - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
141 Man With a Plan	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
142 Manifest	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
143 Marlon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
144 Marvel's Agents of S.H.I.E.L.D.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
145 The Masked Singer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
146 MasterChef	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
147 MasterChef Jr.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
148 Masterpiece	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
149 Match Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
150 Matter of Fact	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
151 Midnight, Texas	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
152 Mike & Molly - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
153 Million Dollar Mile	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
154 A Million Little Things	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
155 Modern Family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
156 Modern Family - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
157 Mom	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
158 Mom - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
159 Motor Week	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
160 Moveable Feast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
161 Naturally with Danny Seo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
162 Nature	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
163 Nature: 1st Year on Earth	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
164 NCIS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
165 NCIS: Los Angeles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	6	8	9	0	5	4

1. How many times a month do you usually watch the following programs?

2. Did you watch the program in the past 7 days?

3. If you watched the program **in the past 7 days**, how much attention were you paying?

4. If you watched the program in **the past 7 days**, where did you watch it?

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ONCE A WEEK PROGRAMS (Continued)

		None	1	2	3	4	Yes	Full	Most	Some	Own Home	where Else
166	NCIS: New Orleans.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
167	NCIS: New Orleans - Weekend. . .	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
168	The Neighborhood	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
169	New Amsterdam	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
170	9-1-1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
171	No Passport Required.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
172	NOVA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
173	Nova: Planets	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
174	Ocean Treks with Jeff Corwin . . .	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
175	\$100,000 Pyramid.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
176	The 100.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
177	The Orville	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
178	Outpost	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
179	Page Six TV - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
180	The Passage.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
181	Penn and Teller: Fool Us.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
182	Person of Interest - Weekend . . .	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
183	Pet Vet Dream Team	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
184	Poldark on Masterpiece.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
185	The Proposal.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
186	Proven Innocent.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
187	Reconstruction: America After the Civil War	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
188	The Red Line	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
189	Rel	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
190	Rescue Heroes.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
191	The Resident	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
192	Rick Steves' Europe	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
193	Riverdale	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
194	Rizzoli & Isles - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
195	Rock the Park	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
196	The Rookie	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
197	Roswell New Mexico	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
198	Running Wild With Bear Grylls . . .	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
199	S.W.A.T.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
200	Safari Tracks	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
201	Samantha Brown: Places to Love . .	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
202	Saving Hope	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
203	Schooled.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
204	Seal Team.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
205	Shark Tank	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
206	Showtime at the Apollo.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
207	Simply Ming	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
208	The Simpsons.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
209	Single Parents.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
210	60 Minutes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
211	So You Think You Can Dance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
212	Songland.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
213	Soundstage.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
214	Speechless.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
215	Spin the Wheel	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
216	Splitting Up Together.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
217	Star	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
218	Supergirl	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
219	Supernatural	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
220	Superstore	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
221	Survivor.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
222	This Is Us	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
223	This Old House.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
224	This Old House: Trade School . . .	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
225	The Titan Games.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
226	TMZ - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
227	To Tell the Truth	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
228	The Toy Box	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
229	Trial & Error.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
230	20/20.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
231	20/20 Saturday	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
232	Two and a Half Men - Weekend . .	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
233	2 Broke Girls - Weekend.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
234	Undercover Boss	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
235	Vacation Creation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
236	The Village	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
237	The Voice	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
238	Voyager with Josh Garcia	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
239	The Wall	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
240	Washington Week.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
241	What Would You Do?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
242	Wheel of Fortune - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
243	Whiskey Cavalier	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
244	Whose Line is it Anyway?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
245	Wilderness Vet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
246	Will & Grace	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
247	Wipeout - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
248	World of Dance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
249	World's Best	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
250	Young Sheldon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		X	1	2	3	4	6	8	9	0	5	4

television
viewing
(continued)

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ONCE A WEEK PROGRAMS (Continued)

	None	1	2	3	4	Yes	Full	Most	Some	Your Own Home	Somewhere Else
EARLY EVENING WEEKEND NEWS PROGRAMS											
01 ABC World News Tonight-Sat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 ABC World News Tonight-Sun.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 CBS Weekend News-Sat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 CBS Weekend News-Sun.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 NBC Nightly News-Sat. (Jose Diaz-Balart)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 NBC Nightly News-Sun. (Kate Snow)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	6	8	9	0	5	4

LATE NIGHT PROGRAMS

07 Saturday Night Live	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	6	8	9	0	5	4

sports

766

SPORTS PROGRAMS

	Yes	None	One	Two	Three	Four	Full	Most	Some	Your Own Home	Somewhere Else
BASEBALL											
01 ESPN MLB Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 FOX MLB Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 MLB Network- Regular Season Baseball Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 TBS MLB Regular Season Baseball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
BASKETBALL											
05 ABC NBA Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 ABC NBA Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 ABC Saturday Night NBA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 ABC WNBA Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 CBS Inside College Basketball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 CBS NCAA Men's College Basketball Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 ESPN NBA Basketball Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 ESPN NCAA Men's College Basketball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 FOX College Basketball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 TNT NBA Basketball Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
FOOTBALL											
15 ABC College Football Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 ABC College Football Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 ABC Saturday Night College Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 AFC Championship on CBS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19 CBS College Football Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20 CBS College Football Today	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21 CBS NFL Regular Season Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22 CBS The NFL Today	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23 ESPN College Football Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24 ESPN NFL Monday Night Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25 ESPN Sunday NFL Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26 Football Night in America	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27 FOX College Football Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28 FOX College Saturday Pre-Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29 FOX NFL Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30 FOX NFL Sunday Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31 FOX NFL Thursday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32 FOX NFL Thursday Night Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33 NBC NFL Sunday Night Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34 NBC Notre Dame Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35 NBC Sports Network College Football Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36 NFC Championship on FOX	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37 NFL Network Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38 NFL Network Thursday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39 NFL Network Thursday Night Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
OTHER											
40 CBS Sports Spectacular	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41 ESPN Sports Saturday	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42 NBC Action Sports	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
43 NBC Sports Special	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
44 UFC on ESPN	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
45 World of X Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
46 WWE Monday Night Raw	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
47 WWE SmackDown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	6	X	1	2	3	4	8	9	0	5	4

television
viewing
(continued)

770

1. How many times a week do you usually
watch the following programs?2. Did you watch
the program
yesterday (if
today is Sunday
or Monday, did
you watch
the program
on Friday)?3. If you watched the
program **yesterday**,
how much attention
were you paying?4. If you watched
the program
yesterday,
where did you
watch it?

MONDAY THROUGH FRIDAY PROGRAMS

	None	1	2	3	4	5	Yes	Full	Most	Some	Your Own Home	Some- where Else
01 Access	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 Access Live	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 American Dad	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 American Ninja Warrior	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 The Big Bang Theory	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 Black-ish	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 Cash Cab	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 Caught in Providence	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 Chicago PD	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 The Cleveland Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 Cops	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 Couples Court/Paternity Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 Daily Mail	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 Dateline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 Dish Nation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 Divorce Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 The Doctors	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 The Dr. Oz Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19 The Dr. Phil Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20 Ellen Degeneres	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21 Entertainment Tonight	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22 Extra	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23 Face the Truth	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24 Family Feud (Steve Harvey)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25 Family Guy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26 Friends	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27 The Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28 The Goldbergs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29 Golf Magazine TV	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30 Hot Bench	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31 How I Met Your Mother	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32 Inside Edition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33 Jeopardy!	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34 The Jerry Springer Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35 Judge Jerry	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36 Judge Judy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37 Judge Mathis	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38 Kelly Clarkson Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39 King of Queens	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
40 King of the Hill	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41 Last Man Standing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42 Law & Order: Criminal Intent	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
43 Live PD: Police Patrol	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
44 Live with Kelly and Ryan	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
45 Maury	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
46 The Mel Robbins Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
47 Mike & Molly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
48 Modern Family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
49 Mom	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
50 Page Six TV	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
51 People's Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
52 Pickler and Ben	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
53 Rachael Ray	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
54 The Real	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
55 Right This Minute	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
56 Rules of Engagement	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
57 Seinfeld	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
58 The 700 Club	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
59 Steve	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
60 The Steve Wilkos Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
61 Tamron	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
62 TMZ	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
63 Top 30	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
64 True Crime Files	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
65 Two and a Half Men	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
66 2 Broke Girls	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
67 The Verdict with Judge Hatchett	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
68 The Wendy Williams Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
69 Wheel of Fortune	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
70 Who Wants To Be A Millionaire	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

television
viewing
(continued)

771

1. How many times a week do you usually
watch the following programs?2. Did you watch
the program
yesterday (if
today is Sunday
or Monday, did
you watch
the program
on Friday)?3. If you watched the
program **yesterday**,
how much attention
were you paying?4. If you watched
the program
yesterday,
where did you
watch it?

LATE EVENING WEEKDAY NEWS PROGRAMS (LOCAL)

	None	1	2	3	4	5	Yes	Full	Most	Some	Your Own Home	Somewhere Else
01 ABC (local TV news).....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 CBS (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 FOX (local TV news).....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 NBC (local TV news).....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

LATE NIGHT SHOWS (Nightly)

05 ABC News: Nightline.....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 ABC World News Now	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 All Night-Dateline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 All Night-Mad Money	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 All Night-any other All Night programs.....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 CBS Overnight News	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 Conan	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 Jimmy Kimmel Live.....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 Last Call with Carson Daly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 Late Late Show with James Corden	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 Late Night with Seth Meyers.....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 Late Show with Stephen Colbert ..	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 The Tonight Show Starring Jimmy Fallon.....	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

seasonal
sports1. Did you watch any
program when it was
shown on television in
the past 12 months?2. If you watched the program
in the past 12 months, how
much attention were you
paying?3. If you watched the program in the past 12
months, where did you watch it? (Check as
many as apply.)

	Yes	Full	Most	Some	Your Own Home	Someone Else's Home	Hotel/Motel	Bar/ Restaurant	Somewhere Else
BASEBALL									
01 ABC Little League World Series.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 ESPN Little League World Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 FOX Major League Baseball World Series..	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 FOX MLB Championship Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 FOX MLB Divisional Playoffs.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 MLB Wild Card Game	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 TBS MLB Championship Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 TBS MLB Divisional Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
BASKETBALL									
09 ABC NBA Finals.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 ABC NBA Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 ABC WNBA Championship Finals	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 ABC WNBA Playoffs.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 CBS NCAA Men's Basketball Tournament ..	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 ESPN NBA Playoffs.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 SEC Championship	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 TBS NCAA Basketball Tournament.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 TNT NBA Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 TNT NCAA Basketball Tournament.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
19 TRU NCAA Basketball Tournament.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
FOOTBALL									
20 CBS NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
21 CBS NFL Pre-Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
22 DIRECTV NFL Sunday Ticket	☐	☐	☐	☐	☐	☐	☐	☐	☐
23 ESPN NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
24 ESPN NFL Pre-Season Football	☐	☐	☐	☐	☐	☐	☐	☐	☐
25 FOX NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
26 FOX NFL Pre-Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
27 NBC NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
28 NBC NFL Pre-Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
29 NFL Network Pre-Season Football	☐	☐	☐	☐	☐	☐	☐	☐	☐
30 NFL RedZone	☐	☐	☐	☐	☐	☐	☐	☐	☐
HOCKEY									
31 NBC NHL Hockey Playoffs.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
32 NBC NHL Hockey Regular Season Games ..	☐	☐	☐	☐	☐	☐	☐	☐	☐
33 NBC Sports Network NHL Hockey Playoffs.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
34 NBC Sports Network NHL Hockey Regular Season Games.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
35 NHL Stanley Cup Finals.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
SOCCER									
36 beIN Sports La Liga	☐	☐	☐	☐	☐	☐	☐	☐	☐
37 beIN Sports Ligue Un.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
38 beIN Sports Serie A	☐	☐	☐	☐	☐	☐	☐	☐	☐
39 ESPN Major League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
40 FOX Bundesliga Soccer.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
41 FOX Major League Soccer.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
42 NBC Premier League Soccer.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
43 NBC Sports Network Premier League Soccer.....	☐	☐	☐	☐	☐	☐	☐	☐	☐
44 TNT UEFA Champions League	☐	☐	☐	☐	☐	☐	☐	☐	☐
	6	8	9	0	5	1	6	3	4

annual sports
events/specials

773

1. Did you watch any program when it was shown on television **in the past 12 months?**
2. If you watched any program **in the past 12 months**, where did you watch it? (Check as many as apply.)

	Watched Past 12 months	Where Watched		
		Your Own Home	Someone Else's Home	Some- where Else
AUTO RACING	Yes			
01 Formula 1.....	☐	☐	☐	☐
02 Indianapolis 500.....	☐	☐	☐	☐
03 Indianapolis 500 Pre-Race Show.....	☐	☐	☐	☐
04 IndyCar Series.....	☐	☐	☐	☐
05 Monster Energy NASCAR Cup Series on FOX.....	☐	☐	☐	☐
06 Monster Energy NASCAR Cup Series on NBC.....	☐	☐	☐	☐
07 Monster Energy NASCAR Cup Series on NBC Sports Network.....	☐	☐	☐	☐
08 NASCAR Daytona 500.....	☐	☐	☐	☐
09 NASCAR Xfinity Series on FOX.....	☐	☐	☐	☐
10 NHRA Drag Racing on FOX.....	☐	☐	☐	☐
BASEBALL				
11 FOX Major League All-Star Game.....	☐	☐	☐	☐
12 Home Run Derby.....	☐	☐	☐	☐
BASKETBALL				
13 American Championship.....	☐	☐	☐	☐
14 NBA All Star Game.....	☐	☐	☐	☐
15 NCAA Atlantic 10 Championship.....	☐	☐	☐	☐
16 NCAA Basketball Championship Selection Show.....	☐	☐	☐	☐
17 NCAA Big East Tournament.....	☐	☐	☐	☐
18 NCAA Big Ten Championship.....	☐	☐	☐	☐
19 NCAA Men's Basketball Championship Game.....	☐	☐	☐	☐
20 NCAA Men's Division II Basketball Championship.....	☐	☐	☐	☐
21 NCAA Men's Final Four.....	☐	☐	☐	☐
22 NCAA Missouri Valley Conference Championship.....	☐	☐	☐	☐
23 NCAA Mountain West Championship.....	☐	☐	☐	☐
24 NCAA Road to the Final Four.....	☐	☐	☐	☐
25 NCAA SEC Championship.....	☐	☐	☐	☐
26 PAC-12 Championship.....	☐	☐	☐	☐
FOOTBALL				
27 AFC/NFC Pro Bowl Game.....	☐	☐	☐	☐
28 Army vs. Navy Game.....	☐	☐	☐	☐
29 AT&T ESPN All American Team Show.....	☐	☐	☐	☐
30 Belk Bowl.....	☐	☐	☐	☐
31 Celebration Bowl.....	☐	☐	☐	☐
32 Citrus Bowl.....	☐	☐	☐	☐
33 College Football Playoff National Championship.....	☐	☐	☐	☐
34 Cotton Bowl.....	☐	☐	☐	☐
35 ESPN NFL Draft.....	☐	☐	☐	☐
36 Fiesta Bowl.....	☐	☐	☐	☐
37 Heisman Trophy.....	☐	☐	☐	☐
38 Las Vegas Bowl.....	☐	☐	☐	☐
39 NFL Network NFL Draft.....	☐	☐	☐	☐
40 Orange Bowl.....	☐	☐	☐	☐
41 Peach Bowl.....	☐	☐	☐	☐
42 Rose Bowl.....	☐	☐	☐	☐
43 SEC Championship Game.....	☐	☐	☐	☐
44 Sugar Bowl.....	☐	☐	☐	☐
45 Sun Bowl.....	☐	☐	☐	☐
46 Super Bowl.....	☐	☐	☐	☐
47 Super Bowl Post-Game Show.....	☐	☐	☐	☐
48 Super Bowl Pre-Game Show.....	☐	☐	☐	☐
GOLF				
49 Arnold Palmer Invitational.....	☐	☐	☐	☐
50 AT&T Byron Nelson.....	☐	☐	☐	☐
51 AT&T Pebble Beach Pro-Am.....	☐	☐	☐	☐
52 BMW Championship.....	☐	☐	☐	☐
53 Charles Schwab Challenge.....	☐	☐	☐	☐
54 Dell Technologies Championship.....	☐	☐	☐	☐
55 Farmers Insurance Open.....	☐	☐	☐	☐
56 FedEx St. Jude Classic.....	☐	☐	☐	☐
57 Fort Worth Invitational.....	☐	☐	☐	☐
58 Franklin Templeton Shootout.....	☐	☐	☐	☐
	6	5	1	4

1. Did you watch any program when it was shown on television **in the past 12 months?**
2. If you watched any program **in the past 12 months**, where did you watch it? (Check as many as apply.)

	Watched Past 12 months	Where Watched		
		Your Own Home	Someone Else's Home	Some- where Else
ANNUAL SPORTS EVENTS/SPECIALS (Continued)	Yes			
GOLF (Continued)				
59 Genesis Open.....	☐	☐	☐	☐
60 The Greenbrier Classic.....	☐	☐	☐	☐
61 Hero World Challenge.....	☐	☐	☐	☐
62 The Honda Classic.....	☐	☐	☐	☐
63 John Deere Classic.....	☐	☐	☐	☐
64 PGA Tour Championship.....	☐	☐	☐	☐
65 The Masters.....	☐	☐	☐	☐
66 the Memorial Tournament presented by Nationwide.....	☐	☐	☐	☐
67 The National.....	☐	☐	☐	☐
68 The Northern Trust.....	☐	☐	☐	☐
69 The Open Championship.....	☐	☐	☐	☐
70 PGA Championship.....	☐	☐	☐	☐
71 PGA of America Specials.....	☐	☐	☐	☐
72 PGA Specials.....	☐	☐	☐	☐
73 PGA Tour on Golf Channel.....	☐	☐	☐	☐
74 PGA TOUR Specials.....	☐	☐	☐	☐
75 The Players Championship.....	☐	☐	☐	☐
76 PNC Father/Son Challenge.....	☐	☐	☐	☐
77 The President's Cup.....	☐	☐	☐	☐
78 RBC Canadian Open.....	☐	☐	☐	☐
79 RBC Heritage.....	☐	☐	☐	☐
80 Rocket Mortgage Classic.....	☐	☐	☐	☐
81 Ryder Cup.....	☐	☐	☐	☐
82 Senior British Open.....	☐	☐	☐	☐
83 Senior PGA Championship.....	☐	☐	☐	☐
84 Shell Houston Open.....	☐	☐	☐	☐
85 3M Open.....	☐	☐	☐	☐
86 The Tour Championship.....	☐	☐	☐	☐
87 Travelers Championship.....	☐	☐	☐	☐
88 U.S. Amateur Championship.....	☐	☐	☐	☐
89 U.S. Open.....	☐	☐	☐	☐
90 U.S. Senior Open.....	☐	☐	☐	☐
91 U.S. Women's Open.....	☐	☐	☐	☐
92 Valero Texas Open.....	☐	☐	☐	☐
93 Valspar Championship.....	☐	☐	☐	☐
94 Waste Management Phoenix Open.....	☐	☐	☐	☐
95 Wells Fargo Championship.....	☐	☐	☐	☐
96 WGC—Bridgestone Invitational.....	☐	☐	☐	☐
97 WGC—Dell Match Play.....	☐	☐	☐	☐
98 WGC—Mexico Championship.....	☐	☐	☐	☐
99 Women's British Open.....	☐	☐	☐	☐
100 Women's PGA Championship.....	☐	☐	☐	☐
101 Wyndham Championship.....	☐	☐	☐	☐
102 Zurich Classic of New Orleans.....	☐	☐	☐	☐
HORSE RACING				
103 Belmont Stakes.....	☐	☐	☐	☐
104 FOX Jockey Club Horse Racing.....	☐	☐	☐	☐
105 Kentucky Derby.....	☐	☐	☐	☐
106 NBC Breeder's Cup.....	☐	☐	☐	☐
107 NBC Sports Network Horse Racing.....	☐	☐	☐	☐
108 Preakness Stakes.....	☐	☐	☐	☐
109 Road to the Kentucky Derby.....	☐	☐	☐	☐
110 Santa Anita Derby.....	☐	☐	☐	☐
111 Summer at Saratoga/Road to Breeder's Cup.....	☐	☐	☐	☐
SKATING				
112 ISU Grand Prix.....	☐	☐	☐	☐
113 NBC Skating Specials.....	☐	☐	☐	☐
114 U.S. Figure Skating Championships.....	☐	☐	☐	☐
115 World Figure Skating Championships.....	☐	☐	☐	☐
TENNIS				
116 Australian Open.....	☐	☐	☐	☐
117 French Open.....	☐	☐	☐	☐
118 U.S. Open Tennis on ESPN.....	☐	☐	☐	☐
119 U.S. Open Tennis—Men's Championship.....	☐	☐	☐	☐
120 U.S. Open Tennis—Women's Championship.....	☐	☐	☐	☐
121 Wimbledon.....	☐	☐	☐	☐
122 Wimbledon Highlights.....	☐	☐	☐	☐
123 WTA (Women's Tennis Association).....	☐	☐	☐	☐
	6	5	1	4

annual sports
events/specials
(continued)

773

1. Did you watch any program when it was shown on television in the past 12 months?
2. If you watched any program in the past 12 months, where did you watch it? (Check as many as apply.)

	Watched Past 12 months	Where Watched		
		Your Own Home	Someone Else's Home	Some- where Else
	Yes			
TRACK & FIELD				
124 Adidas Grand Prix	☐	☐	☐	☐
125 Prefontaine Classic	☐	☐	☐	☐
126 U.S. Track & Field Championships	☐	☐	☐	☐
127 World Track & Field Championships	☐	☐	☐	☐
OTHER SPORTS				
128 Alli Dew Tour	☐	☐	☐	☐
129 America's Toughest Mudder	☐	☐	☐	☐
130 CBS Pro Bull Riding (PBR) Series	☐	☐	☐	☐
131 Deer Valley Celebrity Skifest	☐	☐	☐	☐
132 English Premiership Rugby	☐	☐	☐	☐
133 FOX Premier Boxing Champions	☐	☐	☐	☐
134 FOX Professional Bowling	☐	☐	☐	☐
135 Global Rally Cross Championship	☐	☐	☐	☐
136 Jeep World Adventure	☐	☐	☐	☐
137 Lucas Oil Challenge Cup	☐	☐	☐	☐
138 Lucas Oil Late Model Dirt Series	☐	☐	☐	☐
139 Lucas Oil Off Road Racing Series Pro4 & Pro2	☐	☐	☐	☐
140 Lucas Oil Pro Pulling League	☐	☐	☐	☐
141 Major League Fishing	☐	☐	☐	☐
142 Moto America	☐	☐	☐	☐
143 MotoGP	☐	☐	☐	☐
144 NYC Marathon	☐	☐	☐	☐
145 Red Bull Signature Series	☐	☐	☐	☐
146 Showtime Boxing on CBS Presented by Premier Boxing Champions	☐	☐	☐	☐
147 Summer X Games	☐	☐	☐	☐
148 Tour de France	☐	☐	☐	☐
149 U.S. Open Polo Championship	☐	☐	☐	☐
150 U.S. Swimming Championship	☐	☐	☐	☐
151 USSA Skiing	☐	☐	☐	☐
152 The VEX Robotics World Championship	☐	☐	☐	☐
153 Winter X Games	☐	☐	☐	☐
154 World Cup Soccer - Men's	☐	☐	☐	☐
155 World Cup Soccer - Women's	☐	☐	☐	☐
156 World Gymnastics Championships	☐	☐	☐	☐
157 World SBK	☐	☐	☐	☐
158 World Swimming Championships	☐	☐	☐	☐
159 WrestleMania	☐	☐	☐	☐
ENTERTAINMENT/NEWS SPECIALS				
01 ABBA All-Star Tribute	☐	☐	☐	☐
02 ABC Academy Awards	☐	☐	☐	☐
03 ABC American Music Awards	☐	☐	☐	☐
04 ABC Annual Country Music Association Awards (CMA)	☐	☐	☐	☐
05 ABC Barbara Walters Specials	☐	☐	☐	☐
06 ABC 20/20 Specials	☐	☐	☐	☐
07 Academy of Country Music Awards	☐	☐	☐	☐
08 An American Celebration at Ford's Theater	☐	☐	☐	☐
09 American Masters	☐	☐	☐	☐
10 American Ninja Warrior Specials	☐	☐	☐	☐
11 Big Brother	☐	☐	☐	☐
12 Billboard Music Awards	☐	☐	☐	☐
13 Bruno Mars 24K Magic Live	☐	☐	☐	☐
14 A Capitol Fourth	☐	☐	☐	☐
15 Carol Burnett 50th Anniversary Special	☐	☐	☐	☐
16 CBS Kennedy Center Honors	☐	☐	☐	☐
17 CBS Thanksgiving Day Parade	☐	☐	☐	☐
18 Charlie Brown Specials	☐	☐	☐	☐
19 Christmas in Rockefeller Center	☐	☐	☐	☐
20 A Christmas Story	☐	☐	☐	☐
21 CMA Country Christmas	☐	☐	☐	☐
22 CMA Music Festival Television Special	☐	☐	☐	☐
23 Darci Lynne: My Hometown Christmas	☐	☐	☐	☐
24 Daytime Emmy Awards	☐	☐	☐	☐
25 Deal or No Deal: Happy Howie Days	☐	☐	☐	☐
26 Dick Clark's New Years Rockin' Eve with Ryan Seacrest	☐	☐	☐	☐
27 Dick Van Dyke Special	☐	☐	☐	☐
28 Ellen's Game of Games: Holiday Special	☐	☐	☐	☐
29 ESPY Awards	☐	☐	☐	☐
30 FOX New Year's Special	☐	☐	☐	☐

6

774

1. Did you watch any program when it was shown on television in the past 12 months?
2. If you watched any program in the past 12 months, where did you watch it? (Check as many as apply.)

774

	Watched Past 12 months	Where Watched		
		Your Own Home	Someone Else's Home	Some- where Else
	Yes			
ENTERTAINMENT/NEWS SPECIALS (Continued)				
31 Frosty the Snowman Specials	☐	☐	☐	☐
32 Golden Globe Awards	☐	☐	☐	☐
33 Grammy Awards	☐	☐	☐	☐
34 Grammy Awards Red Carpet	☐	☐	☐	☐
35 Grammy Salutes 50 Years of Elton John Hits	☐	☐	☐	☐
36 The Great American Baking Show	☐	☐	☐	☐
37 Great Christmas Light Fight	☐	☐	☐	☐
38 Great Performances	☐	☐	☐	☐
39 Hair Live!	☐	☐	☐	☐
40 A Home for the Holidays	☐	☐	☐	☐
41 How the Grinch Stole Christmas	☐	☐	☐	☐
42 I Love Lucy Christmas Special	☐	☐	☐	☐
43 Independent Lens	☐	☐	☐	☐
44 It's a Wonderful Life	☐	☐	☐	☐
45 Jimmy Fallon 5th Anniversary Special	☐	☐	☐	☐
46 Jimmy Kimmel Live After The Academy Awards	☐	☐	☐	☐
47 Jimmy Kimmel Live ... Game Night	☐	☐	☐	☐
48 Ken Burns Films	☐	☐	☐	☐
49 Ken Burns Films - Country Music	☐	☐	☐	☐
50 The Kennedy Center Mark Twain Prize	☐	☐	☐	☐
51 Late Late Show Carpool Karaoke	☐	☐	☐	☐
52 A Legendary Christmas with John and Chrissy	☐	☐	☐	☐
53 Lego Jurassic World: The Secret Exhibit	☐	☐	☐	☐
54 Live From Lincoln Center	☐	☐	☐	☐
55 Macy's Fourth of July Fireworks Spectacular	☐	☐	☐	☐
56 Macy's Thanksgiving Day Parade	☐	☐	☐	☐
57 Mary Tyler Moore - Love Around Special	☐	☐	☐	☐
58 Michael Jackson's Halloween	☐	☐	☐	☐
59 Miss America	☐	☐	☐	☐
60 Miss Universe Pageant	☐	☐	☐	☐
61 Miss USA Pageant	☐	☐	☐	☐
62 National Dog Show	☐	☐	☐	☐
63 National Memorial Day Concert	☐	☐	☐	☐
64 NBC's New Year's Eve	☐	☐	☐	☐
65 New Year's Eve Live	☐	☐	☐	☐
66 Oscar's Red Carpet Live	☐	☐	☐	☐
67 Pentatonix: A Not So Silent Night	☐	☐	☐	☐
68 POV	☐	☐	☐	☐
69 Prep & Landing	☐	☐	☐	☐
70 Primetime Emmy Awards	☐	☐	☐	☐
71 Primetime News Specials	☐	☐	☐	☐
72 Red Nose Day	☐	☐	☐	☐
73 Rent: Live	☐	☐	☐	☐
74 Robbie the Reindeer	☐	☐	☐	☐
75 Rudolph the Red-Nosed Reindeer	☐	☐	☐	☐
76 Rudolph's Shiny New Year	☐	☐	☐	☐
77 Salvation	☐	☐	☐	☐
78 Saturday Night Live Best of Christmas	☐	☐	☐	☐
79 Saturday Night Live Specials	☐	☐	☐	☐
80 Secrets of the Dead	☐	☐	☐	☐
81 Shrek the Halls	☐	☐	☐	☐
82 A 60th Anniversary Grammy Special	☐	☐	☐	☐
83 Soul Train Music Awards	☐	☐	☐	☐
84 The Story of Santa Claus	☐	☐	☐	☐
85 Super Bowl's Greatest Commercials	☐	☐	☐	☐
86 Superbook	☐	☐	☐	☐
87 Teen Choice Awards	☐	☐	☐	☐
88 The Ten Commandments (1956)	☐	☐	☐	☐
89 A Toast to 2018	☐	☐	☐	☐
90 Tony Awards	☐	☐	☐	☐
91 Tournament of Roses Parade	☐	☐	☐	☐
92 Toy Story of Terror	☐	☐	☐	☐
93 Toy Story That Time Forgot	☐	☐	☐	☐
94 Trolls Holiday Special	☐	☐	☐	☐
95 Victoria's Secret Fashion Show	☐	☐	☐	☐
96 Walt Disney Specials	☐	☐	☐	☐
97 We Day	☐	☐	☐	☐

6

5

1

4

olympics

The 2018 Winter Olympics in PyeongChang, South Korea was telecast on NBC in February.

340-0

Did you watch any of the 2018 Winter Olympics? Yes ☐ 1 No ☐ 2

The Winter Olympics was telecast over 16 days. On about how many of the 16 days did you watch the Olympics? _____ 341-0

Listed below are Olympic events. Please check in the appropriate columns below.

342

1. Did you watch any of these Olympic events?

2. If you watched the event, where did you watch it?

	Your Own Home	Someone Else's Home	Somewhere Else	
Bobsled/Luge.....	☐	☐	☐	01
Curling.....	☐	☐	☐	02
Figure Skating.....	☐	☐	☐	03
Hockey.....	☐	☐	☐	04
Skiing.....	☐	☐	☐	05
Snowboard.....	☐	☐	☐	06
Speed Skating.....	☐	☐	☐	07
	6	5	1	4

How did you watch the Olympics? (Check all that apply). 343-0

TV	
NBC.....	☐ 1
NBC Sports Network.....	☐ 2
CNBC.....	☐ 3
USA.....	☐ 4
Internet.....	☐ 5
Mobile Phone/Smartphone or Tablet.....	☐ 6
Video on Demand.....	☐ 7

video-on-demand and pay-per-view viewing

Some TV providers offer Pay-Per-View and Video-On-Demand.

With Pay-Per-View, you pay for a specific program and it is broadcast at the same time to everyone ordering it.

With Video-On-Demand, you can watch instantly with no pre-set start time and you may or may not be charged a fee.

PAY-PER-VIEW

1a. In the past 12 months, have you watched any programs, movies or events on Pay-Per-View? 401-0

Yes..... ☐ 1
No..... ☐ 2

1b. If Yes, in the past 12 months, how many times, if any, did you watch any of the following types of programs on Pay-Per-View? 402

	Number of times watched past 12 months
Movies.....	_____ 01 (Write in Number)
Sports Events.....	_____ 02 (Write in Number)
Other.....	_____ 03 (Write in Number)

VIDEO-ON-DEMAND

2a. In the past 12 months, have you watched any programs, movies or events on Video-On-Demand? 403-0

Yes..... ☐ 1
No..... ☐ 2

2b. If Yes, thinking of the past 30 days, how many times, if any, did you watch any of the following types of programs on Video-On-Demand? 404

	Number of times watched past 30 days
Movies.....	_____ 01 (Write in Number)
TV Shows.....	_____ 02 (Write in Number)
Music programs or videos.....	_____ 03 (Write in Number)
Other.....	_____ 04 (Write in Number)

interest in sports

320

320												Non-Fan				Average Fan				Super-Fan			
												0	1	2	3	4	5	6	7	8	9	10	
College Basketball.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	01
College Football.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	02
Other College Sports.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	03
Golf.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	04
High School Sports.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	05
Major League Baseball.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	06
NASCAR.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	07
NBA.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	08
NFL.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	09
NHL.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	10
Olympics.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	11
Professional Wrestling.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	12
Soccer.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	13
Tennis.....												☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	14

On a scale from "0" to "10" where "0" means you are not a sports fan at all, "5" means you are an average sports fan and "10" means you are a super sports fan, where would you place yourself on that scale for each of the following? (PLEASE "X" ONE BOX FOR EACH SPORT.)

media

005

- A good source of learning.....
- Pure entertainment.....
- Makes me think.....
- Keeps me informed/up to date.....
- A good escape.....
- Relaxes me.....
- Puts me in a good mood.....
- Gives me good ideas.....
- Keeps me up-to-date with the latest styles and trends.....

TV	RADIO	MOBILE INTERNET	INTERNET ON COMPUTER	MAGAZINES	NEWSPAPERS
1	2	3	4	5	6
☐	☐	☐	☐	☐	☐ 01
☐	☐	☐	☐	☐	☐ 02
☐	☐	☐	☐	☐	☐ 03
☐	☐	☐	☐	☐	☐ 04
☐	☐	☐	☐	☐	☐ 05
☐	☐	☐	☐	☐	☐ 06
☐	☐	☐	☐	☐	☐ 07
☐	☐	☐	☐	☐	☐ 08
☐	☐	☐	☐	☐	☐ 09

006-0

The one I trust the most (pick one). . . .

TV ☐ 1 Radio ☐ 2 Mobile Internet ☐ 3 Internet on Computer ☐ 4 Magazines ☐ 5 Newspapers ☐ 6

socializing

308

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	4
1. I like to keep my personal Internet pages updated with information about my life.	☐	☐	☐	☐ 01
2. I find it easy to make friends	☐	☐	☐	☐ 02
3. I think people put too much private information about their lives on the Internet.	☐	☐	☐	☐ 03
4. Being a part of the popular crowd is important to me.	☐	☐	☐	☐ 04
5. I frequently plan activities for my friends	☐	☐	☐	☐ 05
6. When I try something new, I tend to share my opinions about it with my friends	☐	☐	☐	☐ 06
7. People often look to me for advice.	☐	☐	☐	☐ 07
8. I consider myself to be popular	☐	☐	☐	☐ 08
9. I try hard not to leave anybody out.	☐	☐	☐	☐ 09
10. I see myself as somewhat of a loner	☐	☐	☐	☐ 10
11. IM is the best way to keep in touch.	☐	☐	☐	☐ 11
12. Text messaging is the best way to keep in touch.	☐	☐	☐	☐ 12
13. Phone calls are the best way to keep in touch.	☐	☐	☐	☐ 13
14. Email is the best way to keep in touch.	☐	☐	☐	☐ 14
15. Internet sites are the best way to keep in touch.	☐	☐	☐	☐ 15

social media

Which, if any, of these activities did you do using a social media, photo or video-sharing service (such as Instagram, Snapchat or YouTube) in the last 30 days?

- 368-0
- Update your status ☐ 1
- Update your profile ☐ 2
- Post a picture. ☐ 3
- Post a video. ☐ 4
- Post a story ☐ 5
- Post a website link. ☐ 6
- Visit a friend's profile or page ☐ 7
- Comment on a friend's post. ☐ 8
- Post a blog entry ☐ 9
- Comment on a product or service ☐ 0
- Send a message or e-mail ☐ X
- Use chat or IM. ☐ Y
- 369-0
- Play a game. ☐ 1
- Invite people to an event ☐ 2
- Post that you "Like" something. ☐ 3
- "Follow" or become a "fan of" something or someone ☐ 4
- Click on an advertisement. ☐ 5
- Watch a video ☐ 6
- Check in/Post your current location. ☐ 7
- Use a hashtag in a post or comment. ☐ 8
- Use an emoji ☐ 9
- Use a filter on a picture ☐ 0
- Other _____ ☐ X
- (Write in)

more about social media

On a scale of 1 to 4 where 1 is "Not at all Important" and 4 is "Very Important," how important to you, personally, are the following reasons for using social media?

370

	Not at all Important	Not Very Important	Somewhat Important	Very Important
	1	2	3	4
Reasons for using Social Media:				
Keep in touch with family/friends.	☐	☐	☐	☐ 01
Reconnect with people from my past.	☐	☐	☐	☐ 02
Meet new friends.	☐	☐	☐	☐ 03
Follow the activities of my friends and family.	☐	☐	☐	☐ 04
Follow the activities of celebrities or other well-known personalities	☐	☐	☐	☐ 05
Find out about products and services	☐	☐	☐	☐ 06
Rate or review a product or service.	☐	☐	☐	☐ 07
Influence others.	☐	☐	☐	☐ 08
Meet or network with professional contacts	☐	☐	☐	☐ 09
Find people who have interests similar to me	☐	☐	☐	☐ 10
Find information about news or other current events	☐	☐	☐	☐ 11
Find information about a movie, TV station or show	☐	☐	☐	☐ 12
Find local information	☐	☐	☐	☐ 13
Play games	☐	☐	☐	☐ 14
To show support for my favorite companies or brands	☐	☐	☐	☐ 15
To receive exclusive offers, coupons or other discounts	☐	☐	☐	☐ 16
To gain access to VIP or Members-Only events	☐	☐	☐	☐ 17

What type(s) of videos do you watch using social media services such as YouTube or Facebook Watch? (You can pick more than one)

- 409-0
- Cartoons ☐ 1
- Comedy ☐ 2
- Cooking & Health ☐ 3
- Fashion & Beauty ☐ 4
- Gaming ☐ 5
- Kids programs. ☐ 6
- Movies (full-length) ☐ 7
- Music ☐ 7
- News & Politics ☐ 8
- Online personalities (like YouTube stars) ☐ 0
- Sports ☐ X
- Other _____ ☐ Y
- (Write in)

video games
(personally played)

	You Personally:	
	Played in last 30 days	Hours played/last 7 days
TOTAL:	☐	00
SYSTEMS:		
Nintendo DS (including DS Lite, DSi/DSi XL)	☐	01
Nintendo Switch	☐	02
Nintendo 3DS	☐	03
Nintendo 3DS XL	☐	04
Nintendo 2DS	☐	05
Nintendo Wii	☐	06
Nintendo Wii U	☐	07
PlayStation 2 (PS2)	☐	08
PlayStation 3 (PS3)	☐	09
PlayStation 4 (PS4)	☐	10
Sony PSP/PSPgo	☐	11
Sony PS Vita	☐	12
Xbox One	☐	13
Xbox 360	☐	14
Other Video Game Systems ..	☐	15
GAME TYPES:		
Action/Adventure	☐	16
Arcade/Puzzle	☐	17
Card/Board Games	☐	18
Creative/Building	☐	19
Educational	☐	20
Exercise/Fitness	☐	21
Extreme Sports	☐	22
Fantasy	☐	23
Fighting	☐	24
Music/Dance	☐	25
Racing	☐	26
Role-Playing	☐	27
Shooter	☐	28
Simulation	☐	29
Sports	☐	30
Strategy	☐	31
Toys to Life/Connected Toys ..	☐	32
War	☐	33
Other	☐	34
ACCESSORIES:		
PlayStation VR	☐	35
Wii Balance Board	☐	36
Xbox Kinect	☐	37
Other	☐	38
VIDEO GAME TITLES:		
FIFA	☐	39
Fortnite	☐	40
Kingdom Hearts	☐	41
Just Dance	☐	42
Legend of Zelda	☐	43
Madden NFL	☐	44
Mario Kart	☐	45
Minecraft	☐	46
Monster Hunger: World	☐	47
NBA 2K	☐	48
Pokémon	☐	49
Sims	☐	50
Spiderman	☐	51
Super Smash Bros.	☐	52
Other	☐	53

Continued in next Column

video games
(personally played)
(continued)

FORMS:	353-0
Disc/Card/Cartridge	☐ 1
Online Download	☐ 2
Online (non-download)	☐ 3
Other	☐ 4
Have you used any of the following services in the last 30 days?	
354-0	
Yes	
Nintendo Network	☐ 1
Nintendo Switch Online	☐ 2
PlayStation Network	☐ 3
Xbox LIVE	☐ 4
Did you download or stream content through any of the above online Gaming Services in the last 30 days?	
Movie	☐ 5
TV Show/TV Content	☐ 6
Game Demo/Movie Trailer	☐ 7
Game	☐ 8
Other	☐ 9
Other activities, if any, done through above online Gaming Services, last 30 days?	
355-0	
Listened to Music	☐ 1
Accessed Social Media	☐ 2
Used Instant Messaging	☐ 3
Audio or Video Chat	☐ 4
Did you watch or play in an eSports event (video game tournament), last 30 days?	
Watched an event on TV/online ..	☐ 5
Attended an event	☐ 6
Played in an event	☐ 7
In the last 30 days, have you played a multiplayer game online?	
Using a video game system	☐ 8
Using a computer	☐ 9
Another way	☐ 0
In the last 30 days, have you played a MMO (Massive Multi-player Online) game?	
Yes ☐ X	
Total amount spent, last 12 months:	
197	
Video Games	\$ 01
(Write in amount)	
Video Game Systems (hardware)	\$ 02
(Write in amount)	
Number of video games:	
196	
Purchased in the last 12 months	
(Write in number)	
Rented in the last 30 days	
(Write in number)	
Video Games	
Where purchased:	
290-0	
Video Store	☐ 1
Electronics Store	☐ 2
GameStop	☐ 3
Other Gaming Store	☐ 4
Discount Dept. Store	☐ 5
Toy Store	☐ 6
Internet/Online	☐ 7
Through game console	☐ 8
Other	☐ 9

Continued in next Column

video games
(personally played)
(continued)

How do you find out about new video games?	
315-0	
Friends	☐ 1
Family	☐ 2
Radio	☐ 3
TV	☐ 4
Magazines	☐ 5
Newspapers	☐ 6
Social media	☐ 7
Other websites or apps	☐ 8
At the store	☐ 9
Other	☐ 0
Which, if any, of the following things do you do after you play a new video game?	
316-0	
Tell friends	☐ 1
Tell family	☐ 2
Write about it on the Internet	☐ 3
Other	☐ 4
Who do you typically play video games with?	
356-0	
Your parents	☐ 1
Another adult	☐ 2
Siblings	☐ 3
Friends	☐ 4
Alone	☐ 5
Someone else	☐ 6

tell us what you think

page 36

We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

music

003

	DISAGREE		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	4	
1. I like all different kinds of music	☐	☐	☐	☐	01
2. My taste in music is very specific	☐	☐	☐	☐	02
3. I keep up-to-date with what's going on in the music industry	☐	☐	☐	☐	03
4. I get ideas from magazines for what music to listen to	☐	☐	☐	☐	04
5. I like to copy fashion styles of my favorite music artists	☐	☐	☐	☐	05
6. You can tell a lot about somebody by his or her music/CD collection	☐	☐	☐	☐	06
7. Music is a huge part of my life	☐	☐	☐	☐	07
8. My style of clothes reflects my taste in music	☐	☐	☐	☐	08

ads

004

	DISAGREE		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	4	
1. I usually pay attention to TV commercials	☐	☐	☐	☐	01
2. I usually pay attention to ads in magazines	☐	☐	☐	☐	02
3. I usually pay attention to ads on the radio	☐	☐	☐	☐	03
4. I usually pay attention to ads on the Internet	☐	☐	☐	☐	04

advertising

Here is a list of different places where you might find advertising. We would like to know:

a. Have you seen advertising in these places in the last 6 months or in the last 30 days?

b. If yes, how much interest do you have in the advertising that appears in these places?

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	A. You Personally		B. How much Interest do you have?			
	Have seen in last 6 months	Have seen in last 30 days	Considerable Interest	Some Interest	Not Much Interest	
Billboards	☐	☐	☐	☐	☐	01
Ads on buses/trains	☐	☐	☐	☐	☐	02
Ads at bus stops or train stations	☐	☐	☐	☐	☐	03
Ads inside taxis	☐	☐	☐	☐	☐	04
Ads on top of taxis	☐	☐	☐	☐	☐	05
Ads at an airport	☐	☐	☐	☐	☐	06
Ads on phone booths	☐	☐	☐	☐	☐	07
Ads at sports or entertainment events	☐	☐	☐	☐	☐	08
Ads on postcards	☐	☐	☐	☐	☐	09
Ads sent to a cell phone or other mobile device	☐	☐	☐	☐	☐	10
Ads on posters at movie theaters	☐	☐	☐	☐	☐	11
Ads shown on-screen before the start of a movie	☐	☐	☐	☐	☐	12
Ads on shopping carts	☐	☐	☐	☐	☐	13
Ads in stores (not video ads)	☐	☐	☐	☐	☐	14
Ads in shopping malls (not video ads)	☐	☐	☐	☐	☐	15
Video Ads in grocery stores	☐	☐	☐	☐	☐	16
Video Ads in drug stores	☐	☐	☐	☐	☐	17
Video Ads in convenience stores	☐	☐	☐	☐	☐	18
Video Ads in large discount/department stores	☐	☐	☐	☐	☐	19
Video Ads in warehouse/club stores	☐	☐	☐	☐	☐	20
Video Ads in other stores	☐	☐	☐	☐	☐	21
Video Ads in shopping malls	☐	☐	☐	☐	☐	22
Video Ads in shopping mall food courts	☐	☐	☐	☐	☐	23
Video Ads in fast food or family restaurants	☐	☐	☐	☐	☐	24
Video Ads in coffee shops, cafes or delis	☐	☐	☐	☐	☐	25
Video Ads in gyms/health clubs	☐	☐	☐	☐	☐	26
Video Ads in medical offices	☐	☐	☐	☐	☐	27
Video Ads in airports	☐	☐	☐	☐	☐	28
Video Ads in taxis	☐	☐	☐	☐	☐	29
Video Ads at gas stations	☐	☐	☐	☐	☐	30
Video Ads in office building lobbies	☐	☐	☐	☐	☐	31
Video Ads in office building elevators	☐	☐	☐	☐	☐	32
Video Ads in movie theater lobbies	☐	☐	☐	☐	☐	33
Infomercials	☐	☐	☐	☐	☐	34
Offers or Ads sent to your home by mail	☐	☐	☐	☐	☐	35
Product placement in video games	☐	☐	☐	☐	☐	36
Product placement in TV shows	☐	☐	☐	☐	☐	37
Product placement in movies	☐	☐	☐	☐	☐	38
	1	2	3	4	5	

We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

yourself

007

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	4
1. I usually speak my mind.	☐	☐	☐	☐ 01
2. I often hold my feelings in and don't say much.	☐	☐	☐	☐ 02
3. Getting good grades is important to me.	☐	☐	☐	☐ 03
4. I like to make my own decisions.	☐	☐	☐	☐ 04
5. I like to get other people's opinions before making decisions	☐	☐	☐	☐ 05
6. I do things that often surprise or shock people	☐	☐	☐	☐ 06
7. I don't like to disappoint people	☐	☐	☐	☐ 07
8. I buy natural products because I am concerned about the environment	☐	☐	☐	☐ 08
9. I like to live day by day and not think about tomorrow	☐	☐	☐	☐ 09
10. I often plan ahead	☐	☐	☐	☐ 10
11. I worry about my future	☐	☐	☐	☐ 11
12. I expect the brands I buy to support social causes	☐	☐	☐	☐ 12
13. I think I'm a pretty normal teen.	☐	☐	☐	☐ 13
14. I ask my parents to buy products that are good for the environment	☐	☐	☐	☐ 14
15. I think I have a good head on my shoulders	☐	☐	☐	☐ 15
16. I hate stereotypes — everyone is their own person	☐	☐	☐	☐ 16
17. I feel really good about seeing celebrities in the media that share my ethnic background	☐	☐	☐	☐ 17
18. My family is such an important part of my life	☐	☐	☐	☐ 18
19. My friends are such an important part of my life	☐	☐	☐	☐ 19
20. I like spending time on my own	☐	☐	☐	☐ 20
21. I am willing to pay more for a product that is environmentally safe	☐	☐	☐	☐ 21
22. I'm constantly on the go/always busy doing things	☐	☐	☐	☐ 22
23. I like to spend a good amount of my time at home	☐	☐	☐	☐ 23
24. I would like to be more sporty or athletic	☐	☐	☐	☐ 24
25. I enjoy school for the educational aspect.	☐	☐	☐	☐ 25
26. I enjoy school for the social aspect	☐	☐	☐	☐ 26
27. A job is about more than just earning money.	☐	☐	☐	☐ 27
28. A celebrity endorsement may influence me to consider or buy a product	☐	☐	☐	☐ 28
29. Religion is important to me	☐	☐	☐	☐ 29
30. People who are worried about the environment are overreacting	☐	☐	☐	☐ 30
31. I wish I had more free time.	☐	☐	☐	☐ 31
32. I want to make a lot of money when I am older	☐	☐	☐	☐ 32
33. I often do things to help other people.	☐	☐	☐	☐ 33
34. Sometimes I worry so much I can't sleep.	☐	☐	☐	☐ 34
35. My cultural/ethnic heritage is an important part of who I am.	☐	☐	☐	☐ 35
36. I am happy with my appearance	☐	☐	☐	☐ 36
37. I like to spend time with my family	☐	☐	☐	☐ 37
38. I am more likely to purchase brands that support a cause I care about.	☐	☐	☐	☐ 38
39. The environment is important to me	☐	☐	☐	☐ 39
40. I think it's important to recycle	☐	☐	☐	☐ 40
41. I typically know what is going on in current events	☐	☐	☐	☐ 41
42. I make sure I take time for myself each day.	☐	☐	☐	☐ 42
43. I eat dinner with my family almost every night	☐	☐	☐	☐ 43
44. I find myself drawn to outgoing people.	☐	☐	☐	☐ 44
45. Often I would rather stay at home than go out socially	☐	☐	☐	☐ 45
46. I like to give the impression that my life is under control	☐	☐	☐	☐ 46
47. I pride myself on my creativity	☐	☐	☐	☐ 47
48. I frequently wish I had more time to spend with my family.	☐	☐	☐	☐ 48
49. Risk-taking is exciting to me.	☐	☐	☐	☐ 49
50. I am happy with my weight.	☐	☐	☐	☐ 50
51. I tend to spend a lot of time by myself	☐	☐	☐	☐ 51
52. I often find myself in a leadership position.	☐	☐	☐	☐ 52
53. I consider myself outspoken	☐	☐	☐	☐ 53
54. My philosophy is "Life should be as much fun as possible."	☐	☐	☐	☐ 54
55. I enjoy being the center of attention	☐	☐	☐	☐ 55
56. I like to share my opinions about products and services by posting reviews and ratings online	☐	☐	☐	☐ 56
57. I'm more connected to my ethnic heritage than my parents are	☐	☐	☐	☐ 57
58. I love keeping up with celebrity news and gossip	☐	☐	☐	☐ 58
59. To me, it is important to keep up-to-date with news and current affairs	☐	☐	☐	☐ 59
60. I choose to have a small group of friends rather than a large group of acquaintances	☐	☐	☐	☐ 60
61. I avoid confrontation whenever possible	☐	☐	☐	☐ 61

tell us what you think

page 38

We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

internet/ online

001

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	4
1. The Internet is a great way to gather information on products/services I'm considering purchasing . . .	☐	☐	☐	☐ 01
2. The Internet is a great way to actually buy products	☐	☐	☐	☐ 02
3. The Internet has allowed me to learn things I probably wouldn't have learned otherwise.	☐	☐	☐	☐ 03
4. The Internet allows me to do better research for school work.	☐	☐	☐	☐ 04
5. The Internet is a great way to communicate with family/friends	☐	☐	☐	☐ 05
6. The Internet is a main source of entertainment for me	☐	☐	☐	☐ 06
7. I would feel disconnected without the Internet	☐	☐	☐	☐ 07
8. Going online is one of my favorite things to do with my free time	☐	☐	☐	☐ 08
9. The Internet is a good thing, but I worry that too much technology can be a bad thing	☐	☐	☐	☐ 09
10. Instant messenger keeps me in touch with my friends	☐	☐	☐	☐ 10
11. The Internet is a good way to meet new people.	☐	☐	☐	☐ 11
12. The Internet has little impact on my daily life.	☐	☐	☐	☐ 12
13. In general, I'd rather shop online than go to a store	☐	☐	☐	☐ 13

finance

002

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	4
1. I try hard to save money — I'm careful about how I spend it.	☐	☐	☐	☐ 01
2. I usually spend most of my money — I buy what I want, when I want.	☐	☐	☐	☐ 02
3. I don't need to save now — I have the rest of my life to do that.	☐	☐	☐	☐ 03
4. The economy has a direct effect on my spending habits	☐	☐	☐	☐ 04
5. I should be able to buy anything I want	☐	☐	☐	☐ 05
6. Not being able to buy everything I want makes me appreciate the things I am able to buy.	☐	☐	☐	☐ 06
7. I get money from my parents on a regular basis to spend as I choose	☐	☐	☐	☐ 07
8. My parents buy most everything I ask for	☐	☐	☐	☐ 08
9. Investing for the future is very important to me	☐	☐	☐	☐ 09
10. Credit cards are the greatest thing — they allow you to buy things you couldn't afford otherwise.	☐	☐	☐	☐ 10
11. Credit cards are dangerous — they allow you to spend more money than you actually have.	☐	☐	☐	☐ 11
12. I usually decide what to spend my money on	☐	☐	☐	☐ 12
13. I only save for a specific purpose.	☐	☐	☐	☐ 13

beauty: hair

009

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	4
1. I often try different ways to style my hair.	☐	☐	☐	☐ 01
2. I like to try different haircuts every now and then	☐	☐	☐	☐ 02
3. I like to try different hair coloring or highlights	☐	☐	☐	☐ 03
4. I usually keep the same hair style for a while.	☐	☐	☐	☐ 04
5. I rely on magazines to give me ideas for my hair and to learn about new products.	☐	☐	☐	☐ 05
6. I often use the same hair care products	☐	☐	☐	☐ 06
7. I often use whatever hair care products are on sale.	☐	☐	☐	☐ 07
8. I like to try new/different brands and products	☐	☐	☐	☐ 08
9. I often see hair products advertised on TV that I want to try	☐	☐	☐	☐ 09
10. I often see hair products advertised in magazines that I want to try	☐	☐	☐	☐ 10
11. I like to keep my hair natural — I rarely use styling products or hairspray	☐	☐	☐	☐ 11
12. A hair style is a good indicator of one's style	☐	☐	☐	☐ 12

beauty: makeup

010

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	4
1. I often try different ways to apply my makeup	☐	☐	☐	☐ 01
2. I like to try different makeup colors	☐	☐	☐	☐ 02
3. I usually use the same makeup routine	☐	☐	☐	☐ 03
4. When I can, I buy new makeup products to try.	☐	☐	☐	☐ 04
5. I rely on magazines to give me makeup ideas and learn about new products	☐	☐	☐	☐ 05
6. I like to keep my face looking fairly natural — I don't use too much makeup	☐	☐	☐	☐ 06
7. I don't use any makeup at all	☐	☐	☐	☐ 07
8. I often see makeup products advertised on TV that I want to try	☐	☐	☐	☐ 08
9. I often see makeup products advertised in magazines that I want to try	☐	☐	☐	☐ 09
10. The way someone does their makeup says a lot about their style	☐	☐	☐	☐ 10
11. I often use natural or organic beauty products.	☐	☐	☐	☐ 11

We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

food

309

	DISAGREE		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	4	
1. I try to pay attention to my nutrition.	☐	☐	☐	☐	01
2. Eating at a fast food restaurant is fun	☐	☐	☐	☐	02
3. Often, I eat my meals on the run.	☐	☐	☐	☐	03
4. I try to eat breakfast every day.	☐	☐	☐	☐	04
5. When I find a food I like, I typically recommend it to people I know	☐	☐	☐	☐	05
6. I typically celebrate special occasions at restaurants..	☐	☐	☐	☐	06
7. Cooking is boring.	☐	☐	☐	☐	07
8. I enjoy trying different types of food.	☐	☐	☐	☐	08
9. I rely on product labels to help me make decisions when food shopping	☐	☐	☐	☐	09
10. I eat whatever I want.	☐	☐	☐	☐	10
11. I stick to the food I know I like	☐	☐	☐	☐	11
12. I only eat fast food when I'm in a rush.	☐	☐	☐	☐	12
13. Eating well is important for good health	☐	☐	☐	☐	13
14. I regularly eat organic foods	☐	☐	☐	☐	14
15. When I find a restaurant I like, I stick with it	☐	☐	☐	☐	15
16. Fast food is really bad for you	☐	☐	☐	☐	16
17. I usually snack while watching TV.	☐	☐	☐	☐	17
18. When I'm upset, I eat	☐	☐	☐	☐	18
19. I evaluate the nutrition of menu items when ordering at a restaurant	☐	☐	☐	☐	19
20. Sometimes I feel self-conscious about what I eat.	☐	☐	☐	☐	20
21. I often feel I eat too much	☐	☐	☐	☐	21
22. I would rather eat fast food than a home-cooked meal	☐	☐	☐	☐	22
23. I enjoy being creative in the kitchen	☐	☐	☐	☐	23
24. I consider myself a vegetarian.	☐	☐	☐	☐	24
25. I love to eat in restaurants.	☐	☐	☐	☐	25
26. Food is a comfort to me.	☐	☐	☐	☐	26
27. I often use recipes when preparing a meal.	☐	☐	☐	☐	27
28. I'm always on the lookout for quick and easy meal options.	☐	☐	☐	☐	28
29. I like to see healthier options at fast food restaurants.	☐	☐	☐	☐	29
30. I enjoy celebrating special occasions at home with family and friends	☐	☐	☐	☐	30
31. I indulge my cravings for sweets.	☐	☐	☐	☐	31
32. I don't pay much attention to my intake of fat	☐	☐	☐	☐	32
33. I'm a creature of habit, and stick to the food I know I like	☐	☐	☐	☐	33
34. I often prepare my meals myself.	☐	☐	☐	☐	34

technology

321

	DISAGREE		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	4	
1. I enjoy reading about new technology products	☐	☐	☐	☐	01
2. I'm willing to pay more for top quality electronics	☐	☐	☐	☐	02
3. I often take the opportunity to discuss my knowledge of technology or electronic products with others ..	☐	☐	☐	☐	03
4. Computers are too confusing to be of much use to me	☐	☐	☐	☐	04
5. I give others advice when they are looking to buy technology or electronic products	☐	☐	☐	☐	05
6. Computers can be a good source of entertainment	☐	☐	☐	☐	06
7. I'm fascinated by new technology	☐	☐	☐	☐	07
8. I enjoy learning about technology or electronic products from others	☐	☐	☐	☐	08
9. Technology helps make my life more organized	☐	☐	☐	☐	09
10. Before buying electronics, I do as much research as possible	☐	☐	☐	☐	10
11. Technology has little impact on my daily life	☐	☐	☐	☐	11
12. When I find a technology or electronic product I like, I typically recommend it to people I know	☐	☐	☐	☐	12
13. I am among the first of my friends to try new technology products.	☐	☐	☐	☐	13
14. At first, I was nervous about using computers, but now I'm much more comfortable	☐	☐	☐	☐	14
15. I often ask the advice of others when it comes to technology or electronic products	☐	☐	☐	☐	15
16. I like to read reviews before buying technology or electronics	☐	☐	☐	☐	16
17. I want others to say "wow" when they see my electronics	☐	☐	☐	☐	17
18. If I am to be able to use a new technology product, someone has to show me how to use it.	☐	☐	☐	☐	18
19. I like to have a lot of gadgets	☐	☐	☐	☐	19
20. I like to be connected, either by phone or Internet, at all times	☐	☐	☐	☐	20
21. To me, it's important to always be reachable wherever I am.	☐	☐	☐	☐	21
22. Building electronics is a hobby of mine	☐	☐	☐	☐	22
23. Internet-connected, "smart" household products seem too confusing to use	☐	☐	☐	☐	23
24. I worry that Internet-connected "smart" household products/appliances would invade my privacy	☐	☐	☐	☐	24

memberships/
clubs

Please mark which clubs or groups you currently belong to. (Check as many as apply.)

- | | | |
|--------------------------------|----------------------------|----------------------------|
| School sports team | 011-0 | ☐ 1 |
| School club (non-sports) | ☐ 2 | |
| Environmental organization | ☐ 3 | |
| Local civic organization | ☐ 4 | |
| Religious group | ☐ 5 | |
| Cultural/ethnic group | ☐ 6 | |
| Health club/gym/exercise group | ☐ 7 | |
| Hobby club (not in school) | ☐ 8 | |
| Theatre/dance group | ☐ 9 | |
| Volunteer group | ☐ 0 | |
| Military group | ☐ X | |
| Other | ☐ Y | |

volunteerism

012-0

Have you done any volunteer work in the past 12 months?

Yes ☐ 1

Please check which groups you have volunteered for in the past 12 months. (Check as many as apply.)

- | | | |
|--|----------------------------|----------------------------|
| Religious groups (church, synagogue, etc.) | 013-0 | ☐ 1 |
| Political organizations | ☐ 2 | |
| Environmental organizations (i.e., Greenpeace) | ☐ 3 | |
| Animal rights organization | ☐ 4 | |
| Homeless organizations (i.e., shelters, clothing drives, etc.) | ☐ 5 | |
| Youth organizations (i.e., tutoring, Big Brother types of organizations) | ☐ 6 | |
| Third world countries' relief organizations | ☐ 7 | |
| Natural disaster relief organizations | ☐ 8 | |
| Medical organizations (hospital, nursing homes, homebound or eldercare) | ☐ 9 | |
| Cause-related organizations (AIDS, breast cancer, anti-drug, etc.) | ☐ 0 | |
| Other | ☐ X | |

stresses

How often do you feel "stressed out"?

016-0

- | | |
|-----------------|----------------------------|
| All the time | ☐ 1 |
| Sometimes | ☐ 2 |
| Once in a while | ☐ 3 |
| Rarely | ☐ 4 |
| Never | ☐ 5 |

What are the situations in your life that generally cause you to feel "stressed"? (Check as many as apply.)

017-0

- | | |
|---|----------------------------|
| A lot of school work | ☐ 1 |
| Your parents' relationship | ☐ 2 |
| Relationships with your friends | ☐ 3 |
| Relationships with your parents | ☐ 4 |
| Relationships with your siblings/other family | ☐ 5 |
| Relationships with your boyfriend/girlfriend | ☐ 6 |
| Not enough sleep | ☐ 7 |
| Not enough time in the day | ☐ 8 |
| Not enough money | ☐ 9 |
| Juggling too many responsibilities | ☐ 0 |

- | | | |
|------------------------------|----------------------------|----------------------------|
| Your weight/body image | 018-0 | ☐ 1 |
| Your overall appearance | ☐ 2 | |
| Issues with your own health | ☐ 3 | |
| Other people's health issues | ☐ 4 | |
| Other | ☐ 5 | |

brand
loyalty

For which of the following products did you buy the same brand the last three times you personally purchased it?

019-0

- | | |
|----------------------------------|----------------------------|
| Tampons | ☐ 1 |
| Sanitary napkins/pads/pantliners | ☐ 2 |
| Contact lenses | ☐ 3 |
| Headache remedies/pain relievers | ☐ 4 |
| Deodorant/Antiperspirant | ☐ 5 |
| Toothpaste | ☐ 6 |
| Lip care products | ☐ 7 |
| Body soap (liquid or bar) | ☐ 8 |
| Body moisturizer | ☐ 9 |
| Shampoo | ☐ 0 |
| Conditioner | ☐ X |
| Hair styling products | ☐ Y |

- | | | |
|--|----------------------------|----------------------------|
| Facial moisturizer | 020-0 | ☐ 1 |
| Facial cleanser | ☐ 2 | |
| Foundation/pressed powder/loose powder | ☐ 3 | |
| Eye shadow | ☐ 4 | |
| Eye liner | ☐ 5 | |
| Mascara | ☐ 6 | |
| Lipstick/Lip Gloss | ☐ 7 | |
| Nail polish | ☐ 8 | |
| Perfume/fragrance | ☐ 9 | |
| Disposable razors | ☐ 0 | |

- | | |
|--------------|----------------------------|
| Potato chips | ☐ X |
| Pretzels | ☐ Y |

- | | | |
|-----------------------------------|----------------------------|----------------------------|
| Corn/tortilla chips/cheese snacks | 021-0 | ☐ 1 |
| Breakfast cereals | ☐ 2 | |
| Cookies | ☐ 3 | |
| Candy | ☐ 4 | |
| Ice Cream | ☐ 5 | |
| Mints | ☐ 6 | |
| Soda (cola or non-cola) | ☐ 7 | |
| Bottled water | ☐ 8 | |
| Energy Drinks | ☐ 9 | |
| Chewing gum | ☐ 0 | |
| Jeans | ☐ X | |
| Sneakers/athletic shoes | ☐ Y | |

future goals

What are your goals for the future? (Check as many as apply.)

014-0

- | | |
|--------------------------------------|----------------------------|
| Go to college | ☐ 1 |
| Have your own business | ☐ 2 |
| Make a lot of money | ☐ 3 |
| Buy a house | ☐ 4 |
| Be famous | ☐ 5 |
| Go into the corporate world | ☐ 6 |
| Go into the arts | ☐ 7 |
| Serve in the military | ☐ 8 |
| Have good relationships with friends | ☐ 9 |
| Have good relationships with family | ☐ 0 |

- | | | |
|---|----------------------------|----------------------------|
| To volunteer and give back to the community | 015-0 | ☐ 1 |
| Travel | ☐ 2 | |
| Get married | ☐ 3 | |
| Have children | ☐ 4 | |
| Have a successful career | ☐ 5 | |
| To enjoy life | ☐ 6 | |
| Retire early | ☐ 7 | |
| Other | ☐ 8 | |

tutoring

Have you personally used any of the following tutoring services in the last 12 months?

022-0

- | | |
|------------------------|----------------------------|
| Sylvan Learning Center | ☐ 1 |
| Kaplan | ☐ 2 |
| The Princeton Review | ☐ 3 |
| Other Tutoring center | ☐ 4 |
| Private Tutor | ☐ 5 |
| Teacher/Friend | ☐ 6 |
| Other | ☐ 7 |

In order that you may complete this booklet easily and quickly, please read and follow these simple instructions.

- For each product place an "X" in the box beside the word "TOTAL" if you have used that product in the last 6 months.

If you have not used the product in the last 6 months, leave the box blank and go to the next product.

- For each type, etc. (if any), place an "X" in the box beside the type, etc. you have used.

- Place an "X" beside each brand name used. If you have used a brand that is not listed, write in the name and mark the box.

- On the line beside "TOTAL" write in the number used in the specified time period. The time period differs for each product category, so please read each heading very carefully.

- Then enter the number of times each type, etc. (if any) was used in the specified time period.

- Then enter the number of times each brand was used in the specified time period.

IF YOU HAVE USED NONE IN THE SPECIFIED TIME PERIOD ENTER "0".

IF YOU DON'T KNOW EXACT QUANTITIES PLEASE ESTIMATE AS BEST YOU CAN.

The total number of times brands were used should add to the "TOTAL" at the top of the column.

The total number of times types, etc. were used should add to the "TOTAL" at the top of the column.

Please use blue or black ink pen.

Correct mark: ☒ Incorrect mark: ☐

toothpaste

025

You Personally:

Used in
last 6
monthsTimes/
last 7
days

TOTAL: ☒ 14 00

TYPES:

Baking Soda ☒ 6 01

Non Baking Soda ☒ 8 02

KINDS:

Tartar Control ☐ 03

Regular ☒ 14 04

FORMS:

Gel ☐ 05

Paste ☒ 14 06

BRANDS:

Aim ☐ 07

Aquafresh ☐ 08

Aquafresh Extreme Clean ☐ 09

Aquafresh Whitening ☐ 10

Arm & Hammer Advance

White ☐ 11

Other Arm & Hammer ☐ 12

Closeup ☐ 13

Colgate 2in1 ☐ 14

Colgate Max Fresh ☐ 15

Colgate Optic White ☐ 16

Colgate Regular ☐ 17

Colgate Sensitive ☐ 18

Colgate Sparkling White ☐ 19

Colgate Tartar Protection ☐ 20

Colgate Total ☐ 21

Colgate Total Advanced ☐ 22

Colgate Baking Soda and

Peroxide Whitening ☒ 6 23

Other Colgate ☐ 24

Crest Complete ☐ 25

Crest Pro-Health ☐ 26

Crest Regular Gel ☐ 27

Crest Regular Paste ☐ 28

Crest Tartar Protection ☐ 29

Crest 3D White ☐ 30

Crest Whitening Plus Scope ☐ 31

Other Crest ☐ 32

Pepsodent ☐ 33

Rembrandt ☐ 34

Sensodyne ☐ 35

Sensodyne ProNamel ☐ 36

Tom's of Maine ☐ 37

Ultrabrite ☐ 38

Store's Own Brand ☐ 39

SHERB ☒ 8 999

OTHER (Write In)

PROPERTIES:

083-0

Whitening ☐ 1

Sensitive ☐ 2

This example indicates that this person:

- used toothpaste in the last 6 months
- used baking soda in the last 6 months
- used non-baking soda in the last 6 months
- used regular in the last 6 months
- used paste in the last 6 months
- used Colgate Baking Soda and Peroxide Whitening and Smerb in the last 6 months
- used toothpaste 14 times in the last 7 days
- used baking soda 6 times in the last 7 days
- used non-baking soda 8 times in the last 7 days
- used regular 14 times in the last 7 days
- used paste 14 times in the last 7 days
- used Colgate Baking Soda and Peroxide Whitening 6 times and Smerb 8 times in the last 7 days

toothpaste

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Baking Soda	☐	01
Non Baking Soda	☐	02
KINDS:		
Tartar Control	☐	03
Regular	☐	04
FORMS:		
Gel	☐	05
Paste	☐	06
BRANDS:		
Aim	☐	07
Aquafresh	☐	08
Aquafresh Extreme Clean ..	☐	09
Aquafresh Whitening	☐	10
Arm & Hammer Advance White	☐	11
Other Arm & Hammer.	☐	12
Closeup	☐	13
Colgate 2in1	☐	14
Colgate Max Fresh	☐	15
Colgate Optic White	☐	16
Colgate Regular	☐	17
Colgate Sensitive	☐	18
Colgate Sparkling White	☐	19
Colgate Tartar Protection ...	☐	20
Colgate Total	☐	21
Colgate Total Advanced	☐	22
Colgate Baking Soda and Peroxide Whitening	☐	23
Other Colgate	☐	24
Crest Complete	☐	25
Crest Pro-Health	☐	26
Crest Regular Gel	☐	27
Crest Regular Paste	☐	28
Crest Tartar Protection	☐	29
Crest 3D White	☐	30
Crest Whitening Plus Scope ..	☐	31
Other Crest	☐	32
Pepsodent	☐	33
Rembrandt	☐	34
Sensodyne	☐	35
Sensodyne ProNamel.	☐	36
Tom's of Maine	☐	37
Ultradent	☐	38
Store's Own Brand	☐	39
OTHER (Write In)	☐	999
PROPERTIES:	083-0	
Whitening	☐	1
Sensitive	☐	2

dental floss

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Waxed	☐	01
Unwaxed	☐	02
KINDS:		
Flavored	☐	03
Unflavored	☐	04
BRANDS:		
Aim	☐	05
DenTek	☐	06
G•U•M	☐	07
Listerine	☐	08
Oral-B Complete	☐	09
Oral-B Glide	☐	10
Plackers	☐	11
Store's Own Brand	☐	12
OTHER (Write In)	☐	999

mouthwash/
dental rinse

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
BRANDS:		
ACT Anticavity Fluoride	☐	01
ACT Restoring	☐	02
ACT Total Care	☐	03
Other ACT Rinse	☐	04
Biotène	☐	05
Cepacol	☐	06
Colgate	☐	07
Crest Pro-Health Rinse	☐	08
Crest 3D White Rinse	☐	09
Lavoris	☐	10
Listerine (Yellow)	☐	11
Listerine Cool Mint (Blue) ...	☐	12
Listerine FreshBurst (Green) ..	☐	13
Listerine Healthy White	☐	14
Listerine Total Care	☐	15
Listerine Ultraclean.	☐	16
Listerine Zero	☐	17
Other Listerine	☐	18
Scope Original (Green)	☐	19
Scope Outlast	☐	20
Tom's of Maine	☐	21
OTHER (Write In)	☐	999

breath
fresheners

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Spray/Drops	☐	01
Mints	☐	02
Gum	☐	03
Liquid	☐	04
Thin Film	☐	05
BRANDS:		
Binaca	☐	06
Cool Mint Listerine PocketPaks Strips	☐	07
Other Listerine PocketPaks Strips	☐	08
Listerine Pocketmist	☐	09
MintASURE	☐	10
Sweet Breath	☐	11
OTHER (Write In)	☐	999

adhesive & liquid
bandages

	You Personally:	
	Used in last 6 months	Times/ last 30 days
TOTAL:	☐	00
TYPES:		
Adhesive	☐	01
Liquid	☐	02
BRANDS:		
Band-Aid Antibiotic	☐	03
Band-Aid Clear	☐	04
Band-Aid Flexible Fabric ...	☐	05
Band-Aid Plastic	☐	06
Band-Aid Sheer	☐	07
Band-Aid Skin-Flex	☐	08
Band-Aid Tough-Strips	☐	09
Other Band-Aid Bandages ..	☐	10
Curad Flex-Fabric	☐	11
Curad Sheer	☐	12
Other Curad	☐	13
New-Skin	☐	14
Nexcare	☐	15
Store's Own Brand	☐	16
OTHER (Write In)	☐	999

lip care

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
BRANDS:		
Blistex	☐	01
Burt's Bees	☐	02
Carmex	☐	03
ChapStick Classic	☐	04
ChapStick Moisturizer	☐	05
ChapStick Total Hydration ..	☐	06
Other ChapStick	☐	07
eos	☐	08
Herpecin L	☐	09
Maybelline Baby Lips	☐	10
Neutrogena	☐	11
Nivea	☐	12
Softlips	☐	13
Vaseline Lip Therapy	☐	14
Other Vaseline	☐	15
Store's Own Brand	☐	16
OTHER (Write In)	☐	999

bleach and
depilatories
(hair removal)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Bleach	☐	01
Cream	☐	02
Gel	☐	03
Hair Removal Device	☐	04
Lotion	☐	05
Spray	☐	06
Wax Strips	☐	07
Other Wax	☐	08
BRANDS:		
Completely Bare	☐	09
Jolen	☐	10
Nair	☐	11
Sally Hansen	☐	12
Veet	☐	13
OTHER (Write In)	☐	999

body powder

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
BRANDS:		
Avon	☐	01
Burt's Bees	☐	02
Gold Bond Powder	☐	03
Johnson's Baby Powder	☐	04
Johnson's Baby Powder Pure Corn Starch	☐	05
Shower to Shower	☐	06
OTHER (Write In)	☐	999

deodorants and
antiperspirants

032

You Personally:
Used in
last 6
months
Times/
last 7
days

TOTAL:	☐	00
TYPES:		
Scented	☐	01
Unscented	☐	02
KINDS:		
Antiperspirant/Deodorant ..	☐	03
Deodorant Only	☐	04
Antiperspirant Only	☐	05
BRANDS:		
Arm & Hammer Stick/Solid ..	☐	06
Arrid Extra Dry Spray	☐	07
Arrid XX Gel	☐	08
Arrid XX Roll-On	☐	09
Arrid XX Solid	☐	10
Arrid XX Spray	☐	11
Avon	☐	12
Axe Stick	☐	13
Ban Roll-On	☐	14
Ban Solid	☐	15
Brut Spray	☐	16
Brut Stick	☐	17
Degree Clinical Protection ..	☐	18
Degree Women Stick	☐	19
Degree Women Spray	☐	20
Degree Women Ultra Clear ..	☐	21
Degree Men Spray	☐	22
Degree Men Stick	☐	23
Dove Advanced Care	☐	24
Dove Clinical Protection	☐	25
Dove Men+Care	☐	26
Dove Solid	☐	27
Dove Spray	☐	28
Dry Idea	☐	29
Gillette Clinical	☐	30
Gillette Clear Gel	☐	31
Gillette Solid	☐	32
Lady Speed Stick	☐	33
Mitchum Gel	☐	34
Mitchum Roll-On	☐	35
Mitchum Solid	☐	36
Mitchum for Women	☐	37
Old Spice High Endurance ..	☐	38
Old Spice Red Zone	☐	39
Old Spice Stick	☐	40
Power Stick	☐	41
Right Guard Sport Gel	☐	42
Right Guard Sport Spray	☐	43
Right Guard Sport Solid	☐	44
Right Guard Xtreme	☐	45
Secret Clear Gel	☐	46
Secret Clinical Strength	☐	47
Secret Invisible Solid	☐	48
Secret Outlast	☐	49
Secret Roll-On	☐	50
Secret Solid	☐	51
Secret Spray	☐	52
Soft & Dri	☐	53
Speed Stick	☐	54
Suave	☐	55
Sure Solid	☐	56
Sure Spray	☐	57
Tom's of Maine	☐	58
OTHER (Write In)	☐	999

complexion
care products
(facial cleansers,
facial toners, etc.)

033

You Personally:
Used in
last 6
months
Times/
last 7
days

TOTAL:	☐	00
TYPES:		
Astringent	☐	01
Cleansers	☐	02
Toner	☐	03
FORMS:		
Cloths/Towelettes	☐	04
Mask (peel-off or rinse)	☐	05
Mask (sheet)	☐	06
Pad	☐	07
Sponge	☐	08
KINDS:		
Bar	☐	09
Cream	☐	10
Gel	☐	11
Lotion	☐	12
Scrub	☐	13
BRANDS:		
Almay	☐	14
Aveeno	☐	15
Avon Clearskin	☐	16
Other Avon	☐	17
Bioré	☐	18
Bioré Deep Cleansing Pore Strips	☐	19
Burt's Bees	☐	20
Cetaphil	☐	21
Clean & Clear Advantage	☐	22
Clean & Clear Morning Burst ..	☐	23
Other Clean & Clear	☐	24
Clearasil Daily Face Wash ..	☐	25
Clearasil Ultra	☐	26
Other Clearasil	☐	27
Clinique Facial Soap	☐	28
Other Clinique	☐	29
Estée Lauder	☐	30
Garnier SkinActive	☐	31
Lancôme	☐	32
L'Oréal	☐	33
Mary Kay	☐	34
Neutrogena Deep Clean Cleanser	☐	35
Neutrogena Naturals	☐	36
Neutrogena Oil-Free Acne Wash	☐	37
Neutrogena Pore Refining ..	☐	38
Other Neutrogena	☐	39
Nivea Men	☐	40
Noxzema Cleansing Cream ..	☐	41
Olay Daily Facial Cloths	☐	42
Olay Foaming Face Wash ..	☐	43
Olay ProX	☐	44
Olay Regenerist	☐	45
Olay Total Effects	☐	46
Other Olay	☐	47
Oxy	☐	48
philosophy	☐	49
Pond's Cold Cream	☐	50
Pond's Towelettes	☐	51
Proactiv	☐	52
Sea Breeze Astringent	☐	53
Simple	☐	54
St. Ives Apricot Scrub	☐	55
Other St. Ives	☐	56
Stridex	☐	57
Yes To	☐	58
Store's Own Brand	☐	59
OTHER (Write In)	☐	999

Facial skin type:

034-0

Dry	☐	1
Normal	☐	2
Oily	☐	3
Partly oily/partly dry	☐	4
Sensitive	☐	5

hand & body
cream, lotion
or oil

035

You Personally:
Used in
last 6
months
Times/
last 7
days

TOTAL:	☐	00
TYPES:		
Cream	☐	01
Lotion	☐	02
Oil	☐	03
Spray	☐	04
BRANDS:		
Aquaphor Ointment	☐	05
Aveeno Daily Moisturizing ..	☐	06
Other Aveeno	☐	07
Avon	☐	08
Baby Magic Baby Lotion	☐	09
Bath & Body Works	☐	10
The Body Shop	☐	11
Burt's Bees	☐	12
Cetaphil	☐	13
Curél	☐	14
Dermasil	☐	15
Dial 7 Day	☐	16
Dove	☐	17
eos	☐	18
Eucerin Original	☐	19
Eucerin Intensive Repair	☐	20
Other Eucerin	☐	21
Gold Bond Medicated Lotion ..	☐	22
Gold Bond Ultimate Lotion ..	☐	23
Jergens Natural Glow	☐	24
Jergens Original Scent	☐	25
Jergens Skin Firming	☐	26
Jergens Ultra Healing	☐	27
Other Jergens	☐	28
Johnson's Baby Lotion	☐	29
Johnson's Baby Oil	☐	30
Other Johnson's	☐	31
Keri Lotion	☐	32
Kiss My Face	☐	33
L'Oréal	☐	34
Lubriderm Advanced Therapy	☐	35
Lubriderm Daily Moisture	☐	36
Lubriderm Intense Skin Repair	☐	37
Lubriderm Sensitive Skin	☐	38
Mary Kay	☐	39
Neutrogena Hand Cream	☐	40
Neutrogena Body Lotion	☐	41
Neutrogena Body Oil	☐	42
Nivea	☐	43
O'Keeffe's Working Hands ..	☐	44
Olay Quench	☐	45
Olay Ultra Moisture	☐	46
Other Olay	☐	47
Palmer's	☐	48
St. Ives	☐	49
Suave	☐	50
Vaseline Advanced Repair ..	☐	51
Vaseline Aloe Soothe	☐	52
Vaseline Cocoa Butter	☐	53
Vaseline Essential Healing ..	☐	54
Vaseline Men	☐	55
Vaseline Petroleum Jelly	☐	56
Other Vaseline	☐	57
Store's Own Brand	☐	58
OTHER (Write In)	☐	999
Used for:	036-0	
Anti-Aging	☐	1
Anti-Cellulite/Firming	☐	2
Dry Skin	☐	3
Moisturizing	☐	4
Self Tan/Glow	☐	5
Sensitive Skin	☐	6

personal care
soaps – bar

	You Personally:	
	Used in last 6 months	Times/ last 30 days
TOTAL:	☐	00
BRANDS:		
Aveeno	☐	01
Caress	☐	02
Coast	☐	03
Dial Mountain Fresh	☐	04
Dial	☐	05
Dove	☐	06
Dove Men+Care	☐	07
Dove Sensitive Skin	☐	08
Irish Spring Original	☐	09
Irish Spring Aloe	☐	10
Ivory	☐	11
Jergens	☐	12
Lava	☐	13
Lever 2000	☐	14
Neutrogena	☐	15
Olay	☐	16
Old Spice	☐	17
Palmolive	☐	18
Safeguard	☐	19
Tone	☐	20
Yardley	☐	21
Zest	☐	22
Store's Own Brand	☐	23
OTHER (Write In)	☐	999
Used for:	038-0	
Antibacterial	☐	1
Complexion	☐	2
Deodorant	☐	3
Moisturizing	☐	4

liquid soaps/
hand sanitizers

	You Personally:	
	Used in last 6 months	Times/ last 30 days
TOTAL:	☐	00
TYPES:		
Liquid Soap	☐	01
Hand Sanitizer	☐	02
BRANDS:		
Avon	☐	03
Dial	☐	04
Germ-X	☐	05
Jergens	☐	06
Lysol No-Touch	☐	07
Method	☐	08
Mrs. Meyer's	☐	09
Purell	☐	10
Softsoap	☐	11
Store's Own Brand	☐	12
OTHER (Write In)	☐	999

shampoo
(for use at home)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
FORMS:		
Shampoo	☐	01
Shampoo plus Conditioner	☐	02
Dry Shampoo	☐	03
TYPES:		
Baby	☐	04
Color Treated	☐	05
Fine Hair/Extra Body	☐	06
Dry Hair	☐	07
Frizzy Hair	☐	08
Oily Hair	☐	09
Medicated/Dandruff	☐	10
Normal Hair	☐	11
Permed Hair	☐	12
All Purpose	☐	13
BRANDS:		
Alberto VO5	☐	14
Aussie	☐	15
Aveda	☐	16
Aveeno	☐	17
Avon	☐	18
Axe	☐	19
Baby Magic Shampoo	☐	20
Bath & Body Works	☐	21
Bed Head	☐	22
Bumble and bumble	☐	23
Clear	☐	24
Dark & Lovely	☐	25
Dove	☐	26
Finesse	☐	27
Garnier Fructis	☐	28
Garnier Whole Blends	☐	29
Head & Shoulders	☐	30
Herbal Essences	☐	31
Infusium	☐	32
John Frieda Brilliant Brunette	☐	33
John Frieda Frizz Ease	☐	34
John Frieda Sheer Blonde	☐	35
Johnson's Baby Shampoo	☐	36
L'Oréal	☐	37
Mane 'n Tail	☐	38
Matrix	☐	39
Motions	☐	40
Neutrogena	☐	41
Neutrogena T/Gel	☐	42
Nexus	☐	43
OGX	☐	44
Pantene Pro-V	☐	45
Paul Mitchell	☐	46
Pert	☐	47
Pert Anti-Dandruff	☐	48
Prell	☐	49
Redken	☐	50
Selsun blue	☐	51
Suave	☐	52
Suave Men	☐	53
Tío Nacho	☐	54
TRESemmé	☐	55
White Rain	☐	56
OTHER (Write In)	☐	999

hair conditioners
(for use at home)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Dry	☐	01
Extra Dry	☐	02
Fine Hair/Extra Body	☐	03
Frizzy	☐	04
Normal	☐	05
Oily	☐	06
BRANDS:		
Alberto VO5	☐	07
Aussie	☐	08
Aveda	☐	09
Aveeno	☐	10
Avon	☐	11
Bed Head	☐	12
Biologie by Matrix	☐	13
Bumble and bumble	☐	14
Clear	☐	15
Dark & Lovely	☐	16
Dove	☐	17
Finesse	☐	18
Garnier Fructis	☐	19
Garnier Whole Blends	☐	20
Herbal Essences	☐	21
Infusium	☐	22
John Frieda Brilliant Brunette	☐	23
John Frieda Frizz Ease	☐	24
John Frieda Sheer Blonde	☐	25
L'Oréal	☐	26
Matrix	☐	27
Motions	☐	28
Neutrogena Conditioner	☐	29
Nexus	☐	30
OGX	☐	31
Pantene Pro-V	☐	32
Paul Mitchell	☐	33
Redken	☐	34
Suave	☐	35
TRESemmé	☐	36
White Rain Conditioner	☐	37
OTHER (Write In)	☐	999

body wash/
shower gel

	You Personally:	
	Used in last 6 months	Times/ last 30 days
TOTAL:	☐	00
BRANDS:		
Aveeno Body Wash	☐	01
Avon	☐	02
Axe Body Wash	☐	03
Bath & Body Works	☐	04
Burt's Bees	☐	05
Caress	☐	06
Clean & Clear	☐	07
Coast	☐	08
Dial	☐	09
Dial for Men	☐	10
Dove Body Wash	☐	11
Dove Men+Care	☐	12
Gillette	☐	13
Irish Spring	☐	14
Ivory Body Wash	☐	15
Lever 2000	☐	16
Neutrogena	☐	17
Nivea	☐	18
Olay	☐	19
Old Spice High Endurance	☐	20
Old Spice Red Zone	☐	21
Right Guard Xtreme	☐	22
Softsoap Body Wash	☐	23
St. Ives Body Wash	☐	24
Suave Body Wash	☐	25
Suave Men	☐	26
Tone Body Wash	☐	27
White Rain Body Wash	☐	28
Zest	☐	29
Store's Own Brand	☐	30
OTHER (Write In)	☐	999

hair conditioning treatment (for use at home)

043

YOU PERSONALLY:
Used in last 6 months _____ Times/last 30 days _____

TOTAL: _____ 00

KINDS:

Leave-in _____ 01

Rinse-out _____ 02

BRANDS:

Alberto VO5 Hot Oil _____ 03

Aussie 3 Minute Miracle _____ 04

Garnier Fructis _____ 05

Herbal Essences _____ 06

Infusium _____ 07

It's a 10 _____ 08

L'Oréal _____ 09

Pantene Pro-V _____ 10

TRESemmé _____ 11

_____ 999

OTHER (Write In) _____

hair coloring products (for use at home)

044

YOU PERSONALLY:
Used in last 6 months _____ Times/last 6 months _____

TOTAL: _____ 00

TYPES:

Semi-Permanent Color _____ 01

Permanent Color _____ 02

Frost, Tip, Streak Kit _____ 03

Bleach or Lightener _____ 04

FORMS:

Liquid/Lotion _____ 05

Mousse/Foam _____ 06

Cream _____ 07

BRANDS:

Clairol Natural Instincts _____ 08

Clairol Nice 'n Easy _____ 09

Other Clairol _____ 10

Dark & Lovely _____ 11

Garnier Color Sensation _____ 12

Garnier Nutrisse _____ 13

Garnier Olia _____ 14

John Frieda Precision Foam _____ 15

Just for Men Haircolor _____ 16

Just for Men-Autostop _____ 17

L'Oréal Colorista _____ 18

L'Oréal Excellence _____ 19

L'Oréal Féria _____ 20

L'Oréal Preference _____ 21

L'Oréal Root Rescue _____ 22

Other L'Oréal _____ 23

Naturtint _____ 24

Revlon Colorsilk _____ 25

Other Revlon _____ 26

Schwarzkopf _____ 27

Splat _____ 28

Vidal Sassoon _____ 29

_____ 999

OTHER (Write In) _____

Used For: 287-0

Change/Highlight Color _____ 1

home permanents and relaxers (females)

045

YOU PERSONALLY:
Used in last 6 months _____ Times/last 6 months _____

TOTAL: _____ 00

TYPES:

Perm _____ 01

Relaxer _____ 02

BRANDS:

Africa's Best _____ 03

African Pride _____ 04

Dark & Lovely _____ 05

Motions _____ 06

Optimum Care _____ 07

Soft & Beautiful _____ 08

_____ 999

OTHER (Write In) _____

hair sprays (for use at home)

046

YOU PERSONALLY:
Used in last 6 months _____ Times/last 7 days _____

TOTAL: _____ 00

TYPES:

Aerosol Spray _____ 01

Manual Pump Spray _____ 02

Spritz _____ 03

BRANDS:

Alberto VO5 _____ 04

Aqua Net _____ 05

Aussie _____ 06

Bed Head _____ 07

Big Sexy Hair _____ 08

Bumble and bumble _____ 09

Dove _____ 10

Finesse _____ 11

Garnier Fructis _____ 12

Göt2b _____ 13

Herbal Essences _____ 14

John Frieda _____ 15

L'Oréal _____ 16

Matrix _____ 17

Nexus _____ 18

Pantene Pro-V _____ 19

Paul Mitchell _____ 20

Rave _____ 21

Redken _____ 22

Sebastian _____ 23

Suave _____ 24

TRESemmé _____ 25

White Rain _____ 26

_____ 999

OTHER (Write In) _____

hair care products (females)

YOU PERSONALLY:
Used in last 6 months _____

048-0

Yes _____ 1

TYPES:

Blow Dryer _____ 2

Brush _____ 3

Diffuser _____ 4

Electric Curlers _____ 5

Electric Curling Iron/Brush _____ 6

Hair Clips/Barrettes _____ 7

049-0

Hair Rollers _____ 1

Head Bands _____ 2

Straightening Iron _____ 3

hair styling gels, lotions & mousse

050

YOU PERSONALLY:
Used in last 6 months _____ Times/last 7 days _____

TOTAL: _____ 00

TYPES:

Mousse _____ 01

Styling Gel/Lotion _____ 02

Serum _____ 03

BRANDS:

Alberto VO5 _____ 04

American Crew _____ 05

Aussie _____ 06

Aveda _____ 07

Axe _____ 08

Bed Head _____ 09

Bumble and bumble _____ 10

Dep _____ 11

Dove _____ 12

Finesse _____ 13

Garnier Fructis _____ 14

Göt2b _____ 15

Herbal Essences _____ 16

It's a 10 _____ 17

John Frieda Frizz Ease _____ 18

LA Looks _____ 19

L'Oréal _____ 20

Matrix _____ 21

Nexus _____ 22

Pantene Pro-V _____ 23

Paul Mitchell _____ 24

Redken _____ 25

Sebastian _____ 26

Suave _____ 27

TRESemmé _____ 28

White Rain _____ 29

_____ 999

OTHER (Write In) _____

facial moisturizers

051

YOU PERSONALLY:
Used in last 6 months _____ Times/last 7 days _____

TOTAL: _____ 00

TYPES:

Cream _____ 01

Lotion _____ 02

BRANDS:

Ambi _____ 03

Aveeno _____ 04

Avon _____ 05

Bath & Body Works _____ 06

Clean & Clear _____ 07

Clinique _____ 08

Elizabeth Arden _____ 09

Estée Lauder _____ 10

Eucerin _____ 11

Garnier SkinActive _____ 12

Jergens _____ 13

Lancôme _____ 14

L'Oréal Age Perfect _____ 15

L'Oréal RevitaLift _____ 16

Other L'Oréal _____ 17

Mary Kay _____ 18

Neutrogena Healthy Skin _____ 19

Other Neutrogena _____ 20

Night of Olay _____ 21

Nivea _____ 22

Nivea Men _____ 23

Noxzema Skin Cream _____ 24

Olay Complete _____ 25

Olay ProX _____ 26

Olay Regenerist _____ 27

Olay Total Effects _____ 28

Other Olay _____ 29

Origins _____ 30

philosophy _____ 31

Pond's _____ 32

RoC _____ 33

StriVectin-SD _____ 34

St. Ives _____ 35

Vaseline _____ 36

_____ 999

OTHER (Write In) _____

How do you use it? 052-0

Cleansing _____ 1

Moisturizing _____ 2

Night Cream _____ 3

Sunscreen _____ 4

Under make-up _____ 5

bath/shower
additives
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
053		
TOTAL:	☐	00
TYPES:		
Bubble Bath	☐	01
Bath Beads/Powder/Salts	☐	02
In Shower Moisturizer	☐	03
BRANDS:		
Avon	☐	04
Bath & Body Works	☐	05
Calgon	☐	06
Mr. Bubble	☐	07
Neutrogena Rainbath	☐	08
Nivea In-Shower Body Lotion	☐	09
Olay In-Shower Lotion	☐	10
	☐	999
OTHER (Write In)		

foundation
make-up
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
054		
TOTAL:	☐	00
TYPES:		
Cream	☐	01
Duo Cream/Powder	☐	02
Liquid	☐	03
Stick	☐	04
BRANDS:		
Almay Smart Shade	☐	05
Other Almay	☐	06
Avon	☐	07
bareMinerals	☐	08
Bobbi Brown	☐	09
Burt's Bees	☐	10
Chanel	☐	11
Clinique Superbalanced	☐	12
Clinique Even Better	☐	13
Other Clinique	☐	14
CoverGirl + Olay Simply Ageless	☐	15
CoverGirl Clean	☐	16
CoverGirl Outlast	☐	17
CoverGirl Queen Collection	☐	18
CoverGirl CG Smoothers	☐	19
CoverGirl TruBlend	☐	20
Other CoverGirl	☐	21
e.l.f.	☐	22
Estée Lauder	☐	23
Fenty	☐	24
Lancôme	☐	25
L'Oréal Infallible	☐	26
L'Oréal True Match	☐	27
L'Oréal Visible Lift	☐	28
Other L'Oréal	☐	29
M.A.C.	☐	30
Make Up For Ever	☐	31
Mary Kay	☐	32
Maybelline Dream	☐	33
Maybelline Fit Me	☐	34
Maybelline Instant Age Rewind	☐	35
Maybelline SuperStay	☐	36
Other Maybelline	☐	37
Merle Norman	☐	38
Neutrogena	☐	39
Physicians Formula	☐	40
Revlon Age Defying	☐	41
Revlon ColorStay	☐	42
Other Revlon	☐	43
Rimmel	☐	44
Smashbox	☐	45
	☐	999
OTHER (Write In)		

loose or pressed
face powder
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
390		
TOTAL:	☐	00
TYPES:		
Loose	☐	01
Pressed	☐	02
BRANDS:		
Almay	☐	03
Avon	☐	04
Bobbi Brown	☐	05
Chanel	☐	06
Clinique	☐	07
CoverGirl	☐	08
e.l.f.	☐	09
Estée Lauder	☐	10
Fenty	☐	11
Lancôme	☐	12
L'Oréal	☐	13
M.A.C.	☐	14
Mary Kay	☐	15
Maybelline	☐	16
Merle Norman	☐	17
Neutrogena	☐	18
N.Y.C. New York Color	☐	19
Physicians Formula	☐	20
Revlon	☐	21
Rimmel	☐	22
	☐	999
OTHER (Write In)		

blusher
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
056		
TOTAL:	☐	00
TYPES:		
Cream/Gel/Liquid	☐	01
Cream/Powder	☐	02
Cake/Powder	☐	03
BRANDS:		
Almay	☐	04
Avon	☐	05
Bobbi Brown	☐	06
Chanel	☐	07
Clinique	☐	08
CoverGirl Cheekers	☐	09
CoverGirl Classic Color	☐	10
Other CoverGirl	☐	11
e.l.f.	☐	12
Elizabeth Arden	☐	13
Estée Lauder	☐	14
L.A. Colors	☐	15
Lancôme	☐	16
L'Oréal	☐	17
M.A.C.	☐	18
Mary Kay	☐	19
Maybelline Fit Me	☐	20
Other Maybelline	☐	21
Merle Norman	☐	22
NARS	☐	23
Neutrogena	☐	24
N.Y.C. New York Color	☐	25
Physicians Formula	☐	26
Revlon	☐	27
Smashbox	☐	28
	☐	999
OTHER (Write In)		

bronzer
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
391		
TOTAL:	☐	00
BRANDS:		
Almay	☐	01
Avon	☐	02
Clinique	☐	03
CoverGirl	☐	04
Estée Lauder	☐	05
Lancôme	☐	06
Mary Kay	☐	07
Maybelline	☐	08
Neutrogena	☐	09
N.Y.C. New York Color	☐	10
Physicians Formula	☐	11
Revlon	☐	12
Rimmel	☐	13
	☐	999
OTHER (Write In)		

lipstick & lip
gloss
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
058		
TOTAL:	☐	00
TYPES:		
Lipcolor in Compact	☐	01
Lipstick	☐	02
Lipstick in a Pencil	☐	03
Lip Gloss	☐	04
Lip Liners	☐	05
Lip Stain	☐	06
Liquid Lipstick	☐	07
BRANDS:		
Almay	☐	08
Avon	☐	09
Bobbi Brown	☐	10
Burt's Bees	☐	11
Chanel	☐	12
Clinique	☐	13
CoverGirl Outlast	☐	14
Other CoverGirl	☐	15
Dior	☐	16
e.l.f.	☐	17
Elizabeth Arden	☐	18
Estée Lauder	☐	19
Fashion Fair	☐	20
Fenty	☐	21
Kylie	☐	22
L.A. Colors	☐	23
Lancôme	☐	24
L'Oréal Colour Riche	☐	25
L'Oréal Infallible	☐	26
Other L'Oréal	☐	27
M.A.C.	☐	28
Make Up For Ever	☐	29
Mary Kay	☐	30
Maybelline Color Sensational	☐	31
Maybelline Superstay 24 Color	☐	32
Other Maybelline	☐	33
Merle Norman	☐	34
Neutrogena	☐	35
N.Y.C. New York Color	☐	36
NYX	☐	37
Revlon ColorStay	☐	38
Revlon Super Lustrous	☐	39
Other Revlon	☐	40
Rimmel	☐	41
Smashbox	☐	42
Wet 'n Wild	☐	43
	☐	999
OTHER (Write In)		

eye shadow
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Crayon/Pencil	☐	01
Cream	☐	02
Powder	☐	03
BRANDS:		
Almay	☐	04
Avon	☐	05
bareMinerals	☐	06
Bobbi Brown	☐	07
Chanel	☐	08
Clinique	☐	09
CoverGirl Eye Enhancers	☐	10
Other CoverGirl	☐	11
e.l.f.	☐	12
Estée Lauder	☐	13
L.A. Colors	☐	14
Lancôme	☐	15
L'Oréal	☐	16
M.A.C.	☐	17
Mary Kay	☐	18
Maybelline Expert Wear	☐	19
Maybelline EyeStudio	☐	20
Other Maybelline	☐	21
Milani	☐	22
N.Y.C. New York Color	☐	23
Physicians Formula	☐	24
Revlon ColorStay	☐	25
Other Revlon	☐	26
Rimmel	☐	27
Wet n Wild	☐	28
OTHER (Write In)	☐	999

eye liner
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Cake	☐	01
Liquid	☐	02
Pen (Felt Tip)	☐	03
Pencil	☐	04
BRANDS:		
Almay	☐	05
Avon	☐	06
Bobbi Brown	☐	07
Chanel	☐	08
Clinique	☐	09
CoverGirl Perfect Point Plus	☐	10
Other CoverGirl	☐	11
e.l.f.	☐	12
Estée Lauder	☐	13
Lancôme	☐	14
L'Oréal Infallible	☐	15
Other L'Oréal	☐	16
M.A.C.	☐	17
Mary Kay	☐	18
Maybelline Define-a-Line	☐	19
Maybelline EyeStudio Gel	☐	20
Maybelline Ultra Liner	☐	21
Maybelline Unstoppable	☐	22
Other Maybelline	☐	23
Milani	☐	24
Neutrogena	☐	25
N.Y.C. New York Color	☐	26
Revlon ColorStay	☐	27
Other Revlon	☐	28
Rimmel	☐	29
Wet n Wild	☐	30
OTHER (Write In)	☐	999

mascara
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Regular	☐	01
Water Proof/Resistant	☐	02
FORMS:		
Curling	☐	03
Volume/Thickening	☐	04
BRANDS:		
Almay	☐	05
Avon	☐	06
Clinique	☐	07
CoverGirl Clump Crusher	☐	08
CoverGirl LashBlast	☐	09
CoverGirl Professional	☐	10
Other CoverGirl	☐	11
e.l.f.	☐	12
Estée Lauder	☐	13
Lancôme	☐	14
L'Oréal Double Extend	☐	15
L'Oréal Voluminous	☐	16
Other L'Oréal	☐	17
M.A.C.	☐	18
Mary Kay	☐	19
Maybelline Brow Drama	☐	20
Maybelline the Colossal	☐	21
Maybelline Great Lash	☐	22
Maybelline the Falsies	☐	23
Maybelline Volum' Express	☐	24
Other Maybelline	☐	25
Neutrogena	☐	26
Physicians Formula	☐	27
Revlon	☐	28
Rimmel	☐	29
OTHER (Write In)	☐	999

nail care
products & polish
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Basecoat	☐	01
Cuticle Care	☐	02
Polish (Nail Color)	☐	03
Strengthen/Hardener	☐	04
Topcoat	☐	05
FORMS:		
Fast Drying	☐	06
Regular Drying	☐	07
Gel	☐	08
BRANDS:		
Avon	☐	09
Chanel	☐	10
CoverGirl	☐	11
Essie	☐	12
Estée Lauder	☐	13
L.A. Colors	☐	14
Lancôme	☐	15
L'Oréal	☐	16
Maybelline	☐	17
Nicole by OPI	☐	18
N.Y.C. New York Color	☐	19
OPI	☐	20
Pure Ice	☐	21
Revlon	☐	22
Sally Hansen Nail Care	☐	23
Sally Hansen Complete Salon Manicure	☐	24
Sally Hansen Diamond Strength Polish	☐	25
Sally Hansen Insta-Dri	☐	26
Sally Hansen Miracle Gel	☐	27
Sally Hansen Xtreme Wear	☐	28
Other Sally Hansen Polish	☐	29
SinfulColors	☐	30
Wet n Wild	☐	31
Zoya	☐	32
OTHER (Write In)	☐	999

nail polish
remover
(females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
BRANDS:		
Cutex	☐	01
Sally Hansen Kwik Off (instant)	☐	02
Sally Hansen (liquid)	☐	03
Store's Own Brand	☐	04
OTHER (Write In)	☐	999

feminine hygiene
deodorant/cleansing
products (females)

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
BRANDS:		
Always Wipes	☐	01
FDS	☐	02
Monistat Stay Fresh	☐	03
Playtex Personal Wipes	☐	04
Summer's Eve Cleansing Wash	☐	05
Summer's Eve Douche	☐	06
Other Summer's Eve	☐	07
Vagisil Deodorant Powder	☐	08
Vagisil Wash	☐	09
Other Vagisil	☐	10
OTHER (Write In)	☐	999

tampons
(females)

	You Personally:	
	Used in last 6 months	Number in last 30 days
TOTAL:	☐	00
TYPES:		
Slender	☐	01
Regular	☐	02
Super	☐	03
Super-Plus	☐	04
BRANDS:		
U by Kotex	☐	05
o.b.	☐	06
Playtex Gentle Glide	☐	07
Playtex Sport	☐	08
Tampax Cardboard Applicator	☐	09
Tampax Pearl (Plastic Applicator)	☐	10
Tampax Pearl Active	☐	11
Tampax Pocket Pearl	☐	12
Tampax Radiant	☐	13
Store's Own Brand	☐	14
OTHER (Write In)	☐	999

sanitary
napkins
(females)

067

	You Personally:	
	Used in last 6 months	Number/ last 30 days
TOTAL:	☐	00
TYPES:		
Scented	☐	01
Unscented	☐	02
KINDS:		
Regular (non-winged)	☐	03
With Wings	☐	04
BRANDS:		
Always Infinity	☐	05
Always Radiant	☐	06
Always Overnight Maxi	☐	07
Always Regular Maxi	☐	08
Always Ultra Thin	☐	09
Other Always	☐	10
Stayfree Maxi Regular	☐	11
Stayfree Maxi Super	☐	12
Stayfree Ultra Thin	☐	13
Other Stayfree	☐	14
U by Kotex Maxi	☐	15
U by Kotex Overnight Pads	☐	16
U by Kotex Ultra Thin	☐	17
Other U by Kotex	☐	18
Store's Own Brand	☐	19
	☐	999
OTHER (Write In)		

pantliners
(females)

271

	You Personally:	
	Used in last 6 months	Number/ last 30 days
TOTAL:	☐	00
TYPES:		
Scented	☐	01
Unscented	☐	02
Odor Absorbing	☐	03
KINDS:		
Regular	☐	04
Long/Extra Coverage	☐	05
Thong	☐	06
BRANDS:		
Always Radiant	☐	07
Always Thin	☐	08
Always Xtra Protection	☐	09
Other Always	☐	10
Carefree Original	☐	11
Carefree Acti-Fresh	☐	12
Other Carefree	☐	13
U by Kotex Lightdays	☐	14
Regular	☐	14
U by Kotex Lightdays Long	☐	15
Other U by Kotex	☐	16
Store's Own Brand	☐	17
	☐	999
OTHER (Write In)		

deo-colognes/
body sprays
(females)

068

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
BRANDS:		
Bath & Body Works	☐	01
Body Fantasies	☐	02
The Body Shop	☐	03
Victoria's Secret	☐	04
	☐	999
OTHER (Write In)		

perfume and
cologne
for females

069

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
Cologne	☐	01
Perfume	☐	02
After Bath Splash	☐	03
Body Spray	☐	04
BRANDS:		
Acqua di Gioia	☐	05
Angel	☐	06
Avon	☐	07
Bath & Body Works	☐	08
Beautiful	☐	09
Beyoncé	☐	10
Black Opium	☐	11
Body Fantasies	☐	12
Britney Spears	☐	13
Burberry Body	☐	14
Burberry My Burberry	☐	15
Chance	☐	16
Chanel No. 5	☐	17
Other Chanel	☐	18
Charlie	☐	19
Chloé	☐	20
ck One	☐	21
Clinique Happy	☐	22
Coco	☐	23
Coco Mademoiselle	☐	24
Curve	☐	25
DKNY	☐	26
Dolce & Gabbana	☐	27
Eternity	☐	28
euphoria	☐	29
Flowerbomb	☐	30
Gucci	☐	31
Guess	☐	32
Issey Miyake	☐	33
J'adore	☐	34
Jennifer Lopez	☐	35
Jimmy Choo	☐	36
Jovan	☐	37
Juicy Couture	☐	38
La Vie Est Belle	☐	39
Marc Jacobs	☐	40
Mary Kay	☐	41
Michael Kors	☐	42
Miss Dior	☐	43
Mon Paris	☐	44
Obsession	☐	45
Opium	☐	46
Oscar de la Renta	☐	47
Passion	☐	48
Pleasures	☐	49
Poison	☐	50
Prada	☐	51
Ralph	☐	52
Red Door	☐	53
Romance	☐	54
Sarah Jessica Parker	☐	55
Secret Body Spray	☐	56
Shalimar	☐	57
Si	☐	58
Tory Burch	☐	59
Trésor	☐	60
Vera Wang	☐	61
Victoria's Secret	☐	62
White Diamonds	☐	63
White Linen	☐	64
	☐	999
OTHER (Write In)		

aftershave
lotion & cologne
for males

070

	You Personally:	
	Used in last 6 months	Times/ last 7 days
TOTAL:	☐	00
TYPES:		
After Shave	☐	01
Cologne	☐	02
BRANDS:		
1 Million	☐	03
Acqua di Gio	☐	04
Adidas	☐	05
Afta	☐	06
Aqua Velva	☐	07
Armani Code	☐	08
Avon	☐	09
Axe	☐	10
Bleu de Chanel	☐	11
Brut	☐	12
Burberry	☐	13
Chanel	☐	14
Chrome	☐	15
ck One	☐	16
Cool Water	☐	17
Curve	☐	18
Dior Homme	☐	19
Dolce & Gabbana	☐	20
Drakkar Noir	☐	21
English Leather	☐	22
Eternity	☐	23
Gillette	☐	24
Gucci	☐	25
Hugo Boss	☐	26
Invictus	☐	27
Issey Miyake	☐	28
Jean Paul Gaultier Le Male	☐	29
Kenneth Cole	☐	30
L'Homme Yves Saint Laurent	☐	31
Michael Kors	☐	32
Montblanc Legend	☐	33
Nautica	☐	34
Nivea Men	☐	35
Old Spice	☐	36
Playboy	☐	37
Polo Black	☐	38
Polo Blue	☐	39
Polo Red	☐	40
Other Polo	☐	41
Prada	☐	42
Sauvage	☐	43
Skin Bracer	☐	44
Stetson	☐	45
Versace	☐	46
	☐	999
OTHER (Write In)		

total perfume
and cologne
expendituresAmount you personally
spent on perfume
& cologne,
last 12 months:

As a gift:	For Males	For Females
	071-0	072-0
\$ 1-\$49	☐ 1	☐ 1
\$ 50-\$99	☐ 2	☐ 2
\$100-\$249	☐ 3	☐ 3
\$250 or more	☐ 4	☐ 4
For yourself:	For Males	For Females
\$ 1-\$49	☐ 5	☐ 5
\$ 50-\$99	☐ 6	☐ 6
\$100-\$249	☐ 7	☐ 7
\$250 or more	☐ 8	☐ 8
Write in number bought, last 12 months:	For Males	For Females
	344	345
As a gift	☐ 01	☐ 01
For yourself	☐ 02	☐ 02

disposable razors

	You Personally:	
	Used in last 6 months	Times/last 7 days
TOTAL: 073	☐	00
BRANDS:		
Bic Classic Lady	☐	01
Bic Comfort 3 Advance	☐	02
Bic Comfort Twin	☐	03
Bic Flex 4	☐	04
Bic Soleil	☐	05
Bic Twin Select	☐	06
Other Bic	☐	07
Gillette Custom Plus	☐	08
Gillette Mach3	☐	09
Gillette Sensor 2 Plus	☐	10
Gillette Sensor 3	☐	11
Gillette Venus Disposables	☐	12
Noxzema	☐	13
Schick Quattro for Women	☐	14
Schick Xtreme 3	☐	15
Other Schick	☐	16
OTHER (Write In)	☐	999

shaving creams or gels

	You Personally:	
	Used in last 6 months	Times/last 7 days
TOTAL: 076	☐	00
TYPES:		
Aerosol	☐	01
Tube	☐	02
Mug	☐	03
Other	☐	04
KINDS:		
Cream	☐	05
Foam	☐	06
Gel	☐	07
Lotion	☐	08
Soap	☐	09
BRANDS:		
Aveeno Shave Gel	☐	10
Barbasol	☐	11
Edge Extra Moisturizing	☐	12
Edge Extra Protection	☐	13
Edge Sensitive Skin	☐	14
Other Edge	☐	15
eos Shave Cream	☐	16
Gillette Foamy Cream	☐	17
Gillette Foamy Sensitive	☐	18
Gillette Fusion Hydra Gel	☐	19
Gillette Satin Care	☐	20
Gillette Series	☐	21
Other Gillette	☐	22
Neutrogena Men	☐	23
Nivea Men	☐	24
Noxzema	☐	25
Pure Silk	☐	26
Schick Hydro	☐	27
Skintimate Shave Cream	☐	28
Skintimate Shave Gel	☐	29
OTHER (Write In)	☐	999

electric shavers

	You Personally:	
	Used in last 6 months	Times/last 7 days
TOTAL: 075	☐	00
BRANDS:		
Braun	☐	01
Panasonic	☐	02
Philips Norelco	☐	03
Remington	☐	04
OTHER (Write In)	☐	999

razor blades

	You Personally:	
	Used in last 6 months	Times/last 7 days
TOTAL: 074	☐	00
BRANDS:		
Dollar Shave Club	☐	01
Gillette Fusion5	☐	02
Gillette Fusion5 ProGlide	☐	03
Gillette Fusion5 ProShield	☐	04
Gillette Mach3	☐	05
Gillette Mach3 Turbo	☐	06
Gillette Sensor	☐	07
Gillette Sensor Excel	☐	08
Gillette Venus	☐	09
Gillette Venus ComfortGlide	☐	10
Gillette Venus Embrace	☐	11
Harry's	☐	12
Schick Hydro	☐	13
Schick Intuition	☐	14
Schick Quattro	☐	15
Other Schick	☐	16
OTHER (Write In)	☐	999

sore throat remedies & cough drops

	You Personally:	
	Used in last 6 months	Times/last 30 days
TOTAL: 077	☐	00
TYPES:		
Drops/Lozenges	☐	01
Liquid	☐	02
Spray	☐	03
Strips	☐	04
BRANDS:		
Burt's Bees	☐	05
Cepacol Sore Throat Lozenges	☐	06
Chloraseptic Lozenges	☐	07
Chloraseptic Spray	☐	08
Equate	☐	09
Flanax	☐	10
Fisherman's Friend	☐	11
Halls Breezers	☐	12
Halls Defense Vitamin C	☐	13
Halls Soothing Syrup Center	☐	14
Halls (Regular)	☐	15
Other Halls	☐	16
Luden's	☐	17
N'ice Lozenges	☐	18
Pine Bros	☐	19
Ricola	☐	20
Smith Bros	☐	21
Sucrets Lozenges	☐	22
Store's Own Brand	☐	23
OTHER (Write In)	☐	999
Used for: 078-0		
Coughs	☐	1
Sore Throat	☐	2
Other Throat Irritation	☐	3

eye wash and drops

	You Personally:	
	Used in last 6 months	Times/last 30 days
TOTAL: 080	☐	00
TYPES:		
Drops	☐	01
Wash	☐	02
KINDS:		
Antihistamine	☐	03
Dry Eye Protection	☐	04
Regular	☐	05
BRANDS:		
Bausch + Lomb Alaway	☐	06
Bausch + Lomb Dry Eye	☐	07
Bausch + Lomb Eye Wash	☐	08
Bausch + Lomb Opcon-A	☐	09
Bausch + Lomb Soothe	☐	10
Clear Eyes	☐	11
GenTeal	☐	12
Murine	☐	13
Opti-Free	☐	14
Optical 20/20	☐	15
Refresh Optive	☐	16
Refresh Plus	☐	17
Refresh Tears	☐	18
Rohto	☐	19
Similasan	☐	20
Systane	☐	21
TheraTears	☐	22
Visine-A	☐	23
Visine A.C.	☐	24
Visine Advanced	☐	25
Visine Dry Eye	☐	26
Visine Original	☐	27
Visine Tired Eye	☐	28
Other Visine	☐	29
Store's Own Brand	☐	30
OTHER (Write In)	☐	999
Used for: 081-0		
Redness Removal	☐	1
Lubrication	☐	2
Allergy	☐	3

eyeglasses, contact lenses & sunglasses

	You Personally:	
	Wear	
093-0		
Prescription Eyeglasses (sun, tinted, regular)	☐	1
Bi-focals	☐	2
Eyeglasses (Nonprescription)	☐	3
Contact Lenses (RGP/hard)	☐	4
Contact Lenses (soft)	☐	5
Contact Lenses (tinted/colored)	☐	6
Disposable Contact Lenses	☐	7
Sunglasses (Nonprescription)	☐	8
Transition Lenses	☐	9
Where did you purchase prescription eyewear? 268-0		
Discount Store Optical Center	☐	1
Private Ophthalmologist, Optician or Optometrist	☐	2
Retail Optical Chain	☐	3
Internet/online	☐	4
Other	☐	5
Contact Lens Brands, used last 12 months:		
Acuvue	☐	6
Air Optix	☐	7
Bausch + Lomb	☐	8
Biofinity	☐	9
Dailies	☐	0
Other	☐	X
Amount Spent Last 12 Months 094		
Eyeglasses	\$	01
Sunglasses (nonprescription)	\$	02
Contact Lenses	\$	03

cold, sinus and
allergy remedies
(nonprescription)

	You Personally:	
	Used in last 6 months	Times/ last 30 days
085		
TOTAL:	☐	00
TYPES:		
Aspirin Formula	☐	01
Non-Aspirin Formula	☐	02
KINDS:		
Caplets	☐	03
Capsules	☐	04
Effervescent	☐	05
Liquid	☐	06
LiquiGels/LiquiCaps	☐	07
Nasal Sprays	☐	08
Nasal Strips	☐	09
Tablets	☐	10
BRANDS:		
Advil Allergy Sinus	☐	11
Advil Cold & Sinus	☐	12
Advil Sinus Congestion & Pain	☐	13
Afrin	☐	14
Airborne	☐	15
Aleve-D Sinus & Cold	☐	16
Alka-Seltzer Plus Cold	☐	17
Alka-Seltzer Plus Cold & Cough	☐	18
Alka-Seltzer Plus Night	☐	19
Allegra Allergy	☐	20
Allegra-D	☐	21
Benadryl Allergy	☐	22
Other Benadryl	☐	23
Breathe Right	☐	24
ClariSpray	☐	25
Claritin	☐	26
Claritin-D	☐	27
Cold-Eeze	☐	28
Coricidin HBP	☐	29
Dimetapp	☐	30
Emergen-C	☐	31
Equate	☐	32
Flonase OTC	☐	33
Mentholatum Ointment	☐	34
Mucinex	☐	35
Nasacort Allergy 24HR	☐	36
Rhinocort	☐	37
Robitussin	☐	38
Sudafed Congestion	☐	39
Sudafed PE Pressure + Pain	☐	40
Other Sudafed	☐	41
Theraflu Nighttime Severe Cold & Cough	☐	42
Other Theraflu	☐	43
Tylenol Cold	☐	44
Tylenol Sinus	☐	45
Vicks DayQuil	☐	46
Vicks NyQuil	☐	47
Vicks NyQuil LiquiCaps	☐	48
Vicks Sinex	☐	49
Vicks VapoRub	☐	50
Xyzal Allergy 24-Hour	☐	51
Zicam	☐	52
Zyrtec	☐	53
Zyrtec-D	☐	54
Generic (No Label)	☐	55
Store's Own Brand	☐	56
OTHER (Write In)		999
Used for:	086-0	
Allergy/Hay Fever	☐	1
Body Aches	☐	2
Colds	☐	3
Cough	☐	4
Flu/Fever	☐	5
Headaches	☐	6
Sinus Headache	☐	7
Sinus Congestion	☐	8
Other	☐	9

headache remedies
and pain relievers
(nonprescription)

	You Personally:	
	Used in last 6 months	Times/ last 30 days
087		
TOTAL:	☐	00
TYPES:		
Aspirin Formula	☐	01
Non-Aspirin Formula	☐	02
KINDS:		
Caplets	☐	03
Capsules	☐	04
Gelcaps	☐	05
Liquid	☐	06
Liquid-Gels	☐	07
Powder	☐	08
Chewable Tablets	☐	09
Other Tablets	☐	10
BRANDS:		
Advil	☐	11
Advil Film-Coated	☐	12
Advil Migraine	☐	13
Advil PM	☐	14
Aleve	☐	15
Aleve PM	☐	16
Alka-Seltzer	☐	17
Anacin	☐	18
Bayer (Aspirin Regimen)	☐	19
Bayer (Extra Strength)	☐	20
Bayer Aspirin (Genuine)	☐	21
Bayer Back & Body Pain	☐	22
BC Powders	☐	23
Ecotrin	☐	24
Equate	☐	25
Excedrin Extra Strength	☐	26
Excedrin Migraine	☐	27
Excedrin PM	☐	28
Excedrin Tension Headache	☐	29
Goody's	☐	30
Motrin IB	☐	31
Motrin PM	☐	32
St. Joseph	☐	33
Tylenol 8 Hour	☐	34
Tylenol Extra Strength	☐	35
Tylenol PM	☐	36
Tylenol Regular Strength	☐	37
Generic (No Label)	☐	38
Store's Own Brand	☐	39
OTHER (Write In)		999
Used for:	088-0	
Backaches	☐	1
Colds	☐	2
Flu/Fever	☐	3
Headaches	☐	4
Joint Pain	☐	5
Menstrual Cramps	☐	6
Muscle Aches & Pains	☐	7
Oral Discomfort	☐	8
Sleeplessness	☐	9
Sports Related Injuries	☐	0
Other	☐	X

pre-menstrual
or period pain
remedies
(females)

	You Personally:	
	Used in last 6 months	Times/ last 30 days
092		
TOTAL:	☐	00
BRANDS:		
Midol	☐	01
Pamprin	☐	02
OTHER (Write In)		999

heartburn, gas &
indigestion remedies

	You Personally:	
	Used in last 6 months	Times/ last 30 days
091		
TOTAL:	☐	00
TYPES:		
Caplet	☐	01
Liquid	☐	02
Seltzer	☐	03
Chewable tablet	☐	04
Other tablet	☐	05
BRANDS:		
Alka Seltzer Extra Strength	☐	06
Alka Seltzer Heartburn	☐	07
Alka Seltzer Original	☐	08
Beano	☐	09
Gas-X	☐	10
Gaviscon	☐	11
Imodium AD	☐	12
Imodium Multi-Symptom	☐	13
Kaopectate	☐	14
Maalox	☐	15
Mylanta	☐	16
Nexium 24HR (OTC)	☐	17
Pepcid AC	☐	18
Pepcid AC Max Strength	☐	19
Pepcid Complete	☐	20
Pepto-Bismol Original	☐	21
Other Pepto-Bismol	☐	22
Prevacid 24HR (OTC)	☐	23
Prilosec OTC	☐	24
Roloids	☐	25
Tums Regular	☐	26
Tums Extra	☐	27
Tums Smoothies	☐	28
Tums Ultra	☐	29
Other Tums	☐	30
Zantac 75	☐	31
Zantac 150	☐	32
Zantac Duo Fusion	☐	33
Store's Own Brand	☐	34
OTHER (Write In)		999
Used for:	322-0	
Upset Stomach	☐	1
Heartburn	☐	2
Indigestion	☐	3
Diarrhea	☐	4
Gas	☐	5
Bloating	☐	6

contact lens
cleaning/wetting
solutions

	You Personally:	
	Used in last 6 months	Times/ last 30 days
095		
TOTAL:	☐	00
TYPES:		
Disinfecting Solution	☐	01
Lens Cleaning Solution	☐	02
Lubricating/Rewetting Solutions	☐	03
Multipurpose Solutions	☐	04
Saline Solution	☐	05
BRANDS:		
Bausch + Lomb Biotrue	☐	06
Bausch + Lomb Renu	☐	07
Other Bausch + Lomb	☐	08
Clear Care	☐	09
Complete	☐	10
Opti-Free Express	☐	11
Opti-Free Puremoist	☐	12
Opti-Free Replenish	☐	13
Store's Own Brand	☐	14
OTHER (Write In)		999

**pain
relieving rubs,
liquids & patches
(nonprescription)**

089

TOTAL: ☐ _____ 00

TYPES:

Cold Compress	☐	01
Heat Wrap	☐	02
Lotion	☐	03
Liquid	☐	04
Ointment	☐	05
Patch	☐	06
Roll-on	☐	07
Other	☐	08

BRANDS:

Absorbine Jr.	☐	09
Arnicare	☐	10
Aspercreme	☐	11
Australian Dream	☐	12
Bengay	☐	13
Blue-Emu	☐	14
Capzasin	☐	15
Dragon	☐	16
Flexall	☐	17
Icy Hot	☐	18
Icy Hot Smart Relief	☐	19
JointFlex	☐	20
Mentholatum Deep Heating Rub	☐	21
Mineral Ice	☐	22
Salonpas	☐	23
Sportscreme	☐	24
Thera-Gesic	☐	25
ThermaCare	☐	26
Tiger Balm	☐	27
WellPatch Pads	☐	28
Store's Own Brand	☐	29
OTHER (Write In)	☐	999

Used for: 090-0

Backache	☐	1
Injury	☐	2
Sore muscle pain	☐	3
Other	☐	4

**sunburn
remedies**

098

TOTAL: ☐ _____ 00

TYPES:

Cream	☐	01
Gel	☐	02
Spray	☐	03

BRANDS:

Bactine	☐	04
Banana Boat	☐	05
Lanacane Spray	☐	06
Noxzema	☐	07
Solarcaine	☐	08
Natural/Home Remedy	☐	09
OTHER (Write In)	☐	999

**health &
beauty aids
expenditures**

097

	Less than \$50	\$50-99	\$100-199	\$200-299	\$300 or more
Skin Care	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Hair Care	☐	☐	☐	☐	☐
Cosmetics/Makeup	☐	☐	☐	☐	☐
Toiletries	☐	☐	☐	☐	☐
Health Care	☐	☐	☐	☐	☐

**suntan
& sunscreen
products**

096

TOTAL: ☐ _____ 00

KINDS:

Suntan Lotion/Sunscreen	☐	01
Sunless Tanner	☐	02

FORMS:

Gel	☐	03
Lotion	☐	04
Oil	☐	05
Spray	☐	06
Stick	☐	07
Tube (cream)	☐	08

BRANDS:

Australian Gold	☐	09
Aveeno	☐	10
Avon	☐	11
Bain de Soleil	☐	12
Banana Boat	☐	13
Banana Boat Sport	☐	14
Bull Frog	☐	15
CeraVé	☐	16
Clinique	☐	17
Coppertone Sport	☐	18
Other Coppertone	☐	19
Hawaiian Tropic	☐	20
L'Oréal Sublime Bronze	☐	21
Mary Kay	☐	22
Neutrogena Sunblock	☐	23
Neutrogena Sunless Tan	☐	24
Other Neutrogena	☐	25
No-Ad	☐	26
Ocean Potion	☐	27
Panama Jack	☐	28
Sally Hansen Airbrush	☐	29
Store's Own Brand	☐	30
OTHER (Write In)	☐	999

**vitamin
and dietary
supplements**

099

TOTAL: ☐ _____ 00

TYPES:

A	☐	01
Antioxidant Vitamins	☐	02
B Complex	☐	03
B-6	☐	04
B-12	☐	05
Beta Carotene	☐	06
C	☐	07
Calcium Supplement	☐	08
D	☐	09
E	☐	10
Echinacea	☐	11
Folic Acid	☐	12
Garlic Supplements	☐	13
Ginkgo Biloba	☐	14
Ginseng	☐	15
Glucosamine	☐	16
Iron	☐	17
Multiple Formula	☐	18
Multiple Formula with Iron	☐	19
Multiple Formula with Minerals	☐	20
Omega 3/Fish Oil	☐	21
Probiotic	☐	22
St. John's Wort	☐	23
Stress Formula	☐	24
Zinc	☐	25
Other	☐	26

BRANDS:

Bausch + Lomb	☐	27
PreserVision	☐	28
Caltrate 600	☐	29
Centrum	☐	30
Centrum Multigummies	☐	31
Centrum Vitamins	☐	32
Other Centrum	☐	33
Citracal	☐	34
Emergen-C	☐	35
Ester-C	☐	36
Natrol	☐	37
Nature Made	☐	38
Nature's Bounty	☐	39
Nature's Way Alive!	☐	40
Ocuvite	☐	41
One-A-Day Men's Health	☐	42
One-A-Day Women's Active Metabolism	☐	43
One-A-Day Women's	☐	44
One-A-Day VitaCraves	☐	45
Other One-A-Day	☐	46
Os-Cal	☐	47
Osteo Bi-Flex	☐	48
Schiff	☐	49
Sundown Naturals	☐	50
TruBiotics	☐	51
Vitafusion	☐	52
Store's Own Brand	☐	999
OTHER (Write In)	☐	999

Used for: 323-0

General Health	☐	1
Vitamin/Mineral Deficiency	☐	2
Other	☐	3

chewing gum

	You Personally:	
	Chewed in last 6 months	Sticks/pieces last 7 days
TOTAL:	105	00
BRANDS:		
Bazooka	☐	01
Bubble Yum	☐	02
Bubblicious	☐	03
Dentyne Ice	☐	04
Dentyne Pure	☐	05
Dubble Bubble	☐	06
5 Gum	☐	07
Hubba Bubba	☐	08
Ice Breakers	☐	09
Mentos Gum	☐	10
Stride	☐	11
Trident Bubble Gum	☐	12
Trident Layers	☐	13
Trident Splash	☐	14
Trident Sugarless	☐	15
Trident Vibes	☐	16
Trident White	☐	17
Wrigley's Big Red	☐	18
Wrigley's Doublemint	☐	19
Wrigley's Eclipse	☐	20
Wrigley's Extra	☐	21
Wrigley's Juicy Fruit	☐	22
Wrigley's Juicy Fruit Starburst	☐	23
Wrigley's Orbit	☐	24
Wrigley's Orbit White	☐	25
Wrigley's Spearmint	☐	26
Wrigley's Winterfresh	☐	27
OTHER (Write In)	☐	999

mints

	You Personally:	
	Bought/last 6 months	Packages/last 7 days
TOTAL:	100	00
TYPES:		
Sugarless	☐	01
Regular	☐	02
BRANDS:		
Altoids	☐	03
Breath Savers	☐	04
Eclipse Mints	☐	05
Ice Breakers	☐	06
Life Savers	☐	07
Mentos Mint	☐	08
Tic Tac Mint	☐	09
OTHER (Write In)	☐	999

candy (regular or king size)

	You Personally:	
	Bought last 6 months	Individual bars, boxes, bags bought last 7 days
TOTAL:	101	00
TYPES:		
Regular Size	☐	01
King Size	☐	02
BRANDS:		
AirHeads	☐	03
AirHeads Bites	☐	04
AirHeads Xtremes	☐	05
Almond Joy	☐	06
Baby Ruth	☐	07
Bit-O-Honey	☐	08
Brach's Peanut Clusters	☐	09
Butterfinger	☐	10
Cadbury Caramello	☐	11
Cadbury Creme Egg	☐	12
Cadbury Fruit and Nut	☐	13
Cadbury Milk Chocolate	☐	14
Cadbury Roast Almond	☐	15
Other Cadbury	☐	16
Charleston Chew	☐	17
Chunky	☐	18
Crunch	☐	19
Dove Chocolate	☐	20
5th Avenue	☐	21
Ghirardelli	☐	22
Goobers	☐	23
Good & Plenty	☐	24
Haribo Gold-Bears	☐	25
Heath	☐	26
Hershey's Air Delight	☐	27
Hershey's-Almond	☐	28
Hershey's Cookie Layer Crunch	☐	29
Hershey's Cookies 'n' Creme	☐	30
Hershey's Drops	☐	31
Hershey's Golden Almond	☐	32
Hershey's Kisses (Single serving pack)	☐	33
Hershey's Kisses with Almonds (Single serving pack)	☐	34
Hershey's Milk Chocolate	☐	35
Hershey's Special Dark	☐	36
Hershey's Symphony	☐	37
Junior Mints	☐	38
Kit Kat	☐	39
Life Savers Gummies	☐	40
Lindt	☐	41
M & M's Almond	☐	42
M & M's Caramel	☐	43
M & M's Crispy	☐	44
M & M's Dark Chocolate	☐	45
M & M's Dark Chocolate Peanut	☐	46
M & M's Milk Chocolate	☐	47
M & M's Minis	☐	48
M & M's Peanut	☐	49
M & M's Peanut Butter	☐	50
M & M's Pretzel	☐	51
Mike and Ike	☐	52
Milk Duds	☐	53
Milky Way	☐	54
Milky Way Midnight	☐	55
Milky Way Simply Caramel	☐	56
Mounds	☐	57
Mr. Goodbar	☐	58
Nerds	☐	59
Now and Later	☐	60
100 Grand	☐	61
PayDay	☐	62
Peanut Chews	☐	63

candy (regular or king size) (continued)

	You Personally:	
	Bought last 6 months	Individual bars, boxes, bags bought last 7 days
Raisinets	☐	64
Red Vines	☐	65
Reese's Peanut Butter Cup	☐	66
Reese's Pieces	☐	67
Reese's Sticks	☐	68
Reese's Dark PB Cup	☐	69
Reese's White Choc. PB Cup	☐	70
Rolo	☐	71
Russell Stover	☐	72
Skittles	☐	73
Sour Skittles	☐	74
Skor	☐	75
Snickers	☐	76
Snickers Dark	☐	77
Snickers Peanut Butter Squared	☐	78
Sno-Caps	☐	79
Starburst Fruit Chews	☐	80
Sugar Babies	☐	81
Sugar Daddy	☐	82
Sweetarts	☐	83
Take 5	☐	84
3 Musketeers	☐	85
Toblerone	☐	86
Toffifay	☐	87
Tootsie Roll	☐	88
Trolli	☐	89
Twix	☐	90
Twizzlers	☐	91
Twizzlers Pull 'n' Peel	☐	92
Whatchamacallit	☐	93
Whoppers	☐	94
York Peppermint Pattie	☐	95
Zero	☐	96
OTHER (Write In)	☐	999

packages of
miniature/loose
candy

	102		
TOTAL:	☐	00	
BRANDS:			
After Eight	☐	01	
Almond Joy	☐	02	
Andes	☐	03	
Baby Ruth	☐	04	
BarkThins	☐	05	
Brach's Candy Corn	☐	06	
Brach's Jelly Beans	☐	07	
Brookside	☐	08	
Butterfinger	☐	09	
Cadbury Mini Eggs	☐	10	
Crunch	☐	11	
Dove Promises Chocolate	☐	12	
Dum Dum Pops	☐	13	
Haribo Gold-Bears	☐	14	
Hershey's-Almond	☐	15	
Hershey's Drops	☐	16	
Hershey's Hugs	☐	17	
Hershey's Kisses	☐	18	
Hershey's Kisses with Almonds	☐	19	
Hershey's Krackel	☐	20	
Hershey's Milk Chocolate	☐	21	
Hershey's Miniatures	☐	22	
Hershey's Nuggets	☐	23	
Hershey's Pieces	☐	24	
Jelly Belly beans	☐	25	
Jolly Rancher Chews	☐	26	
Jolly Rancher Gummies	☐	27	
Jolly Rancher Hard Candy	☐	28	
Kraft Caramels	☐	29	
Life Savers	☐	30	
Life Savers Gummies	☐	31	
Life Savers Sugar Free	☐	32	
Lindt Lindor Truffles	☐	33	
M & M's Almond	☐	34	
M & M's Milk Chocolate	☐	35	
M & M's Peanut	☐	36	
M & M's Peanut Butter	☐	37	
Milk Duds	☐	38	
Milky Way	☐	39	
Mounds	☐	40	
Mr. Goodbar	☐	41	
Raisinets	☐	42	
Reese's Peanut Butter Cup	☐	43	
Reese's Pieces	☐	44	
Riesen	☐	45	
Rolo	☐	46	
Skittles	☐	47	
Snickers	☐	48	
Sour Patch Kids	☐	49	
Sour Skittles	☐	50	
Starburst Fruit Chews	☐	51	
Starburst Jellybeans	☐	52	
Swedish Fish	☐	53	
3 Musketeers	☐	54	
Tootsie Roll	☐	55	
Twix	☐	56	
Twizzlers	☐	57	
Werther's Original	☐	58	
Werther's Original Sugar Free	☐	59	
Whoppers	☐	60	
York Peppermint Pattie	☐	61	
OTHER (Write In)	☐	999	

You Personally:
Bought
last 6
months

Packages
last 30
days

energy drinks

	267		
TOTAL:	☐	00	
SIZE:			
Shot	☐	01	
Regular	☐	02	
BRANDS:			
AMP	☐	03	
5-hour Energy	☐	04	
Full Throttle	☐	05	
Monster	☐	06	
NOS	☐	07	
Red Bull	☐	08	
Rockstar	☐	09	
OTHER (Write In)	☐	999	

You Personally:
Drank in
last 6
months

Drinks/
last 30
days

sports drinks/
thirst quenchers

	114		
TOTAL:	☐	00	
BRANDS:			
All Sport	☐	01	
Gatorade G Series	☐	02	
Gatorade Endurance	☐	03	
Gatorade G2	☐	04	
Powerade	☐	05	
Powerade Zero	☐	06	
OTHER (Write In)	☐	999	

You Personally:
Drank in
last 6
months

Drinks/
last 30
days

hard roll
candy

	106		
TOTAL:	☐	00	
BRANDS:			
Creme Savers	☐	01	
Jolly Rancher	☐	02	
Life Savers	☐	03	
Mentos Mixed Fruit	☐	04	
Werther's Original	☐	05	
OTHER (Write In)	☐	999	

You Personally:
Bought/
last 6
months

Rolls/
last 7
days

snack mixes

	107		
TOTAL:	☐	00	
BRANDS:			
Cheerios Snack Mix	☐	01	
Cheetos Mix-Ups	☐	02	
Cheeze-It Snack Mix	☐	03	
Chex Mix	☐	04	
Doritos Mix	☐	05	
Garden of Eatin'	☐	06	
Planters NUT-rition Mix	☐	07	
Planters Trail Mix	☐	08	
Ritz Snack Mix	☐	09	
OTHER (Write In)	☐	999	

You Personally:
Bought
in last 6
months

Boxes/
last 30
days

diet cola
drinks

	108		
TOTAL:	☐	00	
KINDS:			
Plastic Bottles	☐	01	
Glass Bottles	☐	02	
Cans	☐	03	
BRANDS:			
Caffeine Free Diet Coke	☐	04	
Coca-Cola Life	☐	05	
Coca-Cola Zero Sugar	☐	06	
Coca-Cola Cherry Zero	☐	07	
Diet Coke	☐	08	
Diet Coke Cherry	☐	09	
Diet Coke w/Lime	☐	10	
Diet Rite Pure Zero	☐	11	
Caffeine Free Diet Pepsi	☐	12	
Diet Pepsi	☐	13	
Diet Pepsi Wild Cherry	☐	14	
Pepsi Zero Sugar	☐	15	
Store's Own Brand	☐	16	
OTHER (Write In)	☐	999	

You Personally:
Drank in
last 6
months

Drinks or
glasses/
last 7 days

other diet
soft drinks,
not colas

	109		
TOTAL:	☐	00	
KINDS:			
Plastic Bottles	☐	01	
Glass Bottles	☐	02	
Cans	☐	03	
BRANDS:			
Diet A & W Root Beer	☐	04	
Diet Barq's Root Beer	☐	05	
Canada Dry Diet Ginger Ale	☐	06	
Diet Dr Pepper	☐	07	
Diet Dr Pepper Cherry	☐	08	
Dr Pepper TEN	☐	09	
Fanta Zero	☐	10	
Fresca	☐	11	
Diet Mist Twst	☐	12	
Diet Mtn Dew	☐	13	
Diet Mug Root Beer	☐	14	
Diet 7 Up	☐	15	
Diet 7 Up Cherry	☐	16	
Sprite Zero	☐	17	
Diet Squirt	☐	18	
Diet Sunkist Orange	☐	19	
OTHER (Write In)	☐	999	

You Personally:
Drank in
last 6
months

Drinks or
glasses/
last 7 days

ready to
drink iced tea

	110		
TOTAL:	☐	00	
TYPES:			
Flavored	☐	01	
Unflavored	☐	02	
BRANDS:			
Arizona	☐	03	
Brisk	☐	04	
Fuze	☐	05	
Gold Peak	☐	06	
Honest Tea	☐	07	
Lipton Iced Tea	☐	08	
Nestea	☐	09	
Pure Leaf	☐	10	
Red Diamond	☐	11	
Snapple	☐	12	
Turkey Hill	☐	13	
OTHER (Write In)	☐	999	

You Personally:
Drank in
last 6
months

Drinks or
glasses/
last 7 days

regular cola
drinks, not diet

	You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 7 days
TOTAL: 111	☐	00
KINDS:		
Plastic Bottles	☐	01
Glass Bottles	☐	02
Cans	☐	03
BRANDS:		
Caffeine Free Coca-Cola	☐	04
Coca-Cola Cherry	☐	05
Coca-Cola Classic	☐	06
Pepsi-Cola	☐	07
Pepsi Real Sugar	☐	08
Caffeine Free Pepsi	☐	09
Pepsi Wild Cherry	☐	10
RC Cola	☐	11
Store's Own Brand	☐	12
	☐	999

OTHER (Write In)

other regular
carbonated soft
drinks
(Not seltzer, colas or diet)

	You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 7 days
TOTAL: 112	☐	00
KINDS:		
Plastic Bottles	☐	01
Glass Bottles	☐	02
Cans	☐	03
BRANDS:		
A & W Root Beer	☐	04
Barq's Root Beer	☐	05
Canada Dry Club Soda	☐	06
Canada Dry Ginger Ale	☐	07
Other Canada Dry	☐	08
Crush Orange	☐	09
Dad's Root Beer	☐	10
Dr Pepper	☐	11
Dr Pepper Cherry	☐	12
Fanta	☐	13
Faygo	☐	14
Hires Root Beer	☐	15
IBC Root Beer	☐	16
Mello Yello	☐	17
Mist Twst	☐	18
Mtn Dew	☐	19
Mtn Dew Code Red	☐	20
Mtn Dew Ice	☐	21
Mtn Dew Kickstart	☐	22
Mug Root Beer	☐	23
Pibb Xtra	☐	24
Seagram's Ginger Ale	☐	25
7 Up	☐	26
7 Up Cherry	☐	27
Schweppes Club Soda	☐	28
Schweppes Ginger Ale	☐	29
Schweppes Tonic Water	☐	30
Shasta	☐	31
Sprite	☐	32
Squirt	☐	33
Sun Drop	☐	34
Sunkist	☐	35
Vernors	☐	36
Welch's Grape Soda	☐	37
	☐	999

OTHER (Write In)

bottled water
& seltzer

	You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 7 days
TOTAL: 113	☐	00
TYPES:		
Flavored	☐	01
Non-Flavored	☐	02
KINDS:		
Non-Sparkling	☐	03
Sparkling	☐	04
FORMS:		
Sweetened	☐	05
Unsweetened	☐	06
BRANDS:		
Aquafina	☐	07
Aquafina FlavorSplash	☐	08
Arrowhead	☐	09
Bubly	☐	10
Canada Dry Seltzer	☐	11
Capri Sun Roarin' Waters	☐	12
Crystal Geyser	☐	13
Crystal Springs	☐	14
Dasani	☐	15
Deer Park	☐	16
Deja Blue	☐	17
Evian	☐	18
Fiji	☐	19
Fruit ₂ O	☐	20
Ice Mountain	☐	21
La Croix	☐	22
LIFEWTR	☐	23
Mountain Valley	☐	24
Nestlé Pure Life	☐	25
Niagara	☐	26
Ozarka	☐	27
Perrier	☐	28
Poland Spring	☐	29
Propel	☐	30
S.Pellegrino	☐	31
Schweppes Seltzer	☐	32
Seagram's Seltzer	☐	33
Smartwater (Glacéau)	☐	34
SoBe Lifewater	☐	35
Sparkletts	☐	36
Sparkling Ice	☐	37
Vintage Seltzer	☐	38
Vitamin Water (Glacéau)	☐	39
Zephyrhills	☐	40
Store's Own Brand	☐	41
	☐	999

OTHER (Write In)

fresh milk

	You Personally:	
	Used in last 6 months	Drinks or glasses/ last 7 days
TOTAL: 115	☐	00
FORMS:		
Glass Bottle	☐	01
Paperboard Carton	☐	02
Plastic Jug	☐	03
Aseptic (Shelf Stable) Carton	☐	04
TYPES:		
Organic	☐	05
Calcium Added/Vitamin Fortified	☐	06
Lactose Reduced	☐	07
KINDS:		
Chocolate Milk Low Fat	☐	08
Chocolate Milk Regular	☐	09
Whole Milk	☐	10
Skim	☐	11
1% Low Fat	☐	12
2% Low Fat	☐	13
Buttermilk	☐	14
Half & Half	☐	15
	☐	999

OTHER (Write In)

fruit juices
& drinks

	You Personally:	
	Used in last 6 months	Glasses/ average day
TOTAL: 116	☐	00
TYPES:		
Single Serving Bottles	☐	01
Single Serving Boxes	☐	02
Single Serving Cans	☐	03
Single Serving Pouches	☐	04
Bottled	☐	05
Canned	☐	06
Carton	☐	07
FORMS:		
Concentrate	☐	08
Frozen	☐	09
Liquid	☐	10
KINDS:		
Apple	☐	11
Cherry	☐	12
Coconut Water	☐	13
Cranberry	☐	14
Fruit Punch	☐	15
Grape	☐	16
Lemonade/Pink Lemonade	☐	17
Lemon/Lime	☐	18
Orange	☐	19
Pineapple	☐	20
Pomegranate	☐	21
Juice Blends	☐	22
Other	☐	23
BRANDS:		
Apple & Eve	☐	24
Bai	☐	25
Bolthouse Farms	☐	26
Capri Sun (Ready to Drink)	☐	27
Crystal Light (liquid)	☐	28
Dole Pineapple Juice	☐	29
Dole Blended Juices	☐	30
Fuze	☐	31
Hawaiian Punch	☐	32
Hi-C	☐	33
Juicy Juice	☐	34
Kool-Aid Bursts	☐	35
Kool-Aid Jammers	☐	36
Minute Maid	☐	37
Minute Maid Coolers	☐	38
Minute Maid Light	☐	39
Mio Water Enhancer	☐	40
Mott's	☐	41
Naked	☐	42
Newman's Own	☐	43
Northland Cranberry	☐	44
Ocean Spray Diet	☐	45
Ocean Spray Light	☐	46
Ocean Spray 100% Juice	☐	47
Other Ocean Spray	☐	48
Owalla	☐	49
Old Orchard	☐	50
POM Wonderful	☐	51
ReaLemon	☐	52
R.W. Knudsen	☐	53
Santa Cruz Organic	☐	54
Simply Lemonade	☐	55
Snapple	☐	56
SunnyD	☐	57
Sunsweet	☐	58
Tree Top	☐	59
Trop50	☐	60
Tropicana	☐	61
Tropicana Farmstand	☐	62
Tropicana Twister	☐	63
V8 Splash	☐	64
V8 V-Fusion	☐	65
Vita Coco	☐	66
Welch's Grape	☐	67
Other Welch's	☐	68
Zico	☐	69
Store's Own Brand	☐	70
	☐	999

OTHER (Write In)

potato chips

	You Personally:	
	Used in last 6 months	
TOTAL: 117	☐	00
PACKAGE SIZE:		
100 Calorie Pack.	☐	01
2-5 oz.	☐	02
6-8 oz.	☐	03
10-12 oz.	☐	04
More than 12 oz.	☐	05
Multi/Variety Pack	☐	06
TYPES:		
Flavored	☐	07
Regular	☐	08
KINDS:		
No Salt	☐	09
Salted	☐	10
BRANDS:		
Cape Cod	☐	11
Herr's	☐	12
Jays	☐	13
Kettle	☐	14
Lay's	☐	15
Lay's Baked	☐	16
Lay's Kettle Cooked	☐	17
Lay's Stax	☐	18
Lay's Wavy	☐	19
Other Lay's	☐	20
Munchos	☐	21
Popchips	☐	22
Pringles Regular	☐	23
Other Pringles	☐	24
Ruffles Regular	☐	25
Other Ruffles	☐	26
Terra	☐	27
Utz	☐	28
Wise	☐	29
Store's Own Brand	☐	30
OTHER (Write In)	☐	999

snack cakes

	You Personally:	
	Used in last 6 months	Cakes/ last 30 days
TOTAL: 118	☐	00
TYPES:		
Lowfat/Fat Free	☐	01
Regular	☐	02
PACKAGE SIZE:		
100 Calorie Pack	☐	03
Other Package Size	☐	04
BRANDS:		
Drake's	☐	05
Entenmann's	☐	06
Hostess CupCakes	☐	07
Hostess Twinkies	☐	08
Other Hostess	☐	09
Little Debbie	☐	10
Marinela	☐	11
MoonPie	☐	12
Mrs. Freshley's	☐	13
Sara Lee	☐	14
Tastykake	☐	15
Weight Watchers	☐	16
OTHER (Write In)	☐	999

corn, tortilla &
other chips &
cheese snacks

	You Personally:	
	Used in last 6 months	
TOTAL: 119	☐	00
PACKAGE SIZE:		
2-5 oz.	☐	01
6-8 oz.	☐	02
10-12 oz.	☐	03
More than 12 oz.	☐	04
Multi/Variety Pack	☐	05
BRANDS:		
Bugles	☐	06
Cheez Doodles	☐	07
Cheetos	☐	08
Cheetos Baked	☐	09
Combos	☐	10
Corn Nuts	☐	11
Doritos Nacho Cheese	☐	12
Doritos Cool Ranch	☐	13
Other Doritos	☐	14
Fritos Regular	☐	15
Fritos Chili Cheese	☐	16
Fritos Scoops!	☐	17
Other Fritos	☐	18
Funyuns	☐	19
Mission Tortilla Chips	☐	20
On the Border	☐	21
Pepperidge Farm Flavor Blasted Goldfish	☐	22
Other Pepperidge Farm Goldfish	☐	23
Pirate's Booty	☐	24
Santitas	☐	25
Stacy's Pita Chips	☐	26
SunChips	☐	27
Takis	☐	28
Tostitos Oven Baked	☐	29
Tostitos Crispy Rounds	☐	30
Tostitos Restaurant Style	☐	31
Tostitos Scoops!	☐	32
Other Tostitos	☐	33
Utz	☐	34
Store's Own Brand	☐	35
OTHER (Write In)	☐	999

pretzels

	You Personally:	
	Used in last 6 months	
TOTAL: 120	☐	00
PACKAGE SIZE:		
100 Calorie Pack	☐	01
Other Package Size	☐	02
TYPES:		
Flavored	☐	03
Sourdough	☐	04
BRANDS:		
Bachman	☐	05
Combos (pretzel varieties)	☐	06
Pepperidge Farm Goldfish Pretzels	☐	07
Pretzel Crisps	☐	08
Rold Gold	☐	09
Snyder's Pretzels	☐	10
Utz	☐	11
Store's Own Brand	☐	12
OTHER (Write In)	☐	999

cookies
(ready to eat)

	You Personally:	
	Used in last 6 months	
TOTAL: 121	☐	00
TYPES:		
Butter	☐	01
Chocolate Chip	☐	02
Chocolate Covered	☐	03
Figbars	☐	04
Fudge	☐	05
Oatmeal	☐	06
Peanut Butter	☐	07
Sandwich	☐	08
Shortbread	☐	09
Other	☐	10
KINDS:		
Regular	☐	11
Low Fat	☐	12
Fat Free	☐	13
Sugar Free	☐	14
PACKAGE SIZE:		
100 Calorie Pack	☐	15
Other Package Size	☐	16
BRANDS:		
Archway	☐	17
Entenmann's	☐	18
Famous Amos	☐	19
Kashi	☐	20
Keebler Animal Cookies	☐	21
Keebler Chips Deluxe	☐	22
Keebler E. L. Fudge Sandwich	☐	23
Keebler Fudge Sticks	☐	24
Keebler Fudge Stripes	☐	25
Keebler Simply Made	☐	26
Other Keebler	☐	27
Little Debbie Nutty Buddy	☐	28
Little Debbie Oatmeal Creme Pies	☐	29
Other Little Debbie	☐	30
LU Biscuits	☐	31
Mother's	☐	32
Murray	☐	33
Nabisco BelVita	☐	34
Nabisco Chips Ahoy!	☐	35
Nabisco Chunky Chips Ahoy!	☐	36
Nabisco Newtons	☐	37
Nabisco Nilla Wafers	☐	38
Nabisco Nutter Butter	☐	39
Nabisco Oreo	☐	40
Nabisco Double Stuf Oreo	☐	41
Nabisco Teddy Grahams	☐	42
Other Nabisco	☐	43
Pepperidge Farm Milano	☐	44
Other Pepperidge Farm	☐	45
Quaker	☐	46
Stella D'oro	☐	47
Store's Own Brand	☐	48
OTHER (Write In)	☐	999

meat snacks

	You Personally:	
	Used in last 6 months	Snacks/ last 30 days
TOTAL: 122	☐	00
TYPES:		
Jerky	☐	01
Meat Sticks	☐	02
KINDS:		
Beef	☐	03
Pepperoni	☐	04
Salami	☐	05
BRANDS:		
Jack Link's	☐	06
Krave	☐	07
Oberto	☐	08
Slim Jim	☐	09
Store's Own Brand	☐	10
OTHER (Write In)	☐	999

popping corn
& popcorn
snacks

	You Personally:	
	Used in last 6 months	
TOTAL: 123	☐	00
TYPES:		
Popped Corn	☐	01
Popcorn Snacks	☐	02
Unpopped Corn	☐	03
BRANDS:		
Act II Microwave	☐	04
Cracker Jack	☐	05
Crunch 'n Munch	☐	06
Fiddle Faddle	☐	07
Jiffy Pop	☐	08
Jolly Time	☐	09
Newman's Own	☐	10
Orville Redenbacher's		
Kettle Korn	☐	11
Orville Redenbacher's Butter		
(Microwave)	☐	12
Orville Redenbacher's		
SmartPop!	☐	13
Other Orville Redenbacher's	☐	14
Pop Secret	☐	15
Pop Weaver	☐	16
Popcorn, Indiana	☐	17
Skinny Pop	☐	18
Smartfood	☐	19
Wise	☐	20
Store's Own Brand	☐	21
OTHER (Write In)	☐	999

ice cream,
gelato &
sherbet

	You Personally:	
	Used in last 6 months	Servings/ last 7 days
TOTAL: 124	☐	00
TYPES:		
Fat Free	☐	01
Light Ice Cream	☐	02
Regular Ice Cream	☐	03
No Sugar Added Ice Cream	☐	04
Gelato	☐	05
Sherbet	☐	06
Fruit Sorbet	☐	07
BRANDS:		
Ben & Jerry's	☐	08
Blue Bell	☐	09
Blue Bunny	☐	10
Breyers	☐	11
Dean's	☐	12
Dove	☐	13
Dreyer's	☐	14
Dreyer's Slow Churned	☐	15
Edy's	☐	16
Edy's Slow Churned	☐	17
Friendly's	☐	18
Häagen-Dazs	☐	19
Halo Top	☐	20
Kemps	☐	21
Mayfield	☐	22
Tillamook	☐	23
Turkey Hill	☐	24
Store's Own Brand	☐	25
OTHER (Write In)	☐	999

ice cream
bars, sandwiches
& bon bons

	You Personally:	
	Used in last 6 months	Servings/ last 30 days
TOTAL: 125	☐	00
TYPES:		
Bars	☐	01
Bon Bons	☐	02
Cones	☐	03
Sandwiches	☐	04
BRANDS:		
Blue Bunny	☐	05
Breyers	☐	06
Creamsicle	☐	07
Dean's	☐	08
Dove Bar	☐	09
Eskimo Pie	☐	10
Friendly's	☐	11
Good Humor Bar	☐	12
Häagen-Dazs Bar	☐	13
Klondike Bars	☐	14
M & M's	☐	15
Magnum	☐	16
Milky Way Ice Cream Bar	☐	17
Nestlé Crunch Bar	☐	18
Nestlé Dibs	☐	19
Nestlé Drumstick Cones	☐	20
Skinny Cow	☐	21
Snickers Ice Cream Bar	☐	22
Weight Watchers Bars	☐	23
Weight Watchers		
Sandwiches	☐	24
Store's Own Brand	☐	25
OTHER (Write In)	☐	999

frozen yogurt

	You Personally:	
	Used in last 6 months	Servings/ last 7 days
TOTAL: 126	☐	00
TYPES:		
Low Fat	☐	01
Non Fat/Fat Free	☐	02
Regular	☐	03
BRANDS:		
Ben & Jerry's	☐	04
Blue Bunny	☐	05
Dreyer's	☐	06
Edy's	☐	07
Kemps	☐	08
Nestlé Outshine	☐	09
Turkey Hill	☐	10
Yasso	☐	11
Store's Own Brand	☐	12
OTHER (Write In)	☐	999

lunch or snack
combinations/
kits

	You Personally:	
	Used in last 6 months	Packages/ last 30 days
TOTAL: 129	☐	00
BRANDS:		
Armour LunchMakers	☐	01
Bumble Bee Lunch on the		
Run	☐	02
Hillshire Snacking	☐	03
Hormel Natural Choice	☐	04
Lunchables (Oscar Mayer)	☐	05
Lunchables Uploaded		
(Oscar Mayer)	☐	06
Oscar Mayer P3	☐	07
Oscar Mayer Sandwich	☐	08
Philadelphia Bagel		
Chips & Dip	☐	09
Sargento Balanced Breaks	☐	10
StarKist Lunch To-Go	☐	11
Store's Own Brand	☐	12
OTHER (Write In)	☐	999

frozen pizza

	You Personally:	
	Used in last 6 months	
TOTAL: 127	☐	00
BRANDS:		
California Pizza Kitchen	☐	01
Celeste Pizza For One	☐	02
DiGiorno Rising Crust Pizza	☐	03
DiGiorno Stuffed Crust Pizza	☐	04
Other DiGiorno	☐	05
Ellio's	☐	06
Freschetta	☐	07
Home Run Inn	☐	08
Jack's	☐	09
Lean Cuisine	☐	10
Newman's Own	☐	11
O That's Good!	☐	12
Palermo's	☐	13
Red Baron Deep Dish		
Singles	☐	14
Red Baron Classic Crust	☐	15
Screamin' Sicilian	☐	16
Stouffer's French Bread Pizza	☐	17
Tombstone Original	☐	18
Tony's	☐	19
Totino's Party Pizza	☐	20
Store's Own Brand	☐	21
OTHER (Write In)	☐	999

prepared or
packaged
spaghetti &
macaroni

	You Personally:	
	Used in last 6 months	
TOTAL: 128	☐	00
TYPES:		
Cans/Jars	☐	01
Bowls	☐	02
Boxed	☐	03
KINDS:		
Microwaveable	☐	04
Regular	☐	05
BRANDS:		
Annie's Macaroni & Cheese	☐	06
Chef Boyardee	☐	07
Knorr Pasta Sides	☐	08
Kraft Macaroni & Cheese		
(Microwavable Cups)	☐	09
Kraft Macaroni & Cheese	☐	10
SpaghettiOs	☐	11
Velveeta Shells & Cheese	☐	12
Store's Own Brand	☐	13
OTHER (Write In)	☐	999

breakfast/
cereal/
granola barsYou Personally:
Used in
last 6
months
Bars/
last 30
days

130		
TOTAL:	☐	00
BRANDS:		
Cascadian Farm Bars	☐	01
Entenmann's Cereal Bar	☐	02
Fiber One Chewy Bars	☐	03
General Mills Milk 'n Cereal Bars	☐	04
Kashi Bars	☐	05
Kellogg's Nutri-Grain Bar	☐	06
Kellogg's Rice Krispies Treats	☐	07
Kellogg's Special K Bar	☐	08
KIND Bars	☐	09
Little Debbie	☐	10
Nature Valley Granola Bars	☐	11
Nature's Path	☐	12
Quaker Cereal Bars	☐	13
Quaker Chewy Granola Bar	☐	14
Other Quaker	☐	15
Sunbelt Fruit & Grain Bars	☐	16
Sunbelt Granola Bars	☐	17
Store's Own Brand	☐	18
	☐	999
OTHER (Write In)		

fruit snacks

You Personally:
Used in
last 6
months
Snacks/
last 30
days

346		
TOTAL:	☐	00
BRANDS:		
Annie's	☐	01
Betty Crocker Fruit By The Foot	☐	02
Betty Crocker Fruit Roll-Ups	☐	03
Betty Crocker Fruit Gushers	☐	04
Other Betty Crocker	☐	05
Brach's Fruit Snacks	☐	06
Dole Real Fruit Bites	☐	07
Kellogg's Fruity Snacks	☐	08
Mott's Medleys	☐	09
Ocean Spray Craisins	☐	10
Sun-Maid Raisins	☐	11
Sunsweet Fruit Snacks	☐	12
Welch's Fruit Snacks	☐	13
Store's Own Brand	☐	14
	☐	999
OTHER (Write In)		

frozen waffles

You Personally:
Used in
last 6
months
Individual
portions/
last 30 days

132		
TOTAL:	☐	00
TYPES:		
Buttermilk	☐	01
Fruit Flavored	☐	02
Whole Wheat	☐	03
Regular	☐	04
BRANDS:		
Aunt Jemima	☐	05
Eggo Blueberry	☐	06
Eggo Cinnamon Toast	☐	07
Eggo Homestyle Waffles	☐	08
Eggo Nutri-Grain Waffles	☐	09
Eggo Waffles	☐	10
Other Eggo Waffles	☐	11
Kashi	☐	12
Van's	☐	13
Store's Own Brand	☐	14
	☐	999
OTHER (Write In)		

breakfast
cereals
(cold)You Personally:
Used in
last 6
months
Individual
portions/
last 7 days

133		
TOTAL:	☐	00
BRANDS:		
Basic 4	☐	01
Bear Naked Granola	☐	02
Cap'n Crunch (Regular)	☐	03
Cap'n Crunch CrunchBerries	☐	04
Cap'n Crunch Peanut Butter Crunch	☐	05
Cascadian Farm	☐	06
Cheerios	☐	07
Apple Cinnamon Cheerios	☐	08
Chocolate Cheerios	☐	09
Frosted Cheerios	☐	10
Fruity Cheerios	☐	11
Honey Nut Cheerios	☐	12
Multi Grain Cheerios	☐	13
Corn Chex	☐	14
Honey Nut Chex	☐	15
Rice Chex	☐	16
Wheat Chex	☐	17
Cinnamon Toast Crunch	☐	18
Cocoa Puffs	☐	19
Cookie Crisp	☐	20
Count Chocula	☐	21
Fiber One	☐	22
Golden Grahams	☐	23
Kashi GOLEAN Crisp	☐	24
Kashi GOLEAN Crunch	☐	25
Kashi Heart to Heart	☐	26
Other Kashi	☐	27
Kellogg's All-Bran	☐	28
Kellogg's All-Bran Complete	☐	29
Kellogg's Apple Jacks	☐	30
Kellogg's Cocoa Krispies	☐	31
Kellogg's Corn Flakes	☐	32
Kellogg's Corn Pops	☐	33
Kellogg's Cracklin' Oat Bran	☐	34
Kellogg's Crispix	☐	35
Kellogg's Froot Loops	☐	36
Kellogg's Frosted Flakes	☐	37
Kellogg's Frosted Mini- Wheats	☐	38
Kellogg's Honey Smacks	☐	39
Kellogg's Krave	☐	40
Kellogg's Marshmallow Froot Loops	☐	41
Kellogg's Raisin Bran	☐	42
Kellogg's Raisin Bran Crunch	☐	43
Kellogg's Raisin Bran w/Cranberries	☐	44
Kellogg's Rice Krispies	☐	45
Kellogg's Rice Krispies Treats Cereal	☐	46
Kellogg's Smart Start	☐	47
Kellogg's Special K	☐	48
Kellogg's Special K Chocolatey Delight	☐	49
Kellogg's Special K Nourish	☐	50
Kellogg's Special K Red Berries	☐	51
Kellogg's Special K Vanilla Almond	☐	52
Kellogg's Special K Protein	☐	53
Other Kellogg's	☐	54
Kix	☐	55
Life	☐	56
Life Cinnamon	☐	57
Lucky Charms	☐	58
Malt-O-Meal	☐	59
Oatmeal Crisp Crunchy Almond	☐	60

breakfast
cereals (cold)
(continued)You Personally:
Used in
last 6
months
Individual
portions/
last 7 days

Post Grape-Nuts	☐	61
Post Grape-Nuts Flakes	☐	62
Post Great Grains	☐	63
Post Honey Bunches of Oats	☐	64
Post Honey Bunches of Oats w/Strawberries	☐	65
Post Honeycomb	☐	66
Post Pebbles (Cocoa)	☐	67
Post Pebbles (Fruity)	☐	68
Post Raisin Bran	☐	69
Post Original Big Biscuit Shredded Wheat	☐	70
Post Spoon Size Shredded Wheat	☐	71
Post Shredded Wheat 'n Bran	☐	72
Other Post	☐	73
Quaker Puffed Rice	☐	74
Quaker Puffed Wheat	☐	75
Quaker Oatmeal Squares	☐	76
Raisin Nut Bran	☐	77
Reese's Puffs	☐	78
Total	☐	79
Total Raisin Bran	☐	80
Trix	☐	81
Van's	☐	82
Wheaties	☐	83
Store's Own Brand	☐	84
	☐	999
OTHER (Write In)		

toaster
productsYou Personally:
Used in
last 6
months

134		
TOTAL:	☐	00
BRANDS:		
Kellogg's Pop-Tarts	☐	01
Pillsbury Toaster Scrambles	☐	02
Pillsbury Toaster Strudel	☐	03
Toast'em Pop-ups	☐	04
Store's Own Brand	☐	05
	☐	999
OTHER (Write In)		

frozen
breakfastsYou Personally:
Used in
last 6
months
Individual
portions/
last 30 days

131		
TOTAL:	☐	00
BRANDS:		
Aunt Jemima Frozen Breakfasts	☐	01
Bob Evans	☐	02
Eggo Breakfast Sandwiches	☐	03
Hot Pockets Breakfast	☐	04
Jimmy Dean Biscuit Sandwiches	☐	05
Jimmy Dean Breakfast Bowls	☐	06
Jimmy Dean Delights	☐	07
Jimmy Dean Skillet	☐	08
Other Jimmy Dean	☐	09
Kellogg's Special K Flatbread Breakfast Sandwich	☐	10
Tennessee Pride	☐	11
Weight Watchers Smart Ones	☐	12
Store's Own Brand	☐	13
	☐	999
OTHER (Write In)		

purchasing
influence

We would like to know how much you feel you influence your household's decision to purchase certain brands. Thinking about the last time your household purchased each of the following products, how much influence do you feel you had in the decision to purchase the brand that was bought.

Product	135				Household Does Not Own/Use
	Strong Influence	Some Influence	No Influence		
	1	2	3	4	
Toothpaste	☐	☐	☐	☐	01
Deodorant/Antiperspirant	☐	☐	☐	☐	02
Shampoo	☐	☐	☐	☐	03
Hair Conditioner	☐	☐	☐	☐	04
Hair Styling Products	☐	☐	☐	☐	05
Headache/Pain Relievers	☐	☐	☐	☐	06
Cold/Sinus/Allergy Remedies	☐	☐	☐	☐	07
Suntan/Sunscreen Products	☐	☐	☐	☐	08
Chewing Gum	☐	☐	☐	☐	09
Candy	☐	☐	☐	☐	10
Soft Drinks	☐	☐	☐	☐	11
Ice Cream	☐	☐	☐	☐	12
Potato Chips	☐	☐	☐	☐	13
Pretzels	☐	☐	☐	☐	14
Corn & Tortilla Chips	☐	☐	☐	☐	15
Cookies	☐	☐	☐	☐	16
Frozen Pizza	☐	☐	☐	☐	17
Cereal	☐	☐	☐	☐	18
Fast Food (from restaurants)	☐	☐	☐	☐	19
Car/Truck/Van	☐	☐	☐	☐	20
Vacation/Travel	☐	☐	☐	☐	21
Cell Phone/Smartphone	☐	☐	☐	☐	22
Tablet (e.g. Apple iPad)	☐	☐	☐	☐	23
CDs/Audio Tapes (Pre-Recorded)	☐	☐	☐	☐	24
DVDs/Blu-ray Discs	☐	☐	☐	☐	25
Stereo/Audio Equipment	☐	☐	☐	☐	26
Blank Recordable CDs/DVDs/Blu-ray Discs	☐	☐	☐	☐	27
Personal Computer	☐	☐	☐	☐	28
Video Games	☐	☐	☐	☐	29
Video Game Systems	☐	☐	☐	☐	30
Camera (Film)	☐	☐	☐	☐	31
Camera (Digital)	☐	☐	☐	☐	32
Camcorder	☐	☐	☐	☐	33
MP3 Player	☐	☐	☐	☐	34
Computer Software	☐	☐	☐	☐	35
Television	☐	☐	☐	☐	36
Sports Equipment	☐	☐	☐	☐	37
Books	☐	☐	☐	☐	38
"Back-to-School" School Supplies	☐	☐	☐	☐	39
Clothing ("Back-to-School")	☐	☐	☐	☐	40
Clothing (other times of year)	☐	☐	☐	☐	41
Shoes	☐	☐	☐	☐	42
Athletic Shoes	☐	☐	☐	☐	43
Complexion Care Products	☐	☐	☐	☐	44
Hand and Body Cream, Lotion or Oil	☐	☐	☐	☐	45
Personal Care Soaps—Bar/Liquid	☐	☐	☐	☐	46
Facial Moisturizers	☐	☐	☐	☐	47
Foundation/pressed powder/loose powder	☐	☐	☐	☐	48
Lipstick and Lip Gloss	☐	☐	☐	☐	49
Eye Shadow	☐	☐	☐	☐	50
Eye Liner	☐	☐	☐	☐	51
Mascara	☐	☐	☐	☐	52

shopping

In the last 6 months, where did you purchase the following items?

	Department Store	Discount Store	Drug Store	Grocery Store	Online
Cosmetics	☐	☐	☐	☐	01
Perfume/Cologne	☐	☐	☐	☐	02
Toiletries	☐	☐	☐	☐	03
Non-prescription drugs/OTC	☐	☐	☐	☐	04
Prescription drugs	☐	☐	☐	☐	05
Clothing	☐	☐	☐	☐	06
Shoes	☐	☐	☐	☐	07
	1	2	3	4	5

department,
clothing &
specialty stores

You Personally:
Shopped last 3 months
Times in last 30 days

	137	
Abercrombie & Fitch	☐	01
Academy Sports + Outdoors	☐	02
Aéropostale	☐	03
American Eagle Outfitters	☐	04
Ann Taylor	☐	05
Banana Republic	☐	06
Bath & Body Works	☐	07
Bealls	☐	08
Bed Bath & Beyond	☐	09
Belk	☐	10
Big Lots	☐	11
Bloomingdale's	☐	12
The Body Shop	☐	13
Burlington	☐	14
Champs Sports	☐	15
Chico's	☐	16
Children's Place	☐	17
Claire's	☐	18
Crate & Barrel	☐	19
David's Bridal	☐	20
Dick's Sporting Goods	☐	21
Dillard's	☐	22
The Disney Store	☐	23
Dollar General	☐	24
Dollar Tree	☐	25
Dressbarn	☐	26
Eddie Bauer	☐	27
Express	☐	28
Family Dollar	☐	29
Forever 21	☐	30
Fred's	☐	31
The Gap	☐	32
H&M	☐	33
Hallmark Gold Crown	☐	34
Hobby Lobby	☐	35
Hollister	☐	36
HomeGoods	☐	37
J.Crew	☐	38
JCPenney	☐	39
Jo-Ann Fabric and Craft	☐	40
Jos. A. Bank	☐	41
Justice	☐	42
Kmart	☐	43
Kohl's	☐	44
Lane Bryant	☐	45
LOFT	☐	46
Lord & Taylor	☐	47
Macy's	☐	48
Marshalls	☐	49
Men's Wearhouse	☐	50
Michaels	☐	51
Military Exchange	☐	52
Neiman Marcus	☐	53
New York & Company	☐	54
Nordstrom	☐	55
Old Navy	☐	56
PacSun	☐	57
Pier 1 Imports	☐	58
Pottery Barn	☐	59
Ross Stores	☐	60
Saks Fifth Avenue	☐	61
Sears	☐	62
Sephora	☐	63
Talbots	☐	64
Target	☐	65
T.J. Maxx	☐	66
Ulta	☐	67
Victoria's Secret	☐	68
Walmart	☐	69
Williams-Sonoma	☐	70

internet and
catalog shoppingItems personally ordered, last
12 months:

	By mail/ phone last 12 months	By Internet last 12 months
Books	138-0	141-0
Cameras and equipment	☐ 1	☐ 1
CDs	☐ 2	☐ 2
Cell phones/accessories	☐ 3	☐ 3
Clothing/Apparel	☐ 4	☐ 4
Collector's items (coins, stamps, etc.)	☐ 5	☐ 5
Computers	☐ 6	☐ 6
Computer Software/Accessories	☐ 7	☐ 7
Cosmetics/toiletries	☐ 8	☐ 8
DVDs/Blu-ray Discs	☐ 9	☐ 9
Educational Programs	☐ 0	☐ 0
Fitness Apparel/Equipment	☐ X	☐ X
	☐ Y	☐ Y
Food/Groceries	139-0	142-0
Handbags/Other Accessories	☐ 1	☐ 1
Hobby or craft supplies	☐ 2	☐ 2
Hunting, fishing, camping equipment	☐ 3	☐ 3
Jewelry/watches	☐ 4	☐ 4
Pet products/supplies	☐ 5	☐ 5
Religious Products	☐ 6	☐ 6
Shoes/Footwear	☐ 7	☐ 7
Sports apparel/memorabilia	☐ 8	☐ 8
Sports equipment	☐ 9	☐ 9
Stereo/Audio Equipment	☐ 0	☐ 0
	☐ X	☐ X
	☐ Y	☐ Y
Tickets - Concerts, shows, other entertainment	140-0	143-0
Tickets - Movies	☐ 1	☐ 1
Tickets - Sports Events	☐ 2	☐ 2
Toys/Games	☐ 3	☐ 3
Video Games/Systems	☐ 4	☐ 4
Other Electronics	☐ 5	☐ 5
Other	☐ 6	☐ 6
	☐ 7	☐ 7

You Personally Ordered:

By Catalog (mail/phone) last 12 months	By Internet (Site/App) last 12 months
---	--

Catalogs or Websites/Apps
ordered from:

	324-0	325-0
Abercrombie & Fitch	☐ 1	☐ 1
Avon	☐ 2	☐ 2
Eastbay	☐ 3	☐ 3
J. Crew	☐ 4	☐ 4
JCPenney	☐ 5	☐ 5
L.L. Bean	☐ 6	☐ 6
Lands' End	☐ 7	☐ 7
Victoria's Secret	☐ 8	☐ 8
Other Department/Specialty Store	☐ 9	☐ 9
Other Catalog or Mail Order Service	☐ 0	☐ 0
Amazon.com	326-0	☐ 1
American Eagle Outfitters (ae.com)	☐ 2	☐ 2
Barnes&Noble.com	☐ 3	☐ 3
BestBuy.com	☐ 4	☐ 4
Disney (shopDisney.com)	☐ 5	☐ 5
eBay.com	☐ 6	☐ 6
Etsy.com	☐ 7	☐ 7
Gap.com	☐ 8	☐ 8
iTunes.com (Apple Store)	☐ 9	☐ 9
Jet.com	☐ 0	☐ 0
OldNavy.com	☐ X	☐ X
Sephora.com	☐ Y	☐ Y
Target.com	347-0	☐ 1
Walmart.com	☐ 2	☐ 2
Zappos.com	☐ 3	☐ 3
Other Internet site	☐ 4	☐ 4

shoe stores

	You Personally: Shopped last 3 months	Times in last 30 days
146		
Bakers	☐	01
DSW	☐	02
Famous Footwear	☐	03
Finish Line	☐	04
Foot Action	☐	05
Foot Locker	☐	06
Lady Foot Locker	☐	07
Naturalizer	☐	08
Nine West	☐	09
Shoe Carnival	☐	10
Skechers	☐	11
Steve Madden	☐	12

electronics
stores

	You Personally: Shopped last 12 months	Times in last 30 days
148		
Apple Store	☐	01
Best Buy	☐	02
RadioShack	☐	03
RAC Rent-A-Center	☐	04

gift cards &
prepaid cards

	You Personally: Bought last 6 months	Number of cards bought/last 6 months
326		
TOTAL:	☐	00
TYPES:		
American Express	☐	01
MasterCard	☐	02
VISA	☐	03
Book Store	☐	04
Coffee Shop/Store	☐	05
Department Store	☐	06
Discount Store	☐	07
Electronics Store	☐	08
Mall	☐	09
Restaurant	☐	10
Other	☐	11

Bought for/Gave to:

	328-0
Family—Adult	☐ 1
Family—Child under 18 years	☐ 2
Friend	☐ 3
Yourself	☐ 4
Other	☐ 5

Amount spent in total, last 6 months:

\$ _____ 329-0
(Write in Amount)

Have you received a gift or prepaid card
(from someone other than yourself) in the
last 6 months? 330-0 Yes ☐ 1

Received from:

	348-0
Family—Adult	☐ 1
Family—Child under 18 years	☐ 2
Friend	☐ 3
Other	☐ 4

After receiving, how long do you usually
wait before redeeming gift or prepaid cards?

	331-0
Less than one month	☐ 1
1 month to less than 6 months	☐ 2
6 months to less than 12 months	☐ 3
12 months or more	☐ 4
Do not usually redeem	☐ 5

When redeeming a gift or prepaid card do
you typically spend:

Less than the total amount on the card	☐ 6
About the same amount on the card	☐ 7
More than the amount on the card	☐ 8

drug stores

	You Personally: Shopped last 6 months	Times in last 30 days
145		
CVS Pharmacy	☐	01
Rite Aid	☐	02
Walmart Pharmacy	☐	03
Walgreens	☐	04

shopping
malls & shopping
centers

	You Personally: Shopped last 6 months	Times in last 30 days
147		
Any Mall or Shopping Center	☐	01

Why Visited:

	298-0
Shop	☐ 1
Socialize	☐ 2
Work	☐ 3
Other	☐ 4

convenience
stores

	You Personally: Shopped in last 6 months	Times/ last 30 days
153		
STORES:		
AM/PM	☐	01
BP Food Mart	☐	02
Casey's General Store	☐	03
Circle K	☐	04
Citgo	☐	05
Cumberland Farms	☐	06
Exxon/Mobil On the Run	☐	07
QuikTrip	☐	08
7-Eleven	☐	09
Sheetz	☐	10
Shell	☐	11
Speedway	☐	12
Wawa	☐	13
Other	☐	14

Which of the following items have you bought/
used in a convenience store in the last 30 days?

	154-0
Breakfast sandwich	☐ 1
Lunch sandwich	☐ 2
Hot dogs	☐ 3
Pizza	☐ 4
Other grill food	☐ 5
Ice cream	☐ 6
Candy	☐ 7
Snack foods	☐ 8
Dairy products	☐ 9
Bread	☐ 0
Other bakery items	☐ X
Coffee-Brewed	☐ Y
Milk	155-0
Soft drinks – bottle/can	☐ 1
Soft drinks – fountain	☐ 2
Juice drinks	☐ 3
Frozen beverage	☐ 4
Non-prescription drug/OTC	☐ 5
ATM/Financial services	☐ 6
Gas	☐ 7
Other (non-food)	☐ 8

How much money did you personally spend
in convenience stores in the last 30 days?

Amount Spent \$ _____ 156-0

fast food & drive-in restaurants

You Personally:
Ate/Bought
at last
6 months
Number of
times/last
30 days

157

TOTAL: ☐ _____ 00

RESTAURANTS:

A & W ☐ _____ 01

Arby's ☐ _____ 02

Au Bon Pain ☐ _____ 03

Auntie Anne's ☐ _____ 04

Baskin-Robbins ☐ _____ 05

Ben & Jerry's ☐ _____ 06

Bojangles ☐ _____ 07

Boston Market ☐ _____ 08

Burger King ☐ _____ 09

Captain D's ☐ _____ 10

Carl's Jr. ☐ _____ 11

Checkers ☐ _____ 12

Chick-fil-A ☐ _____ 13

Chipotle Mexican Grill ☐ _____ 14

Chuck E. Cheese's ☐ _____ 15

Church's Chicken ☐ _____ 16

Cold Stone Creamery ☐ _____ 17

Culver's ☐ _____ 18

Dairy Queen ☐ _____ 19

Del Taco ☐ _____ 20

Dickey's Barbecue Pit ☐ _____ 21

Domino's ☐ _____ 22

Dunkin' Donuts ☐ _____ 23

Einstein Bros. Bagels ☐ _____ 24

El Pollo Loco ☐ _____ 25

Fazoli's ☐ _____ 26

Firehouse Subs ☐ _____ 27

Five Guys ☐ _____ 28

Fuddruckers ☐ _____ 29

Hardee's ☐ _____ 30

Jack in the Box ☐ _____ 31

Jamba Juice ☐ _____ 32

Jersey Mike's Subs ☐ _____ 33

Jimmy John's ☐ _____ 34

KFC ☐ _____ 35

Krispy Kreme Doughnuts ☐ _____ 36

Krystal ☐ _____ 37

Little Caesars ☐ _____ 38

Long John Silver's ☐ _____ 39

McAlister's Deli ☐ _____ 40

McDonald's ☐ _____ 41

Moe's Southwest Grill ☐ _____ 42

Noodles & Company ☐ _____ 43

Panda Express ☐ _____ 44

Panera Bread ☐ _____ 45

Papa John's ☐ _____ 46

Papa Murphy's ☐ _____ 47

Pizza Hut ☐ _____ 48

Popeyes Chicken ☐ _____ 49

Qdoba Mexican Eats ☐ _____ 50

Rally's ☐ _____ 51

Round Table Pizza ☐ _____ 52

Sbarro ☐ _____ 53

Schlotzsky's ☐ _____ 54

Smashburger ☐ _____ 55

Sonic Drive-In ☐ _____ 56

Starbucks ☐ _____ 57

Steak 'n Shake ☐ _____ 58

Subway ☐ _____ 59

Taco Bell ☐ _____ 60

Taco John's ☐ _____ 61

Tim Hortons ☐ _____ 62

Tropical Smoothie Café ☐ _____ 63

Wendy's ☐ _____ 64

Whataburger ☐ _____ 65

White Castle ☐ _____ 66

Wing•Stop ☐ _____ 67

Zaxby's ☐ _____ 68

OTHER (Write In) ☐ _____ 999

Who do you usually go with?

Parents ☐ _____ 158-0

Friends ☐ _____ 2

family restaurants & steak houses

You Personally:
Ate/Bought
at last
6 months
Number of
times/last
30 days

159

TOTAL: ☐ _____ 00

RESTAURANTS:

Applebee's ☐ _____ 01

Bakers Square ☐ _____ 02

Benihana ☐ _____ 03

Bertucci's ☐ _____ 04

Big Boy ☐ _____ 05

BJ's Restaurant & Brewhouse ☐ _____ 06

Black Angus Steakhouse ☐ _____ 07

Bob Evans Farms ☐ _____ 08

Bonefish Grill ☐ _____ 09

Buffalo Wild Wings ☐ _____ 10

California Pizza Kitchen ☐ _____ 11

Carrabba's Italian Grill ☐ _____ 12

Cheddar's Scratch Kitchen ☐ _____ 13

The Cheesecake Factory ☐ _____ 14

Chevy's ☐ _____ 15

Chili's Grill & Bar ☐ _____ 16

Cici's ☐ _____ 17

Cracker Barrel ☐ _____ 18

Dave & Buster's ☐ _____ 19

Denny's ☐ _____ 20

El Torito ☐ _____ 21

Famous Dave's ☐ _____ 22

Friendly's ☐ _____ 23

Golden Corral ☐ _____ 24

Hard Rock Cafe ☐ _____ 25

HomeTown Buffet ☐ _____ 26

Hooters ☐ _____ 27

Houlihan's ☐ _____ 28

International House of Pancakes (IHOP) ☐ _____ 29

Joe's Crab Shack ☐ _____ 30

Johnny Carino's ☐ _____ 31

Logan's Roadhouse ☐ _____ 32

Lone Star Steakhouse ☐ _____ 33

LongHorn Steakhouse ☐ _____ 34

Marie Callenders ☐ _____ 35

O'Charley's ☐ _____ 36

Old Country Buffet ☐ _____ 37

Olive Garden ☐ _____ 38

On The Border ☐ _____ 39

Outback Steakhouse ☐ _____ 40

P.F. Chang's ☐ _____ 41

Pei Wei Asian Diner ☐ _____ 42

Perkins ☐ _____ 43

Ponderosa Steakhouse ☐ _____ 44

Red Lobster ☐ _____ 45

Red Robin ☐ _____ 46

Romano's Macaroni Grill ☐ _____ 47

Ruby Tuesday ☐ _____ 48

Ruth's Chris Steak House ☐ _____ 49

Ryan's ☐ _____ 50

Shoney's ☐ _____ 51

Sizzler ☐ _____ 52

Smokey Bones ☐ _____ 53

Texas Roadhouse ☐ _____ 54

TGI Friday's ☐ _____ 55

Tony Roma's ☐ _____ 56

Uno Pizzeria & Grill ☐ _____ 57

Village Inn Restaurant ☐ _____ 58

Waffle House ☐ _____ 59

OTHER (Write In) ☐ _____ 999

Who do you usually go with?

Parents ☐ _____ 349-0

Friends ☐ _____ 2

more about restaurants

You Personally:
Ate/Bought
at last
6 months
Number of
times/last
30 days

157

FAST FOOD & DRIVE-IN RESTAURANTS

What Meals:

Breakfast ☐ _____ 71

Lunch ☐ _____ 72

Snacks ☐ _____ 73

Supper/Dinner ☐ _____ 74

What Days:

Weekdays ☐ _____ 75

Weekends ☐ _____ 76

How Ordered:

Eat-in ☐ _____ 77

Home Delivery ☐ _____ 78

Take-Out: Drive-Thru ☐ _____ 79

Take-Out: Walk-In ☐ _____ 80

FAMILY RESTAURANTS & STEAK HOUSES

What Meals:

Breakfast ☐ _____ 61

Lunch ☐ _____ 62

Snacks ☐ _____ 63

Supper/Dinner ☐ _____ 64

What Days:

Weekdays ☐ _____ 65

Weekends ☐ _____ 66

How Ordered:

Eat-in ☐ _____ 67

Home Delivery ☐ _____ 68

Take-Out ☐ _____ 69

FINE DINING RESTAURANTS ☐ _____ 380

Any Visit ☐ _____ 01

OTHER RESTAURANTS ☐ _____ 02

grocery shopping

How often have you done grocery shopping for your household in the last 4 weeks?

149-0

None ☐ _____ 1

1 time ☐ _____ 2

2 times ☐ _____ 3

3 times ☐ _____ 4

4-5 times ☐ _____ 5

6-9 times ☐ _____ 6

10-14 times ☐ _____ 7

15-19 times ☐ _____ 8

20 or more times ☐ _____ 9

Approximately how much money do you spend grocery shopping in an average week?

150-0

\$1-\$29 ☐ _____ 1

\$30-\$39 ☐ _____ 2

\$40-\$49 ☐ _____ 3

\$50-\$74 ☐ _____ 4

\$75-\$99 ☐ _____ 5

\$100-\$124 ☐ _____ 6

\$125-\$149 ☐ _____ 7

\$150 or more ☐ _____ 8

When you shop for groceries, do you usually buy only those products you are told to buy or do you also buy other products?

151-0

Only those products instructed ☐ _____ 1

Also other products ☐ _____ 2

How often do you decide which brands of products to buy?

152-0

Never ☐ _____ 1

Sometimes ☐ _____ 2

Often ☐ _____ 3

Always ☐ _____ 4

clothing
(males)

		AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:		
	How many did you buy in the last 12 months	Under \$100	\$100- \$249	\$250 +
161				
All-Weather Coats	01	☐	☐	☐ 02
Leather Coat, Jacket	03	☐	☐	☐ 04
Fur Coat, Jacket	05	☐	☐	☐ 06
Overcoat	07	☐	☐	☐ 08
Parka	09	☐	☐	☐ 10
Ski Jacket	11	☐	☐	☐ 12
Formalwear (tuxedo)	13	☐	☐	☐ 14
Business Suit	15	☐	☐	☐ 16
Casual/Non-Business Suit	17	☐	☐	☐ 18
Sports Jacket	19	☐	☐	☐ 20
		1	2	3
162		Under \$50	\$50- \$99	\$100 +
Lightweight Jacket	01	☐	☐	☐ 02
Casual Slacks	03	☐	☐	☐ 04
Dress Slacks	05	☐	☐	☐ 06
Designer Jeans	07	☐	☐	☐ 08
Jeans	09	☐	☐	☐ 10
Sweater	11	☐	☐	☐ 12
Dress Shirt	13	☐	☐	☐ 14
Sports Shirt	15	☐	☐	☐ 16
Nightwear	17	☐	☐	☐ 18
Underwear (Number of pairs)	19	☐	☐	☐ 20
Cloth Handkerchiefs	21	☐	☐	☐ 22
Gloves	23	☐	☐	☐ 24
Hat	25	☐	☐	☐ 26
Baseball cap	27	☐	☐	☐ 28
Necktie	29	☐	☐	☐ 30
Backpack	31	☐	☐	☐ 32
Belt	33	☐	☐	☐ 34
Wallet	35	☐	☐	☐ 36
T-shirt (not undershirt)	37	☐	☐	☐ 38
Socks	39	☐	☐	☐ 40
Sweatpants	41	☐	☐	☐ 42
Sweatshirt	43	☐	☐	☐ 44
Swimsuit	45	☐	☐	☐ 46
		1	2	3

BRANDS PURCHASED LAST 12 MONTHS:

Abercrombie & Fitch	332-0	☐ 1
Adidas		☐ 2
American Eagle Outfitters		☐ 3
Banana Republic		☐ 4
Calvin Klein		☐ 5
Express		☐ 6
The Gap		☐ 7
H&M		☐ 8
Hanes		☐ 9
Old Navy		☐ 0
Polo		☐ X
Tommy Hilfiger		☐ Y
Other	405-0	☐ 1

professional
team sports
clothing

		AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:		
	How many did you buy in the last 12 months	Under \$50	\$50- \$99	\$100 +
163				
Hat	01	☐	☐	☐ 02
Cap	03	☐	☐	☐ 04
Jacket	05	☐	☐	☐ 06
Sweatpants	07	☐	☐	☐ 08
Sweatshirt	09	☐	☐	☐ 10
Tie	11	☐	☐	☐ 12
T-shirt	13	☐	☐	☐ 14
Other	15	☐	☐	☐ 16
		1	2	3

LEAGUE/ASSOCIATION PURCHASED LAST 12 MONTHS:

National Basketball Association (NBA)	164-0	☐ 1
National College Athletic Association (NCAA)		☐ 2
National Football League (NFL)		☐ 3
National Hockey League (NHL)		☐ 4
Major League Soccer (MLS)		☐ 5
Major League Baseball (MLB)		☐ 6
Professional Golf Association (PGA)		☐ 7
World Tennis Association (WTA)		☐ 8
NASCAR		☐ 9
WWE (World Wrestling Entertainment)		☐ 0
Other		☐ X

clothing
(females)

		AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:		
	How many did you buy in the last 12 months	Under \$100	\$100- \$249	\$250 +
165				
Fur Coat, Jacket, Stole	01	☐	☐	☐ 02
Leather Coat, Jacket	03	☐	☐	☐ 04
Cloth Coat	05	☐	☐	☐ 06
Raincoat	07	☐	☐	☐ 08
Parka	09	☐	☐	☐ 10
Ski Jacket	11	☐	☐	☐ 12
Suit (with skirt)	13	☐	☐	☐ 14
Evening Dress	15	☐	☐	☐ 16
Pants Suit	17	☐	☐	☐ 18
Blazer	19	☐	☐	☐ 20
Jean Jacket	21	☐	☐	☐ 22
		1	2	3
166		Under \$50	\$50- \$99	\$100 +
Dress	01	☐	☐	☐ 02
Prom Dress	03	☐	☐	☐ 04
Skirt	05	☐	☐	☐ 06
Casual Slacks	07	☐	☐	☐ 08
Dress Slacks	09	☐	☐	☐ 10
Designer Jeans	11	☐	☐	☐ 12
Jeans	13	☐	☐	☐ 14
Leggings	15	☐	☐	☐ 16
Tights	17	☐	☐	☐ 18
Sweater	19	☐	☐	☐ 20
Blouse/Shirt	21	☐	☐	☐ 22
Nightwear	23	☐	☐	☐ 24
Bra	25	☐	☐	☐ 26
Sports Bra	27	☐	☐	☐ 28
Purse (handbag)	29	☐	☐	☐ 30
Backpack	31	☐	☐	☐ 32
Panties	33	☐	☐	☐ 34
Gloves	35	☐	☐	☐ 36
Hat	37	☐	☐	☐ 38
Belt	39	☐	☐	☐ 40
Baseball Cap	41	☐	☐	☐ 42
T-shirt	43	☐	☐	☐ 44
Socks	45	☐	☐	☐ 46
Sweatpants	47	☐	☐	☐ 48
Sweatshirt	49	☐	☐	☐ 50
Swimsuit	51	☐	☐	☐ 52
		1	2	3

BRANDS PURCHASED LAST 12 MONTHS:

Abercrombie & Fitch	333-0	☐ 1
Adidas		☐ 2
American Eagle Outfitters		☐ 3
Banana Republic		☐ 4
Calvin Klein		☐ 5
Express		☐ 6
Forever 21		☐ 7
The Gap		☐ 8
Guess		☐ 9
H&M		☐ 0
Hanes		☐ X
Juicy Couture		☐ Y
New York & Company	338-0	☐ 1
Old Navy		☐ 2
Polo		☐ 3
Tommy Hilfiger		☐ 4
Other		☐ 5

sports clothing
(males and females)

171

Athletic/Workout wear
Bicycle clothing
Golf clothing
Hiking/Backpacking clothing
Hunting clothing
Marine/Boating attire
Running clothing
Ski clothing
Team Sports clothing
Tennis clothing

Total Amount You Spent
in the Last 12 Months:

Under \$100	\$100 +
☐	☐ 01
☐	☐ 02
☐	☐ 03
☐	☐ 04
☐	☐ 05
☐	☐ 06
☐	☐ 07
☐	☐ 08
☐	☐ 09
☐	☐ 10
1	2

clothing expenditures
(males and females)

172-0

Under \$100 ☐ 1
\$ 100 - \$299 ☐ 2
\$ 300 - \$499 ☐ 3
\$ 500 - \$999 ☐ 4
\$1,000 - \$1,999 ☐ 5
\$2,000 - \$2,999 ☐ 6
\$3,000 + ☐ 7

In the past 12 months,
how much did you spend
on the purchase
of clothing:**shoes**
(males and females)

173

Canvas
Casual/Leisure
Dress Boots
Dress Shoes
Sandals
Slippers
Western Boots
Work Boots
Other Work Shoes
Other

Pairs
purchased
in last 12
months**AMOUNT SPENT**
IN TOTAL IN THE
LAST 12 MONTHS:

Under \$50	\$50-\$99	\$100 +
☐	☐	☐ 02
☐	☐	☐ 04
☐	☐	☐ 06
☐	☐	☐ 08
☐	☐	☐ 10
☐	☐	☐ 12
☐	☐	☐ 14
☐	☐	☐ 16
☐	☐	☐ 18
☐	☐	☐ 20
1	2	3

athletic shoes
(males and females)

174

Aerobic/Fitness shoes
Baseball/Softball shoes
Basketball shoes
Boat/Deck shoes
Cross Training shoes
Golf shoes
Hiking/Backpacking boots
Hunting Boots
Running/Jogging shoes
Soccer shoes
Sports Sandals
Tennis shoes
Walking shoes
Weight Lifting/Training shoes

Pairs
purchased
in last 12
months**AMOUNT SPENT**
IN TOTAL IN THE
LAST 12 MONTHS:

Under \$50	\$50-\$74	\$75 +
☐	☐	☐ 02
☐	☐	☐ 04
☐	☐	☐ 06
☐	☐	☐ 08
☐	☐	☐ 10
☐	☐	☐ 12
☐	☐	☐ 14
☐	☐	☐ 16
☐	☐	☐ 18
☐	☐	☐ 20
☐	☐	☐ 22
☐	☐	☐ 24
☐	☐	☐ 26
☐	☐	☐ 28
1	2	3

BRANDS PURCHASED LAST 12 MONTHS:

175-0	176-0
Adidas ☐ 1	Merrell ☐ 1
Airwalk ☐ 2	New Balance ☐ 2
Asics ☐ 3	Nike ☐ 3
Avia ☐ 4	Puma ☐ 4
Brooks ☐ 5	Reebok ☐ 5
Converse ☐ 6	Rockport ☐ 6
Easy Spirit ☐ 7	Saucony ☐ 7
Fila ☐ 8	Skechers ☐ 8
Jordan ☐ 9	Timberland ☐ 9
Keds ☐ 0	Under Armour ☐ 0
K-Swiss ☐ X	Vans ☐ X
	Wolverine ☐ Y
	351-0
	Other ☐ 1

fine jewelry

177

KINDS:

Ankle Bracelet	☐	01
Bracelet	☐	02
Pin	☐	03
Earrings	☐	04
Necklace	☐	05
Class Ring	☐	06
Engagement Ring	☐	07
Toe Ring	☐	08
Other Ring	☐	09

TYPES:

Diamond	☐	10
Gold	☐	11
Platinum	☐	12
Sterling	☐	13
Other	☐	14

Total amount spent on fine jewelry in the last 12 months:

178-0

Under \$100 ☐ 1 \$100-\$399 ☐ 2 \$400-\$749 ☐ 3 \$750-\$999 ☐ 4 \$1,000+ ☐ 5**Purchased for:**Yourself ☐ 6
Someone else (gift) ☐ 7**You Personally:**

Bought/ last 12 months	Number Bought last 12 months
------------------------------	---------------------------------------

costume jewelry

179

KINDS:

Bracelet	☐	01
Pin	☐	02
Earrings	☐	03
Necklace	☐	04
Ring	☐	05

Total amount spent on costume jewelry in the last 12 months:

180-0

\$1-\$24 ☐ 1 \$25-\$49 ☐ 2 \$50-\$99 ☐ 3 \$100-\$199 ☐ 4 \$200+ ☐ 5**watches**

181

KINDS:

Sport	☐	1	☐ 01
Dress	☐	2	☐ 02
Casual	☐		☐ 03

BRANDS:

Anne Klein	☐	☐ 04
Breitling	☐	☐ 05
Bulova	☐	☐ 06
Cartier	☐	☐ 07
Casio	☐	☐ 08
Citizen	☐	☐ 09
Fossil	☐	☐ 10
Gucci	☐	☐ 11
Guess	☐	☐ 12
Movado	☐	☐ 13
Omega	☐	☐ 14
Rolex	☐	☐ 15
Seiko	☐	☐ 16
Swatch	☐	☐ 17
Tag Heuer	☐	☐ 18
Timex	☐	☐ 19
Victorinox Swiss Army	☐	☐ 20
Other	☐	☐ 21

Total amount spent on watches in the last 12 months:

182-0

\$1-\$49 ☐ 1 \$50-\$99 ☐ 2 \$100-\$299 ☐ 3
\$300-\$499 ☐ 4 \$500-\$999 ☐ 5 \$1,000+ ☐ 6**You Personally:**

Own	Bought/ last 12 months
-----	------------------------------

We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel.

fashion

008

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	4
1. I like to know what's in style	☐	☐	☐	☐ 01
2. I like to create my own style	☐	☐	☐	☐ 02
3. I rely on magazines to keep me up to date on fashion	☐	☐	☐	☐ 03
4. I often buy the latest fashions as soon as they come out	☐	☐	☐	☐ 04
5. I usually wait to buy the latest fashions until I see a lot of people at school wearing them	☐	☐	☐	☐ 05
6. I like to make sure fashions don't go out of style too quickly before I buy them	☐	☐	☐	☐ 06
7. Being "in style" is very important to me	☐	☐	☐	☐ 07
8. I consider my fashion style to be trendy	☐	☐	☐	☐ 08
9. You can tell a lot about a person based on the clothes they wear	☐	☐	☐	☐ 09
10. I love to shop for clothes and accessories	☐	☐	☐	☐ 10
11. I buy new clothes at the beginning of each season	☐	☐	☐	☐ 11
12. Comfort is one of the most important factors when selecting fashion products to purchase	☐	☐	☐	☐ 12
13. I am loyal to only a few fashion brands and stick with them	☐	☐	☐	☐ 13
14. I must admit I wear designer brands partially to impress other people	☐	☐	☐	☐ 14
15. When a celebrity designs a product, I am more likely to buy it	☐	☐	☐	☐ 15
16. I'm willing to use the Internet to shop for fashion products	☐	☐	☐	☐ 16
17. I prefer to shop for fashion products on my own, rather than with friends	☐	☐	☐	☐ 17
18. I dress more to please myself than to please others	☐	☐	☐	☐ 18
19. I would consider having a cosmetic surgery or procedure to improve my appearance	☐	☐	☐	☐ 19
20. I judge others by how "put together" they look	☐	☐	☐	☐ 20
21. It is important to me to be well-groomed	☐	☐	☐	☐ 21
22. I prefer shopping online for fashion items rather than in stores	☐	☐	☐	☐ 22
23. I'll buy trendy clothes even if they're not the highest quality	☐	☐	☐	☐ 23
24. Clothes made by fashion designers are more appealing	☐	☐	☐	☐ 24

personal
care
services

Professional services you've had, last 6 months:

Hair cut	☐ 1
Hair color/highlights	☐ 2
Perm/body wave	☐ 3
Facial	☐ 4
Massage	☐ 5
Body treatments	☐ 6
Manicure	☐ 7
Pedicure	☐ 8
Waxing	☐ 9
Laser Hair Removal	☐ 0
275-0	
Other hair removal	☐ 1
Tanning	☐ 2
Make-up application/makeover	☐ 3
Other services	☐ 4

In the last 6 months have you:

Visited a dayspa	Yes ☐ 5
Purchased products at a salon or dayspa	☐ 6

more about
fashion

How do you find out about new fashion trends?

311-0

Friends	☐ 1
Family	☐ 2
Radio	☐ 3
TV	☐ 4
Magazines	☐ 5
Newspapers	☐ 6
Social media	☐ 7
Other websites or apps	☐ 8
Other	☐ 9

Which, if any, of the following things do you do after
you find out about new fashion trends?

312-0

Tell friends	☐ 1
Tell family	☐ 2
Write about it on the Internet	☐ 3
Other	☐ 4

jeans
(males and
females)If you bought jeans
in the last 12 months,
which brand(s) did
you buy?

167-0	
Abercrombie & Fitch	☐ 1
Aeropostale	☐ 2
American Eagle Outfitters	☐ 3
Arizona	☐ 4
Calvin Klein	☐ 5
168-0	
Forever 21	☐ 1
Gap	☐ 2
Guess	☐ 3
Hollister	☐ 4
Jordache	☐ 5
Lee	☐ 6
169-0	
I.e.i.	☐ 1
Levi's	☐ 2
Lucky Brand	☐ 3
Mudd	☐ 4
Old Navy	☐ 5
Ralph Lauren Polo	☐ 6
170-0	
Tommy Hilfiger	☐ 1
Wrangler	☐ 2
Other Brands	☐ 3

**music &
other audio**
(downloads,
cds, etc.)

184

FORMS:

You Personally:		
Acquired last 6 months	Number acquired/last 6 months	
Downloaded individual song(s)	☐	01
Downloaded album(s)	☐	02
Other audio download	☐	03
Compact Disc (CD)	☐	04
Other (e.g. Vinyl, Cassette etc.)	☐	05

334

TYPES:

You Personally:		
Listened to/ last 6 months	Purchased/ last 6 months	
Alternative	☐	01
Audiobooks	☐	02
Blues	☐	03
Classic Rock	☐	04
Classical	☐	05
Contemporary Christian	☐	06
Country	☐	07
Dance Music (Electronic)	☐	08
Dance Music (Other)	☐	09
Easy Listening	☐	10
80's Pop	☐	11
Faith & Inspiration	☐	12
Folk	☐	13
Foreign Language		
Instructional	☐	14
Gospel	☐	15
Hard Rock	☐	16
Hip Hop	☐	17
Indie	☐	18
Jazz	☐	19
Light Classical	☐	20
New Age	☐	21
Oldies (50's & 60's)	☐	22
Pop/Top 40	☐	23
R&B	☐	24
Rap	☐	25
Reggae	☐	26
Self-improvement	☐	27
Soft Rock	☐	28
Soundtracks	☐	29
Spanish/Latin	☐	30
OTHER (Write In)	☐	31

Where purchased:

185-0		
Book Store	☐	1
Electronics Store	☐	2
Discount Dept. Store	☐	3
Music Store	☐	4
Amazon	☐	5
Audible	☐	6
Google Play Music	☐	7
iTunes	☐	8
Other Internet/Online Site	☐	9
Other	☐	0

**movies &
other video**
(rented or purchased)

You Personally:

Rented/ last 30 days	Purchased/ last 30 days
----------------------------	-------------------------------

193

FORMAT VIEWED:

1	2
DVD	☐ 01
Blu-ray Disc	☐ 02
Downloaded/Streamed from Internet	☐ 03
On-Demand/Pay-Per-View (e.g. from cable or satellite provider)	☐ 04

TYPES:

Action/Adventure	☐	05
Classics	☐	06
Comedy	☐	07
Drama	☐	08
Exercise/Fitness	☐	09
Family/Children-Oriented	☐	10
Foreign	☐	11
Horror	☐	12
Musical	☐	13
News/Information/Documentary	☐	14
Romance	☐	15
Science Fiction	☐	16
TV Shows	☐	17
Westerns	☐	18
Other	☐	19

WHERE RENTED/PURCHASED:**DVDs or Blu-ray Discs**

Redbox	☐	20
Video Store	☐	21
Discount Department Store	☐	22
Electronics Store	☐	23
Grocery Store	☐	24
Warehouse/Club Store	☐	25
Other Store	☐	26
Amazon	☐	27
Netflix	☐	28
Other Website	☐	29

Internet Download or Stream

Amazon	☐	30
Crackle	☐	31
Google Play	☐	32
Hulu	☐	33
iTunes	☐	34
Netflix	☐	35
VUDU	☐	36
YouTube	☐	37
Other Website	☐	38
Other	☐	39

364

Number
Rented
Last 30 days

Number
Purchased
Last 30 days

DVDs:

Write in # 01 Write in # 02

Blu-ray discs:

Write in # 03 Write in # 04

Downloaded or Streamed Video:

Write in # 05 Write in # 06

new music**How do you find out about new music?**

313-0

Friends	☐ 1	Newspapers	☐ 6
Family	☐ 2	Social Media	☐ 7
Radio	☐ 3	Other websites or apps.	☐ 8
TV	☐ 4	Other	☐ 9
Magazines	☐ 5		

**Which, if any, of the following things do you do
after you hear new music?**

314-0

Tell friends	☐ 1
Tell family	☐ 2
Write about it on the Internet	☐ 3
Other	☐ 4

personal
computers

Do you personally use a personal computer?

Yes ☐ 1 200-0 No ☐ 2

Where do you use a personal computer?

201-0

Home ☐ 1

Library ☐ 2

School ☐ 3

Work ☐ 4

Someone else's home ☐ 5

Which brands do you personally use and where do you use them?

Computers	Use at Home	Use at School/Work
	202	
	1	2
Acer ☐	☐	☐ 01
Asus ☐	☐	☐ 02
Dell ☐	☐	☐ 03
Gateway ☐	☐	☐ 04
HP (Hewlett-Packard) ☐	☐	☐ 05
Lenovo/IBM ☐	☐	☐ 06
Microsoft Surface Book ☐	☐	☐ 07
Panasonic ☐	☐	☐ 08
Samsung ☐	☐	☐ 09
Toshiba ☐	☐	☐ 10
Other ☐	☐	☐ 11
Apple/Mac		
iMac ☐	☐	☐ 12
MacBook Air ☐	☐	☐ 13
MacBook Pro ☐	☐	☐ 14
Other Apple/Mac ☐	☐	☐ 15

Computer Peripherals	Use at Home	Use at School/Work
	203	
	1	2
Blu-ray ROM Drive ☐	☐	☐ 01
Blu-ray RE (Blu-ray Burner) ☐	☐	☐ 02
CD ROM Drive ☐	☐	☐ 03
CD-RW Drive (CD Burner) ☐	☐	☐ 04
DVD Drive ☐	☐	☐ 05
DVD-RW Drive (DVD Burner) ☐	☐	☐ 06
External Hard Drive ☐	☐	☐ 07
Flash Drive ☐	☐	☐ 08
Modem/Fax Modem ☐	☐	☐ 09
LAN/Network Interface Cards ☐	☐	☐ 10
Microphone ☐	☐	☐ 11
Scanner ☐	☐	☐ 12
Speakers ☐	☐	☐ 13
Tape/Cartridge Drive ☐	☐	☐ 14
Touch-screen Monitor ☐	☐	☐ 15
Webcam ☐	☐	☐ 16
Wireless Keyboard ☐	☐	☐ 17
Wireless Mouse ☐	☐	☐ 18
Wireless Router ☐	☐	☐ 19
Other ☐	☐	☐ 20

Computer Operating Systems	Use at Home	Use at School/Work
	246	
	1	2
Apple/Mac OS 9.x ☐	☐	☐ 01
Apple/Mac OS X (10.x) ☐	☐	☐ 02
Google Chrome OS (Chromebook) ☐	☐	☐ 03
Linux ☐	☐	☐ 04
MS Windows '98 ☐	☐	☐ 05
MS Windows 2000 ☐	☐	☐ 06
MS Windows XP ☐	☐	☐ 07
MS Windows Vista ☐	☐	☐ 08
MS Windows 7 ☐	☐	☐ 09
MS Windows 8 ☐	☐	☐ 10
MS Windows 10 ☐	☐	☐ 11
Unix ☐	☐	☐ 12
Other ☐	☐	☐ 13

Continued in next Column

personal
computers
(continued)

Computer Software

	Use at Home	Use at School/Work
	204	
	1	2
Accounting ☐	☐	☐ 01
CAD/CAM ☐	☐	☐ 02
Communications/Fax ☐	☐	☐ 03
Database/filing ☐	☐	☐ 04
Desktop Publishing ☐	☐	☐ 05
Education/training ☐	☐	☐ 06
Entertainment/Games ☐	☐	☐ 07
Personal finance/Tax prep ☐	☐	☐ 08
Presentation graphics ☐	☐	☐ 09
Multimedia ☐	☐	☐ 10
Networking ☐	☐	☐ 11
Online Meeting/Conference ☐	☐	☐ 12
Online/remote data backup ☐	☐	☐ 13
Photo editing ☐	☐	☐ 14
Security/Anti-virus ☐	☐	☐ 15
Spreadsheet ☐	☐	☐ 16
Utility ☐	☐	☐ 17
Web Authoring ☐	☐	☐ 18
Word Processing ☐	☐	☐ 19
Other ☐	☐	☐ 20

Amount personally spent for software in the past 12 months:

205-0

\$ 1 - \$ 99 ☐ 1

\$100 - \$199 ☐ 2

\$200 - \$299 ☐ 3

\$300 - \$499 ☐ 4

\$500 + ☐ 5

Have you bought any computer books in the past 12 months?

Yes ☐ 1 206-0

How Purchased:

207-0

In-store ☐ 1

Mail Order ☐ 2

Online/Internet ☐ 3

Phone ☐ 4

Purchased from:

Computer Superstore ☐ 5

Department/Discount Store ☐ 6

Direct from Manufacturer ☐ 7

Electronics Store ☐ 8

Warehouse/Club Store ☐ 9

Online-only retailer ☐ 0

Other ☐ X

blank
recordable
cds/dvds/
blu-ray discs

	You Personally: Bought last 6 months	Number bought last 6 months
	272	
TOTAL: ☐		00
KINDS:		
Blu-ray disc ☐		01
CD ☐		02
DVD ☐		03
BRANDS:		
Maxell ☐		04
Memorex ☐		05
Panasonic ☐		06
Sony ☐		07
Store's Own Brand ☐		08
OTHER (Write In) ☐		999
Used for:	335-0	
Recording music ☐	☐ 1	
Recording video ☐	☐ 2	
Recording photos ☐	☐ 3	
Backing up data/software ☐	☐ 4	
Other ☐	☐ 5	

writing
instruments

You Personally:

Bought in last 12 months

Bought as gift

251

1

2

TYPES:

Matched Set ☐ ☐ 01

Ball Point ☐ ☐ 02

Mechanical Lead Pencil ☐ ☐ 03

Rollerball ☐ ☐ 04

Marker ☐ ☐ 05

BRANDS:

Bic ☐ ☐ 06

Classic ☐ ☐ 07

Crayola ☐ ☐ 08

Cross ☐ ☐ 09

Expo ☐ ☐ 10

Montblanc ☐ ☐ 11

Paper Mate ☐ ☐ 12

Parker ☐ ☐ 13

Pentel ☐ ☐ 14

Pilot ☐ ☐ 15

Sharpie ☐ ☐ 16

Uni-ball ☐ ☐ 17

Waterman ☐ ☐ 18

Zebra ☐ ☐ 19

Other ☐ ☐ 20

books

You Personally:

Bought last 12 months

Number bought last 12 months

259

FORM:

Paperback ☐ _____ 01

Hardcover ☐ _____ 02

Digital ☐ _____ 03

KINDS:

Fiction ☐ _____ 04

Non-Fiction ☐ _____ 05

TYPES:

Cookbooks ☐ _____ 06

Mystery ☐ _____ 07

Novel ☐ _____ 08

Biography ☐ _____ 09

History ☐ _____ 10

Science fiction ☐ _____ 11

Children's books ☐ _____ 12

Romance ☐ _____ 13

Personal/business/self-help ☐ _____ 14

Religious (not Bibles) ☐ _____ 15

Travel ☐ _____ 16

OTHER (Write In) ☐ 999

Where purchased: 260-0

Barnes & Noble Book store ☐ 1

Other book store ☐ 2

amazon.com ☐ 3

barnes&noble.com ☐ 4

Google Play ☐ 5

iTunes/iBooks ☐ 6

Other Internet/Online ☐ 7

385-0

Book club ☐ 1

Department store ☐ 2

Drug store ☐ 3

Mail order ☐ 4

Supermarket ☐ 5

Warehouse store ☐ 6

cameras/
camcorders

227

TYPES:

	1	2
Action/P.O.V.	☐	☐ 01
Compact System Camera	☐	☐ 02
Digital Camcorder.	☐	☐ 03
Digital Point & Shoot	☐	☐ 04
Digital SLR (Single Lens Reflex) .	☐	☐ 05
Instant Developing Camera	☐	☐ 06
35mm	☐	☐ 07
Other.	☐	☐ 08

BRANDS:

Canon.	☐	☐ 09
Fujifilm	☐	☐ 10
GoPro.	☐	☐ 11
Kodak.	☐	☐ 12
Nikon	☐	☐ 13
Olympus.	☐	☐ 14
Panasonic.	☐	☐ 15
Polaroid	☐	☐ 16
Samsung	☐	☐ 17
Sony.	☐	☐ 18
Other	☐	☐ 19

FEATURES:

Wi-Fi Enabled.	☐	☐ 20
Touch Screen LCD.	☐	☐ 21
Waterproof	☐	☐ 22

What level of photographer do you consider yourself to be?

Amateur	☐ 1
Advanced Amateur.	☐ 2
Professional	☐ 3

Amount spent on cameras/camcorders, last 12 months:

\$ _____ 228-0
(Write in Amount)

You Personally:
Own Bought
last 12 months

digital photos

Digital photo activities you did, last 12 months:

Edited photos using software	☐ 1
Edited photos online or with app	☐ 2
Edited photos another way	☐ 3
Ordered photobook/calendar	☐ 4
Ordered photo cards/stationery	☐ 5
Ordered other customized photo product	☐ 6

Have you printed digital photos in the last 12 months?

387-0 Yes ☐ 1

If yes, where printed?

Digital photo kiosk	☐ 2
In-store photo center	☐ 3
Internet/Online service	☐ 4
Home/personal photo printer	☐ 5
Other	☐ 6

Types of digital photos taken, last 12 months:

	Using digital camera	Using smartphone/tablet
388	1	2
Animals/Pets	☐	☐ 01
Family Portrait	☐	☐ 02
Food	☐	☐ 03
Nature/Landscape	☐	☐ 04
Self-Portrait	☐	☐ 05
Special Occasions/Events .	☐	☐ 06
Sports.	☐	☐ 07
Vacation/Travel.	☐	☐ 08

headphones/
earphones

408

TYPES:

Ear buds.	☐	☐ 01
Noise Reduction.	☐	☐ 02
Bluetooth/Wireless	☐	☐ 03
Other.	☐	☐ 04

BRANDS:

Apple AirPods.	☐	☐ 05
Other Apple headphones.	☐	☐ 06
Bose.	☐	☐ 07
Sony.	☐	☐ 08
Other	☐	☐ 09

You Personally:
Own Bought
last 12 months

camera &
developing
accessories

229

	1	2
Albums	☐	☐ 01
Batteries	☐	☐ 02
Camera case	☐	☐ 03
Flash unit	☐	☐ 04
Gadget bags.	☐	☐ 05
Lens filter(s)	☐	☐ 06
Memory cards	☐	☐ 07
Photo paper	☐	☐ 08
Photo printer.	☐	☐ 09
Picture Frames (Digital)	☐	☐ 10
Picture Frames (Traditional) .	☐	☐ 11
Selfie Stick	☐	☐ 12
Smartphone adaptive lens. .	☐	☐ 13
Smartphone mini tripods .	☐	☐ 14
Telephoto/zoom lens	☐	☐ 15
Tripod	☐	☐ 16
Wideangle lens.	☐	☐ 17
Other accessory lens(es) .	☐	☐ 18

wearable tech
(smartwatches,
fitness trackers, vr
headsets, etc.)

Wearable Tech are devices that are worn, may connect to the Internet and can synchronize with other devices, such as a smartphone or computer.

393-0

You Personally
Own

Fitness Trackers:

FitBit	☐ 1
Garmin	☐ 2
Samsung Gear Fit2	☐ 3
Other wristband fitness tracker.	☐ 4
Other wearable fitness tracker	☐ 5

Smartwatches:

Apple Watch	☐ 6
Garmin	☐ 7
Google Android Wear (any brand) .	☐ 8
Samsung Gear.	☐ 9
Other Smartwatch	☐ 0

Virtual Reality Headsets:

Google Daydream View	☐ 1
HTC Vive	☐ 2
Lenovo Mirage	☐ 3
Oculus Go	☐ 4
Oculus Rift	☐ 5
Samsung Gear VR	☐ 6
Sony PlayStation VR	☐ 7

Of those you use, how involved were you with the purchase?

Do you personally use any of the following electronic equipment:

	Use	Not at all	Partially	I decided
Car stereo	☐	☐	☐	☐ 01
CD burner	☐	☐	☐	☐ 02
CD player.	☐	☐	☐	☐ 03
DVD player.	☐	☐	☐	☐ 04
Portable DVD player.	☐	☐	☐	☐ 05
Blu-ray player.	☐	☐	☐	☐ 06
Cell Phone/MP3 Player				
Docking Station	☐	☐	☐	☐ 07
Receiver-amplifier	☐	☐	☐	☐ 08
Speakers	☐	☐	☐	☐ 09
	1	2	3	4

electronic
equipment

187

mp3 players
(portable)

You Personally:
Own Bought
last 12 months

MP3 Player	☐	☐ 01
BRANDS:		
Apple iPod	☐	☐ 02
Sansa/SanDisk	☐	☐ 03
Sony	☐	☐ 04
Other (Write In)	☐	☐ 05

Used for:

Listening to music	☐ 1
Listening to podcasts.	☐ 2
Watch video/movie.	☐ 3
Play video game	☐ 4
Other	☐ 5

295-0

driving

Do you personally have a current driver's license?

Yes 213-0 ☐ 1

Which vehicle(s) do you drive?

Automobile ☐ 2
Motorcycle ☐ 3
Van ☐ 4
Minivan ☐ 5
Compact Pick-up ☐ 6
Regular Pick-up ☐ 7
Heavy Duty Truck ☐ 8
Recreational Vehicle ☐ 9
Sport/Utility Vehicle ☐ 0
Other Truck ☐ X
Other Vehicle ☐ Y

Do you currently have a learner's permit?

Yes 214-0 ☐ 1

cars, trucks,
minivans & sport
utility vehicles

Do you personally own any of the following vehicles and was it purchased in the past 12 months?

	You Personally:	
	Own	Acquired last 12 months
	1	2
Car	☐	☐ 01
Truck	☐	☐ 02
Minivan	☐	☐ 03
Sport Utility Vehicle	☐	☐ 04

automotive

Whose vehicle do you currently drive?

(Check all that apply.)

My mother's/stepmother's ☐ 1
My father's/stepfather's ☐ 2
My sister's/brother's ☐ 3
The "family car" ☐ 4
My own ☐ 5
Other ☐ 6

If you own a vehicle, did you have any say in the type/brand of vehicle?

(Check only one.)

Completely ☐ 7
Somewhat ☐ 8
Not too much ☐ 9
Not at all ☐ 0

mileage

Number of miles you personally drove in the past 12 months:

None 217-0 ☐ 1
1- 999 ☐ 2
1,000- 2,999 ☐ 3
3,000- 4,999 ☐ 4
5,000- 7,999 ☐ 5
8,000- 9,999 ☐ 6
10,000-14,999 ☐ 7
15,000-19,999 ☐ 8
20,000-29,999 ☐ 9
30,000-39,999 ☐ 0
40,000-49,999 ☐ X
50,000 or more ☐ Y

domestic
travel

219-0

Have you personally made any trips of more than one day's duration in the past 12 months, within the continental U.S., including vacation and weekend travel? Yes ☐ 1

Number of nights away on your last trip:

1 220-0 ☐ 1
2 ☐ 2
3-4 ☐ 3
5-6 ☐ 4
7-8 ☐ 5
9-14 ☐ 6
15+ ☐ 7

What activities did you do on last vacation trip:

Go to beach 221-0 ☐ 1
General sightseeing ☐ 2
Attend a specific event ☐ 3
Shopping ☐ 4
Play tennis ☐ 5
Visit National Park ☐ 6
Play golf ☐ 7
Backpacking/Hiking ☐ 8
Bicycle riding ☐ 9
Fishing ☐ 0
Hunting ☐ X
Running/Jogging ☐ Y

Skiing (cross country/downhill) 273-0 ☐ 1
Other outdoor sports or recreation ☐ 2
Visit relatives or friends ☐ 3
Visit a health spa/retreat ☐ 4
Visit cultural/historical site ☐ 5

Means of travel for last trip:

Plane (charter/private) 222-0 ☐ 1
Plane (scheduled) ☐ 2
Rental Vehicle ☐ 3
Car ☐ 4
Bus (charter or tour) ☐ 5
Bus (scheduled) ☐ 6
Amtrak ☐ 7
Other Railroad/Train ☐ 8
Motor Home/RV ☐ 9

Who did you go with on last trip:

Family 223-0 ☐ 1
Friends ☐ 2
Organized Travel Tour ☐ 3
School Trip ☐ 4
Other ☐ 5

financial
information

234

	You Personally:	
	Have	Used in the last 12 months
	1	2
Savings Account in Your Own Name	☐	☐ 01
Checking Account in Your Own Name	☐	☐ 02
Major Credit Card (i.e. Visa, MasterCard, AmEx) in Your Own Name	☐	☐ 03
Debit Card (i.e. Visa, MasterCard) in Your Own Name	☐	☐ 04
Access to Major Credit Card in Your Parent's Name	☐	☐ 05
Access to Debit Card in Your Parent's Name	☐	☐ 06
Department Store Credit Card in Your Own Name	☐	☐ 07
Access to Department Store Credit Card in Your Parent's Name	☐	☐ 08
None of the Above	☐	☐ 09

foreign travel
(including Alaska &
Hawaii)

224-0

Did you personally take a trip outside the United States or to Alaska or Hawaii in the last 3 years? Yes ☐ 1

Which places did you visit on last trip:

Europe 225-0 ☐ 1
Caribbean ☐ 2
Asia ☐ 3
Mexico ☐ 4
Other Latin American Countries ☐ 5
Hawaii ☐ 6
Alaska ☐ 7
Canada ☐ 8
Africa ☐ 9
Middle East ☐ 0
Australia/New Zealand/South Pacific ☐ X
Other ☐ Y

Who did you go with on last trip:

Family 226-0 ☐ 1
Friends ☐ 2
Organized Travel Tour ☐ 3
School Trip ☐ 4
Other ☐ 5

theme parks

Have you visited a theme park in the last 12 months?

Yes ☐ 1 218-0

If yes, which of the following did you visit?

Busch Gardens (VA, FL) ☐ 2
Disneyland (CA) ☐ 3
Knotts Berry Farm (CA) ☐ 4
SeaWorld (CA, FL, TX) ☐ 5
Six Flags (NJ, IL, GA, CA, TX, MD, MA, MO) ☐ 6
Universal Studios (CA, FL) ☐ 7
Walt Disney World (FL) ☐ 8
Other ☐ 9

Have you visited an indoor water park in the last 12 months?

Yes ☐ 1 317-0

1. You Personally:

2. You Personally:

HOW OFTEN DO YOU ENGAGE IN THESE OUTSIDE OF SCHOOL:

[illegible]

sports events:
watch, listen
& attend

Did you watch on TV, listen to on the radio or attend in-person any of these sports events: 1) in the last 12 months and if so, 2) regularly during the sport's season?

250

	WATCHED ON TV		LISTENED TO RADIO		ATTENDED	
	Last 12 months	Regularly Watched	Last 12 months	Regularly Listened	Last 12 months	Regularly Attended
Alpine Skiing & Ski Jumping	☐	☐	☐	☐	☐	☐ 01
Auto Racing – NASCAR	☐	☐	☐	☐	☐	☐ 02
Auto Racing – Other	☐	☐	☐	☐	☐	☐ 03
Baseball – College	☐	☐	☐	☐	☐	☐ 04
Baseball – MLB Regular Season	☐	☐	☐	☐	☐	☐ 05
Baseball – MLB Playoffs/World Series	☐	☐	☐	☐	☐	☐ 06
Basketball – College	☐	☐	☐	☐	☐	☐ 07
Basketball – NBA Regular Season	☐	☐	☐	☐	☐	☐ 08
Basketball – NBA Playoffs/Finals	☐	☐	☐	☐	☐	☐ 09
Basketball – NCAA Basketball Tourn.. . . .	☐	☐	☐	☐	☐	☐ 10
Basketball – WNBA	☐	☐	☐	☐	☐	☐ 11
Bicycle Racing	☐	☐	☐	☐	☐	☐ 12
Bowling	☐	☐	☐	☐	☐	☐ 13
Boxing	☐	☐	☐	☐	☐	☐ 14
Equestrian Events	☐	☐	☐	☐	☐	☐ 15
eSports (video game tournament)	☐	☐	☐	☐	☐	☐ 16
Extreme Sports – Summer	☐	☐	☐	☐	☐	☐ 17
Extreme Sports – Winter	☐	☐	☐	☐	☐	☐ 18
Figure Skating	☐	☐	☐	☐	☐	☐ 19
Fishing	☐	☐	☐	☐	☐	☐ 20
Football – College	☐	☐	☐	☐	☐	☐ 21
Football – NFL Monday, Thursday or Sunday Night Games	☐	☐	☐	☐	☐	☐ 22
Football – NFL Weekend Games (Daytime)	☐	☐	☐	☐	☐	☐ 23
Football – NFL Playoffs/Super Bowl	☐	☐	☐	☐	☐	☐ 24
Golf – PGA	☐	☐	☐	☐	☐	☐ 25
Golf – LPGA	☐	☐	☐	☐	☐	☐ 26
Golf – Other	☐	☐	☐	☐	☐	☐ 27
Gymnastics	☐	☐	☐	☐	☐	☐ 28
High School Sports	☐	☐	☐	☐	☐	☐ 29
Horse Racing (at track or OTB)	☐	☐	☐	☐	☐	☐ 30
Ice Hockey – NHL Regular Season	☐	☐	☐	☐	☐	☐ 31
Ice Hockey – NHL Playoffs and Stanley Cup Finals	☐	☐	☐	☐	☐	☐ 32
Lacrosse – MLL	☐	☐	☐	☐	☐	☐ 33
Marathon, Triathlon & Obstacle Race	☐	☐	☐	☐	☐	☐ 34
Motorcycle Racing	☐	☐	☐	☐	☐	☐ 35
Olympics – Summer	☐	☐	☐	☐	☐	☐ 36
Olympics – Winter	☐	☐	☐	☐	☐	☐ 37
Poker Tournament	☐	☐	☐	☐	☐	☐ 38
Pro Bull Riding (PBR)	☐	☐	☐	☐	☐	☐ 39
Rodeo	☐	☐	☐	☐	☐	☐ 40
Soccer – MLS	☐	☐	☐	☐	☐	☐ 41
Soccer – World Cup	☐	☐	☐	☐	☐	☐ 42
Soccer – U.S. Men's National Team	☐	☐	☐	☐	☐	☐ 43
Soccer – U.S. Women's National Team	☐	☐	☐	☐	☐	☐ 44
Soccer – International	☐	☐	☐	☐	☐	☐ 45
Tennis – Men's	☐	☐	☐	☐	☐	☐ 46
Tennis – Women's	☐	☐	☐	☐	☐	☐ 47
Track & Field	☐	☐	☐	☐	☐	☐ 48
Truck and Tractor Pull/Mud Racing	☐	☐	☐	☐	☐	☐ 49
Ultimate Fighting Championship (UFC)	☐	☐	☐	☐	☐	☐ 50
Other Mixed Martial Arts (MMA)	☐	☐	☐	☐	☐	☐ 51
Volleyball – Pro Beach	☐	☐	☐	☐	☐	☐ 52
Wrestling – WWE	☐	☐	☐	☐	☐	☐ 53
Wrestling – Other Professional	☐	☐	☐	☐	☐	☐ 54
	1	2	3	4	5	6

sport &
recreation
equipment

You Personally:
Own Bought
last 12 months

248

Baseball gloves	☐	☐ 01
Basketball	☐	☐ 02
Bicycle helmet	☐	☐ 03
Bow	☐	☐ 04
Bowling balls	☐	☐ 05
Cross country ski boots	☐	☐ 06
Cross country skis	☐	☐ 07
Elbow/knee pads (In-line skating protective gear)	☐	☐ 08
Factory loaded ammunition	☐	☐ 09
Fish finder	☐	☐ 10
Fishing reel	☐	☐ 11
Fishing rod	☐	☐ 12
Fishing lures or hooks	☐	☐ 13
Other fishing equipment	☐	☐ 14
Football	☐	☐ 15
Golf balls	☐	☐ 16
Golf clubs	☐	☐ 17
Outdoor or pocket knife	☐	☐ 18
Racquetball balls	☐	☐ 19
Racquetball racquet	☐	☐ 20
Soccer ball	☐	☐ 21
Softball/baseball bats	☐	☐ 22
Sportswatch/Chronograph	☐	☐ 23
Tennis balls	☐	☐ 24
Tennis racquet	☐	☐ 25
Binoculars	☐	☐ 26
Mountain bicycle	☐	☐ 27
Road bicycle	☐	☐ 28
Stationary bicycle	☐	☐ 29
Downhill ski boots	☐	☐ 30
Downhill skis	☐	☐ 31
Roller blades/In-line skates	☐	☐ 32
Elliptical	☐	☐ 33
Treadmill	☐	☐ 34
Other exercise equipment	☐	☐ 35
Hockey equipment	☐	☐ 36
Weight lifting equipment	☐	☐ 37
Other	☐	☐ 38
	1	2

Amount spent on sport & recreation equipment,
last 12 months: \$ _____
(Write in amount) 360-0

toys & games

You Personally:
Played with
last 12 months Bought
last 12 months

361

Plush dolls/animals	☐	☐ 01
Collectible mini figures or characters	☐	☐ 02
Action figures	☐	☐ 03
Electronic dolls/animals	☐	☐ 04
Robots	☐	☐ 05
Model kits/Model sets	☐	☐ 06
Science kits	☐	☐ 07
Action games	☐	☐ 08
Board games	☐	☐ 09
Word games	☐	☐ 10
Electronic games	☐	☐ 11
Puzzles	☐	☐ 12
Builder sets	☐	☐ 13
Electric trains	☐	☐ 14
Remote control cars/trucks/planes	☐	☐ 15
Water toys	☐	☐ 16
Foam shooting toys	☐	☐ 17
Other toys	☐	☐ 18
	1	2

leisure activities

	You Personally: Participated in last 12 months	HOW OFTEN DO YOU ENGAGE IN THESE:				
		2 or more times a week	Once a week	2-3 times a month	Once a month	Less than once a month
235	1	2	3	4	5	6
Go to aquarium	☐	☐	☐	☐	☐	☐ 01
Attend auto shows	☐	☐	☐	☐	☐	☐ 02
Attend a circus	☐	☐	☐	☐	☐	☐ 03
Attend dance performances	☐	☐	☐	☐	☐	☐ 04
Attend music concerts/performances	☐	☐	☐	☐	☐	☐ 05
Attend sporting events	☐	☐	☐	☐	☐	☐ 06
Babysitting	☐	☐	☐	☐	☐	☐ 07
Baking/cooking	☐	☐	☐	☐	☐	☐ 08
Go to beach	☐	☐	☐	☐	☐	☐ 09
Billiards/pool	☐	☐	☐	☐	☐	☐ 10
Board games/cards	☐	☐	☐	☐	☐	☐ 11
Chess	☐	☐	☐	☐	☐	☐ 12
Coding or programming	☐	☐	☐	☐	☐	☐ 13
Go to coffee shop	☐	☐	☐	☐	☐	☐ 14
Crossword puzzles/word games	☐	☐	☐	☐	☐	☐ 15
Cruise around in a car	☐	☐	☐	☐	☐	☐ 16
Dance/go dancing	☐	☐	☐	☐	☐	☐ 17
Dining out	☐	☐	☐	☐	☐	☐ 18
Exercise/workout	☐	☐	☐	☐	☐	☐ 19
Fantasy sports league	☐	☐	☐	☐	☐	☐ 20
Fly a drone	☐	☐	☐	☐	☐	☐ 21
Hang out with friends (outside of school)	☐	☐	☐	☐	☐	☐ 22
Karaoke	☐	☐	☐	☐	☐	☐ 23
Listen to the radio	☐	☐	☐	☐	☐	☐ 24
Go to live theater	☐	☐	☐	☐	☐	☐ 25
Go to museums	☐	☐	☐	☐	☐	☐ 26
Painting, drawing	☐	☐	☐	☐	☐	☐ 27
Go to parties	☐	☐	☐	☐	☐	☐ 28
Photography	☐	☐	☐	☐	☐	☐ 29
Photo Album/Scrapbooking	☐	☐	☐	☐	☐	☐ 30
Picnic	☐	☐	☐	☐	☐	☐ 31
Play musical instrument	☐	☐	☐	☐	☐	☐ 32
Play sports	☐	☐	☐	☐	☐	☐ 33
Read magazines	☐	☐	☐	☐	☐	☐ 34
Read books	☐	☐	☐	☐	☐	☐ 35
Read comic books	☐	☐	☐	☐	☐	☐ 36
Shop	☐	☐	☐	☐	☐	☐ 37
Spend time alone in room	☐	☐	☐	☐	☐	☐ 38
Spend time with family	☐	☐	☐	☐	☐	☐ 39
Spend time with girlfriend/boyfriend (outside of school)	☐	☐	☐	☐	☐	☐ 40
Study	☐	☐	☐	☐	☐	☐ 41
Sudoku Puzzles	☐	☐	☐	☐	☐	☐ 42
Take a nap	☐	☐	☐	☐	☐	☐ 43
Talk on the phone	☐	☐	☐	☐	☐	☐ 44
Trivia games	☐	☐	☐	☐	☐	☐ 45
PC/Computer games (play online with software)	☐	☐	☐	☐	☐	☐ 46
PC/Computer games (play online without software)	☐	☐	☐	☐	☐	☐ 47
PC/Computer games (play offline with software)	☐	☐	☐	☐	☐	☐ 48
Video/electronic games (console)	☐	☐	☐	☐	☐	☐ 49
Video/electronic games (portable)	☐	☐	☐	☐	☐	☐ 50
Volunteer work	☐	☐	☐	☐	☐	☐ 51
Watch TV	☐	☐	☐	☐	☐	☐ 52
Watch Videos	☐	☐	☐	☐	☐	☐ 53
Make Videos	☐	☐	☐	☐	☐	☐ 54
Go to zoo	☐	☐	☐	☐	☐	☐ 55

Do you engage in any of the following activities?

Collecting - comic books	☐ 1
Collecting - coins	☐ 2
Collecting - figurines	☐ 3
Collecting - stamps	☐ 4
Electric trains	☐ 5
Raising pets	☐ 6

Do you personally buy/collect or trade sports/trading cards?

	You Personally: Buy/ Collect	Trade
237	1	2
Baseball	☐	☐ 01
Basketball	☐	☐ 02
Football	☐	☐ 03
Hockey	☐	☐ 04
Other Sports	☐	☐ 05
Magic Cards	☐	☐ 06
Other Trading Cards	☐	☐ 07

movie attendance

238-0

Did you attend the movies

in the last 12 months? Yes ☐ 1 No ☐ 2

in the last 6 months? Yes ☐ 3 No ☐ 4

How often did you attend the movies in the last 90 days (3 months)? 239-0

Once a week or more ☐ 1

2-3 times a month ☐ 2

Once a month ☐ 3

Less than once a month ☐ 4

Do you prefer to see a new movie:

Opening weekend ☐ 5

After opening weekend, but within the first 2 weeks ☐ 6

After the second week ☐ 7

Have you seen any of the following types of movies in a movie theater in the past 6 months? 274-0

Action/Adventure ☐ 1

Comedy ☐ 2

Drama ☐ 3

Family/Children-Oriented ☐ 4

Horror ☐ 5

Romance ☐ 6

Science Fiction ☐ 7

Suspense ☐ 8

Other ☐ 9

How do you find out about new movies you want to see? 297-0

Friends ☐ 1

Family ☐ 2

Radio commercials ☐ 3

TV Commercials ☐ 4

Previews/trailers at a movie theater ☐ 5

Previews/trailers online ☐ 6

Magazine advertisements ☐ 7

Newspaper advertisements ☐ 8

Social media ☐ 9

Other ☐ X

Which, if any, of the following things do you do after you see a new movie? 318-0

Tell friends ☐ 1

Tell family ☐ 2

Write about it on the Internet ☐ 3

Other ☐ 4

dating

How often do you usually go out on a date?

240-0

Three times or more a week ☐ 1

Two times a week ☐ 2

Once a week ☐ 3

Once or twice a month ☐ 4

Once every few months ☐ 5

Never ☐ 6

Are you engaged to be married?

Yes ☐ 7

Do you currently have a girlfriend/boyfriend?

Yes ☐ 1 241-0

If yes, how long have you been together?

242-0 243-0 244-0

_____ and _____

Write years write months write weeks

At what age did you start dating? 245-0

10 years	☐ 1	15 years	☐ 6
11 years	☐ 2	16 years	☐ 7
12 years	☐ 3	17 years	☐ 8
13 years	☐ 4	18 years	☐ 9
14 years	☐ 5	19 years	☐ 0

movie viewing

337

Have you seen any of the following movies in the last 6 months at a movie theater? on DVD, Blu-ray disc, or video tape (either rented or purchased)? with Video-On-Demand or Pay-Per-View through your cable/satellite provider? Downloaded/Streamed over the Internet?

Movie Title	Saw at Movie Theater past 6 months	Viewed on DVD, Blu-ray or Video Tape		Viewed with Video On Demand or PPV past 6 months	Down- loaded or Streamed from the Internet, past 6 months
		Rented past 6 months	Purchased past 6 months		
12 Strong	☐	☐	☐	☐	☐ 01
The 15:17 to Paris	☐	☐	☐	☐	☐ 02
A Quiet Place	☐	☐	☐	☐	☐ 03
A Simple Favor	☐	☐	☐	☐	☐ 04
A Star is Born (2018)	☐	☐	☐	☐	☐ 05
A Wrinkle in Time	☐	☐	☐	☐	☐ 06
Adrift	☐	☐	☐	☐	☐ 07
Alpha	☐	☐	☐	☐	☐ 08
Annihilation	☐	☐	☐	☐	☐ 09
Ant-Man and the Wasp	☐	☐	☐	☐	☐ 10
Aquaman	☐	☐	☐	☐	☐ 11
Avengers: Infinity War	☐	☐	☐	☐	☐ 12
Bad Times At The El Royale	☐	☐	☐	☐	☐ 13
BlackKkKlansman	☐	☐	☐	☐	☐ 14
Blockers	☐	☐	☐	☐	☐ 15
Bohemian Rhapsody	☐	☐	☐	☐	☐ 16
Book Club	☐	☐	☐	☐	☐ 17
Breaking In (2018)	☐	☐	☐	☐	☐ 18
Bumblebee	☐	☐	☐	☐	☐ 19
Chappaquiddick	☐	☐	☐	☐	☐ 20
Crazy Rich Asians	☐	☐	☐	☐	☐ 21
Creed II	☐	☐	☐	☐	☐ 22
Deadpool 2	☐	☐	☐	☐	☐ 23
Death Wish (2018)	☐	☐	☐	☐	☐ 24
Disney's Christopher Robin	☐	☐	☐	☐	☐ 25
Dr. Seuss' The Grinch (2018)	☐	☐	☐	☐	☐ 26
The Equalizer 2	☐	☐	☐	☐	☐ 27
Fantastic Beasts: The Crimes of Grindelwald	☐	☐	☐	☐	☐ 28
The Favourite	☐	☐	☐	☐	☐ 29
First Man	☐	☐	☐	☐	☐ 30
Forever My Girl	☐	☐	☐	☐	☐ 31
Game Night	☐	☐	☐	☐	☐ 32
Goosebumps 2: Haunted Halloween	☐	☐	☐	☐	☐ 33
Green Book	☐	☐	☐	☐	☐ 34
Halloween (2018)	☐	☐	☐	☐	☐ 35
The Hate U Give	☐	☐	☐	☐	☐ 36
Hereditary	☐	☐	☐	☐	☐ 37
Holmes and Watson	☐	☐	☐	☐	☐ 38
Hotel Transylvania 3: Summer Vacation	☐	☐	☐	☐	☐ 39
The House With A Clock In Its Walls	☐	☐	☐	☐	☐ 40
I Can Only Imagine	☐	☐	☐	☐	☐ 41
I Feel Pretty	☐	☐	☐	☐	☐ 42
Incredibles 2	☐	☐	☐	☐	☐ 43
Instant Family	☐	☐	☐	☐	☐ 44
Isle Of Dogs	☐	☐	☐	☐	☐ 45
Jurassic World: Fallen Kingdom	☐	☐	☐	☐	☐ 46
Life of the Party	☐	☐	☐	☐	☐ 47
Love, Simon	☐	☐	☐	☐	☐ 48
Mamma Mia: Here We Go Again!	☐	☐	☐	☐	☐ 49
Mary Poppins Returns	☐	☐	☐	☐	☐ 50
	1	2	3	4	5

Continued in next Column

movie viewing
(continued)

Have you seen any of the following movies in the last 6 months at a movie theater? on DVD, Blu-ray disc, or video tape (either rented or purchased)? with Video-On-Demand or Pay-Per-View through your cable/satellite provider? Downloaded/Streamed over the Internet?

Movie Title	Saw at Movie Theater past 6 months	Viewed on DVD, Blu-ray or Video Tape		Viewed with Video On Demand or PPV past 6 months	Down- loaded or Streamed from the Internet, past 6 months
		Rented past 6 months	Purchased past 6 months		
Mary Queen of Scots	☐	☐	☐	☐	☐ 51
Maze Runner: The Death Cure	☐	☐	☐	☐	☐ 52
The Meg	☐	☐	☐	☐	☐ 53
The Miracle Season	☐	☐	☐	☐	☐ 54
Mission: Impossible - Fallout	☐	☐	☐	☐	☐ 55
The Mule	☐	☐	☐	☐	☐ 56
Night School (2018)	☐	☐	☐	☐	☐ 57
Nobody's Fool	☐	☐	☐	☐	☐ 58
The Nun	☐	☐	☐	☐	☐ 59
The Nutcracker and the Four Realms	☐	☐	☐	☐	☐ 60
Ocean's 8	☐	☐	☐	☐	☐ 61
Operation Finale	☐	☐	☐	☐	☐ 62
Overboard (2018)	☐	☐	☐	☐	☐ 63
Overlord	☐	☐	☐	☐	☐ 64
Pacific Rim Uprising	☐	☐	☐	☐	☐ 65
Paul, Apostle of Christ	☐	☐	☐	☐	☐ 66
Peppermint	☐	☐	☐	☐	☐ 67
Peter Rabbit	☐	☐	☐	☐	☐ 68
The Predator (2018)	☐	☐	☐	☐	☐ 69
Ralph Breaks the Internet	☐	☐	☐	☐	☐ 70
Rampage (2018)	☐	☐	☐	☐	☐ 71
Ready Player One	☐	☐	☐	☐	☐ 72
Red Sparrow	☐	☐	☐	☐	☐ 73
Robin Hood (2018)	☐	☐	☐	☐	☐ 74
Searching	☐	☐	☐	☐	☐ 75
Second Act	☐	☐	☐	☐	☐ 76
Sherlock Gnomes	☐	☐	☐	☐	☐ 77
Show Dogs	☐	☐	☐	☐	☐ 78
Sicario: Day of the Soldado	☐	☐	☐	☐	☐ 79
Skyscraper	☐	☐	☐	☐	☐ 80
Slender Man	☐	☐	☐	☐	☐ 81
Smallfoot	☐	☐	☐	☐	☐ 82
Solo: A Star Wars Story	☐	☐	☐	☐	☐ 83
Sorry to Bother You	☐	☐	☐	☐	☐ 84
Spider-Man: Into The Spider-Verse	☐	☐	☐	☐	☐ 85
The Spy Who Dumped Me	☐	☐	☐	☐	☐ 86
Strangers: Prey at Night	☐	☐	☐	☐	☐ 87
Super Troopers 2	☐	☐	☐	☐	☐ 88
Tag	☐	☐	☐	☐	☐ 89
Teen Titans Go! To The Movies	☐	☐	☐	☐	☐ 90
Tomb Raider	☐	☐	☐	☐	☐ 91
Truth or Dare	☐	☐	☐	☐	☐ 92
Tully (2018)	☐	☐	☐	☐	☐ 93
Tyler Perry's Acrimony	☐	☐	☐	☐	☐ 94
Venom (2018)	☐	☐	☐	☐	☐ 95
Vice	☐	☐	☐	☐	☐ 96
Welcome to Marwen	☐	☐	☐	☐	☐ 97
White Boy Rick	☐	☐	☐	☐	☐ 98
Widows	☐	☐	☐	☐	☐ 99
Won't You Be My Neighbor?	☐	☐	☐	☐	☐ 100
	1	2	3	4	5

personalities

261

How much do you like each of the following people/groups?

	Like		Dislike		
	Very Much	Somewhat	Somewhat	Very Much	Never Heard Of
Adam Sandler	☐	☐	☐	☐	☐ 01
Adele	☐	☐	☐	☐	☐ 02
Angelina Jolie	☐	☐	☐	☐	☐ 03
Ariana Grande	☐	☐	☐	☐	☐ 04
Barack Obama	☐	☐	☐	☐	☐ 05
Bella Thorne	☐	☐	☐	☐	☐ 06
Beyoncé	☐	☐	☐	☐	☐ 07
Brad Pitt	☐	☐	☐	☐	☐ 08
Britney Spears	☐	☐	☐	☐	☐ 09
Carrie Underwood	☐	☐	☐	☐	☐ 10
Chance The Rapper	☐	☐	☐	☐	☐ 11
Channing Tatum	☐	☐	☐	☐	☐ 12
David Beckham	☐	☐	☐	☐	☐ 13
Demi Lovato	☐	☐	☐	☐	☐ 14
Ed Sheeran	☐	☐	☐	☐	☐ 15
Emma Stone	☐	☐	☐	☐	☐ 16
Gigi Hadid	☐	☐	☐	☐	☐ 17
Gwen Stefani	☐	☐	☐	☐	☐ 18
Harry Styles	☐	☐	☐	☐	☐ 19
Iggy Azalea	☐	☐	☐	☐	☐ 20
Jennifer Aniston	☐	☐	☐	☐	☐ 21
Jennifer Lawrence	☐	☐	☐	☐	☐ 22
Jennifer Lopez	☐	☐	☐	☐	☐ 23
John Cena	☐	☐	☐	☐	☐ 24
Johnny Depp	☐	☐	☐	☐	☐ 25
Justin Bieber	☐	☐	☐	☐	☐ 26
Justin Timberlake	☐	☐	☐	☐	☐ 27
Kanye West	☐	☐	☐	☐	☐ 28
Katy Perry	☐	☐	☐	☐	☐ 29
Kendall Jenner	☐	☐	☐	☐	☐ 30
Kim Kardashian	☐	☐	☐	☐	☐ 31
King Bach	☐	☐	☐	☐	☐ 32
Kristen Stewart	☐	☐	☐	☐	☐ 33
Kylie Jenner	☐	☐	☐	☐	☐ 34
Lady Gaga	☐	☐	☐	☐	☐ 35
LeBron James	☐	☐	☐	☐	☐ 36
Lele Pons	☐	☐	☐	☐	☐ 37
Leonardo DiCaprio	☐	☐	☐	☐	☐ 38
Michael Phelps	☐	☐	☐	☐	☐ 39
Michelle Obama	☐	☐	☐	☐	☐ 40
Miley Cyrus	☐	☐	☐	☐	☐ 41
Miranda Cosgrove	☐	☐	☐	☐	☐ 42
Nicki Minaj	☐	☐	☐	☐	☐ 43
Peyton Manning	☐	☐	☐	☐	☐ 44
Pharrell Williams	☐	☐	☐	☐	☐ 45
Rihanna	☐	☐	☐	☐	☐ 46
Ryan Gosling	☐	☐	☐	☐	☐ 47
Selena Gomez	☐	☐	☐	☐	☐ 48
Shakira	☐	☐	☐	☐	☐ 49
Shawn Mendes	☐	☐	☐	☐	☐ 50
Stranger Things Cast	☐	☐	☐	☐	☐ 51
Taylor Lautner	☐	☐	☐	☐	☐ 52
Taylor Swift	☐	☐	☐	☐	☐ 53
Tom Brady	☐	☐	☐	☐	☐ 54
Vanessa Hudgens	☐	☐	☐	☐	☐ 55
Will Ferrell	☐	☐	☐	☐	☐ 56
Will Smith	☐	☐	☐	☐	☐ 57
Zac Efron	☐	☐	☐	☐	☐ 58
Zendaya	☐	☐	☐	☐	☐ 59
	4	3	2	1	0



01

(7-12)

