label

Interview # _____ (1-6) CD 1 7

NAME _____ DATE _____

Survey of the American Consumer

79

IF THIS BOOKLET IS NOT PICKED UP WITHIN TWO WEEKS FROM DATE RECEIVED, PLEASE CALL:

AMERICAN INSTITUTE OF CONSUMER STUDIES
1-800-442-0925
AICSINFO.COM

Dear Survey Member:

You have been selected to participate in an important consumer research study. We would like to thank you in advance for taking part. In order for the study to succeed and fulfill its intended purpose, which is to provide information to manufacturers as to consumer preference of products and services, every question must be answered. Your answers will be grouped with 10,000 other people's who have taken the time to fill out this questionnaire. This will help us provide a complete and accurate picture for manufacturers and will enable them to produce and advertise more effectively the kinds of products people want. As your answers are tabulated by computer, your individual responses are kept strictly confidential.

You are to complete the first section of this booklet. The second section, beginning with page 87, is to be completed by the person who does most of the shopping for groceries and household items. If that is you, please continue and complete the second section. If that is not you, please have the person who does most of the shopping fill out the second section.

Once again, we appreciate your help and cooperation.

Sincerely,

Dale Roberts

American Institute of Consumer Studies

The first section of this booklet (Pages 1-86) is to be completed by the person who was interviewed:

First Name _____ Last Name

Please record the date you started filling out this booklet.

Month	Day	Year

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INSTRUCTIONS

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

1. 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.

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

3. 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.

4. 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.

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

6. 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	You Personally: Used in last 6 months	Times/ last 7 days	
001			
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
SMERB (OTHER (Write In))	☒	8	999
PROPERTIES:			116-0
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 with 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 with Baking Soda and Peroxide Whitening 6 times and Smerb 8 times in the last 7 days

The questions on this page refer to places in your area where you might shop. After completing this page, please continue with the rest of the questionnaire.

FOOD/WAREHOUSE/ CLUB STORES

67A — You Personally: Shopped in last 6 months | Times in last 30 days

Grocery Stores:

Acme	☐	01
Albertsons	☐	02
Aldi	☐	03
BI-LO	☐	04
Cub Foods	☐	05
Food Lion	☐	12
Fred Meyer	☐	14
GNC	☐	16
Giant	☐	17
Giant Eagle	☐	18
Hannaford	☐	20
Harris Teeter	☐	21
H-E-B	☐	22
Hy-Vee	☐	23
IGA	☐	24
King Soopers	☐	28
Kroger	☐	29
Meijer	☐	31
Military Commissary	☐	32
Piggly Wiggly	☐	35
Price Chopper	☐	36
Publix	☐	37
Ralphs	☐	38
Safeway	☐	39
Save-A-Lot	☐	40
7-Eleven	☐	41
Smith's	☐	44
Stop & Shop	☐	46
Target (grocery)	☐	49
Trader Joe's	☐	51
Vons	☐	52
Walmart Neighborhood Market	☐	53
Walmart Supercenter (grocery)	☐	54
Wegmans	☐	56
Whole Foods Market	☐	57
Winn-Dixie	☐	58

Warehouse/Club Stores:

BJ's Wholesale Club	☐	59
Costco Wholesale	☐	60
Sam's Club	☐	61

Amount spent in grocery stores, food stores, supermarkets and warehouse/club stores:

Amount spent by household, average week $_____ 67M-0

Amount spent by you personally, average week $_____ 67P-0

DRUG STORES

67H — You Personally: Shopped last 6 months | Times in last 30 days

CVS Pharmacy	☐	01
Rite Aid	☐	06
Walmart Pharmacy	☐	09
Walgreen's	☐	10

APPLIANCE, HARDWARE AND ELECTRONICS STORES

67K — You Personally: Shopped last 12 months | Times in last 30 days

APPLIANCE AND HARDWARE STORES

Ace Hardware	☐	02
Harbor Freight Tools	☐	03
Home Depot	☐	04
Lowe's	☐	05
Sears Appliance & Hardware	☐	08
Sherwin-Williams	☐	09
Tractor Supply Company	☐	10
True Value	☐	11

67W

ELECTRONICS STORES

Apple Store	☐	01
Best Buy	☐	02
RadioShack	☐	06
RAC Rent-A-Center	☐	07

DEPARTMENT, CLOTHING/SHOES & SPECIALTY STORES

67F — You Personally: Shopped last 3 months | Times in last 30 days

Abercrombie & Fitch	☐	01
Aéropostale	☐	02
American Eagle Outfitters	☐	03
Ann Taylor	☐	04
Banana Republic	☐	06
Bath & Body Works	☐	07
Bealls	☐	08
Bed Bath & Beyond	☐	09
Belk	☐	10
Big Lots	☐	12
Bloomingdale's	☐	13
The Body Shop	☐	14
Burlington Coat Factory	☐	15
Champs Sports	☐	17
Chico'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
DSW	☐	27
Eddie Bauer	☐	28
Express	☐	29
Family Dollar	☐	30
Famous Footwear	☐	31
Finish Line	☐	32
Footaction	☐	33
Foot Locker	☐	34
Forever 21	☐	35
Fred's	☐	36
The Gap	☐	37
H&M	☐	38
Hallmark Gold Crown	☐	39
Hobby Lobby	☐	40
Hollister	☐	41
HomeGoods	☐	42
J.Crew	☐	43
JCPenney	☐	44
Jo-Ann Fabric and Craft	☐	45
Jos. A. Bank	☐	46
Kmart	☐	47
Kohl's	☐	49
Lane Bryant	☐	50
LOFT	☐	51
Lord & Taylor	☐	52
Macy's	☐	53
Marshalls	☐	54
Men's Wearhouse	☐	56
Michaels	☐	57
Military Exchange	☐	58
Neiman Marcus	☐	59
New York & Company	☐	60
Nordstrom	☐	61
Old Navy	☐	62
PacSun	☐	63
Payless	☐	64
Pier 1 Imports	☐	66
Pottery Barn	☐	67
Ross Stores	☐	69
Saks Fifth Avenue	☐	70
Sears	☐	71
Sephora	☐	72
Shoe Carnival	☐	73
Talbots	☐	75
Target	☐	76
T.J. Maxx	☐	77
Toys "R" Us	☐	78
Ulta	☐	79
Victoria's Secret	☐	80
Walmart	☐	81
Williams-Sonoma	☐	82

OFFICE/COMPUTER SUPPLY STORES

67X — You Personally: Shopped last 12 months | Times in last 30 days

FedEx Office	☐	01
Office Depot	☐	02
OfficeMax	☐	03
Staples	☐	04

HEALTH, ANTICAVITY AND BEAUTY AIDS

TOOTHPASTE

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

001

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
Ultrabrite		38
Store's Own Brand		39
_____ OTHER (Write In)		999

PROPERTIES: 116-0

Whitening	1
Sensitive	2

DENTAL FLOSS

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

002

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

TOOTHBRUSHES

You Personally: Bought in last 6 months | Number in last 6 months

003

TOTAL:		00
TYPES:		
Battery-Operated		01
Electric		02
Manual		03
KINDS:		
Firm Bristle		04
Medium Bristle		05
Soft Bristle		06
FORMS:		
Angled Handle		07
Straight Handle		08
BRANDS:		
Arm & Hammer		09
Colgate 360°		10
Colgate Plus		11
Colgate Wave		12
Other Colgate		13
G•U•M		14
Oral-B Advantage		15
Oral-B CrossAction		16
Oral-B Deep Sweep		17
Oral-B Indicator		18
Oral-B Pro-Health		19
Oral-B Pro 500		20
Oral-B Pulsar		21
Oral-B Vitality		22
Other Oral-B		23
Reach Advanced Design		24
Other Reach		25
Sonicare		26
Spinbrush		27
Store's Own Brand		28
_____ OTHER (Write In)		999

LIP CARE

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

008

TOTAL:		00
BRANDS:		
Blistex		01
Burt's Bees		02
Carmex		03
ChapStick Classic		04
ChapStick Hydration Lock		05
ChapStick Moisturizer		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

MOUTHWASH/ DENTAL RINSE

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

006

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

007

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

TOOTH WHITENERS (not toothpaste)

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

004

TOTAL:		00
FORMS:		
Strips		01
Gel		02
Trays		03
BRANDS:		
Crest 3D White Whitestrips		04
Plus White		05
Rembrandt		06
_____ OTHER (Write In)		999

HEALTH AND BEAUTY AIDS

DEODORANTS AND ANTIPERSPIRANTS

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

010

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
- Lady Speed Stick 24/7 ☐ _____ 34
- Mitchum Gel ☐ _____ 35
- Mitchum Roll-On ☐ _____ 36
- Mitchum Solid ☐ _____ 37
- Mitchum for Women ☐ _____ 38
- Old Spice High Endurance ☐ _____ 39
- Old Spice Red Zone ☐ _____ 40
- Old Spice Stick ☐ _____ 41
- Power Stick ☐ _____ 42
- Right Guard Sport Gel ☐ _____ 43
- Right Guard Sport Spray ☐ _____ 44
- Right Guard Sport Solid ☐ _____ 45
- Right Guard Xtreme ☐ _____ 46
- Secret Clear Gel ☐ _____ 47
- Secret Clinical Strength ☐ _____ 48
- Secret Invisible Solid ☐ _____ 49
- Secret Outlast ☐ _____ 50
- Secret Roll-On ☐ _____ 51
- Secret Solid ☐ _____ 52
- Secret Spray ☐ _____ 53
- Soft & Dri ☐ _____ 54
- Speed Stick ☐ _____ 55
- Suave ☐ _____ 56
- Sure Solid ☐ _____ 57
- Sure Spray ☐ _____ 58
- Tom's of Maine ☐ _____ 59
- _____ ☐ _____ 999

OTHER (Write In)

COMPLEXION CARE PRODUCTS (Facial Cleansers, Facial Toners, etc.)

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

011

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
- _____ ☐ _____ 999

OTHER (Write In)

Facial skin type: 012-0
- Dry ☐ 1
- Normal ☐ 2
- Oily ☐ 3
- Partly oily/partly dry ☐ 4
- Sensitive ☐ 5

HAND & BODY CREAM, LOTION OR OIL

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

013

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
- _____ ☐ _____ 999

OTHER (Write In)

Used for: 014-0
- Anti-Aging ☐ 1
- Anti-Cellulite/Firming ☐ 2
- Dry Skin ☐ 3
- Moisturizing ☐ 4
- Self Tan/Glow ☐ 5
- Sensitive Skin ☐ 6

HEALTH AND BEAUTY AIDS

PERSONAL CARE SOAPS – BAR

You Personally: Used in last 6 months | Times/ last 30 days

015

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
- _____ ☐ _____ 999

OTHER (Write In)

Used for: 016-0
- Antibacterial ☐1
- Complexion ☐2
- Deodorant ☐3
- Moisturizing ☐4

BODY WASH/ SHOWER GEL

You Personally: Used in last 6 months | Times/ last 30 days

019

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
- _____ ☐ _____ 999

OTHER (Write In)

LIQUID SOAPS/ HAND SANITIZERS

You Personally: Used in last 6 months | Times/ last 30 days

017

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
- _____ ☐ _____ 999

OTHER (Write In)

HAIR CONDITIONERS (For use at home)

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

020

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
- Biolage 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
- Nexxus ☐ _____ 30
- OGX ☐ _____ 31
- Pantene Pro-V ☐ _____ 32
- Paul Mitchell ☐ _____ 33
- Redken ☐ _____ 34
- Suave ☐ _____ 35
- TRESemmé ☐ _____ 36
- White Rain Conditioner ☐ _____ 37
- _____ ☐ _____ 999

OTHER (Write In)

SHAMPOO (For use at home)

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

021

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
- Nexxus ☐ _____ 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
- TRESemmé ☐ _____ 54
- White Rain ☐ _____ 55
- _____ ☐ _____ 999

OTHER (Write In)

HEALTH AND BEAUTY AIDS

HAIR CONDITIONING TREATMENT (For use at home)

022

	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
Pantene Pro-V	☐	_____	09
TRESemmé	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

HAIR COLORING PRODUCTS (For use at home)

023

	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
Just for Men–Must. & Beard	☐	_____	18
Just for Men–Touch of Gray	☐	_____	19
L'Oréal Colorista	☐	_____	20
L'Oréal Excellence	☐	_____	21
L'Oréal Féria	☐	_____	22
L'Oréal Preference	☐	_____	23
L'Oréal Root Rescue	☐	_____	24
Other L'Oréal	☐	_____	25
Naturtint	☐	_____	26
Revlon Colorsilk	☐	_____	27
Other Revlon	☐	_____	28
Schwarzkopf	☐	_____	29
Splat	☐	_____	30
Vidal Sassoon	☐	_____	31
_____ OTHER (Write In)	☐	_____	999

Used For: 055-0

- Cover Gray ☐ 1
- Change/Highlight Color ☐ 2

HAIR GROWTH PRODUCTS

024

	You Personally: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Nioxin	☐	_____	01
Propecia	☐	_____	02
Rogaine	☐	_____	03
Scalp Med	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

HAIR SPRAYS (For use at home)

025

	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
Nexxus	☐	_____	18
Pantene Pro-V	☐	_____	19
Paul Mitchell	☐	_____	20
Rave	☐	_____	21
Redken	☐	_____	22
Sebastian	☐	_____	23
Suave	☐	_____	24
TRESemmé	☐	_____	25
White Rain	☐	_____	26
_____ OTHER (Write In)	☐	_____	999

HAIR STYLING GELS, LOTIONS & MOUSSE

027

	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
Nexxus	☐	_____	22
Pantene Pro-V	☐	_____	23
Paul Mitchell	☐	_____	24
Redken	☐	_____	25
Sebastian	☐	_____	26
Suave	☐	_____	27
TRESemmé	☐	_____	28
White Rain	☐	_____	29
_____ OTHER (Write In)	☐	_____	999

FACIAL MOISTURIZERS

030

	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
_____ OTHER (Write In)	☐	_____	999

How do you use it? 031-0

- Anti-wrinkle ☐ 1
- Cleansing ☐ 2
- Moisturizing ☐ 3
- Night Cream ☐ 4
- Sunscreen ☐ 5
- Under make-up ☐ 6

MEN: PLEASE SKIP TO 3RD COLUMN PAGE 9
WOMEN: PLEASE CONTINUE

HOME PERMANENTS AND RELAXERS (Women)

028

	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
_____ OTHER (Write In)	☐	_____	999

HAIR CARE PRODUCTS (Women)

029-0

	You Personally: Used in last 6 months	
Yes	☐	1
TYPES:		
Blow Dryer	☐	2
Brushes	☐	3
Diffuser	☐	4
Electric Curlers	☐	5
Electric Curling Iron/Brush	☐	6
Hair Rollers	☐	7
Straightening Iron	☐	8

HEALTH AND BEAUTY AIDS

BATH/SHOWER ADDITIVES (Women)

032

	You Personally: Used in last 6 months	Times/ last 7 days	
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
_____ OTHER (Write In)	☐	_____	999

FOUNDATION MAKE-UP (Women)

033

	You Personally: Used in last 6 months	Times/ last 7 days	
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
Lancôme	☐	_____	24
L'Oréal Infallible	☐	_____	25
L'Oréal True Match	☐	_____	26
L'Oréal Visible Lift	☐	_____	27
Other L'Oréal	☐	_____	28
M.A.C.	☐	_____	29
Make Up For Ever	☐	_____	30
Mary Kay	☐	_____	31
Maybelline Dream	☐	_____	32
Maybelline Fit Me	☐	_____	33
Maybelline Instant Age Rewind	☐	_____	34
Maybelline SuperStay	☐	_____	35
Other Maybelline	☐	_____	36
Merle Norman	☐	_____	37
Neutrogena	☐	_____	38
Physicians Formula	☐	_____	39
Revlon Age Defying	☐	_____	40
Revlon ColorStay	☐	_____	41
Other Revlon	☐	_____	42
Rimmel	☐	_____	43
Smashbox	☐	_____	44
_____ OTHER (Write In)	☐	_____	999

LOOSE OR PRESSED FACE POWDER (Women)

034

	You Personally: Used in last 6 months	Times/ last 7 days	
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
Lancôme	☐	_____	11
L'Oréal	☐	_____	12
M.A.C.	☐	_____	13
Mary Kay	☐	_____	14
Maybelline	☐	_____	15
Merle Norman	☐	_____	16
Neutrogena	☐	_____	17
N.Y.C. New York Color	☐	_____	18
Physicians Formula	☐	_____	19
Revlon	☐	_____	20
Rimmel	☐	_____	21
_____ OTHER (Write In)	☐	_____	999

BLUSHER (Women)

035

	You Personally: Used in last 6 months	Times/ last 7 days	
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
_____ OTHER (Write In)	☐	_____	999

BRONZER (Women)

026

	You Personally: Used in last 6 months	Times/ last 7 days	
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
_____ OTHER (Write In)	☐	_____	999

LIPSTICK & LIP GLOSS (Women)

037

	You Personally: Used in last 6 months	Times/ last 7 days	
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
L.A. Colors	☐	_____	21
Lancôme	☐	_____	22
L'Oréal Colour Riche	☐	_____	23
L'Oréal Infallible	☐	_____	24
Other L'Oréal	☐	_____	25
M.A.C.	☐	_____	26
Make Up For Ever	☐	_____	27
Mary Kay	☐	_____	28
Maybelline Color Sensational	☐	_____	29
Maybelline Superstay 24 Color	☐	_____	30
Other Maybelline	☐	_____	31
Merle Norman	☐	_____	32
Neutrogena	☐	_____	33
N.Y.C. New York Color	☐	_____	34
NYX	☐	_____	35
Revlon ColorStay	☐	_____	36
Revlon Super Lustrous	☐	_____	37
Other Revlon	☐	_____	38
Rimmel	☐	_____	39
Smashbox	☐	_____	40
Wet 'n Wild	☐	_____	41
_____ OTHER (Write In)	☐	_____	999

EYE SHADOW (Women)

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

038

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 (Women)

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

039

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 (Women)

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

040

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 (Women)

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

041

TOTAL:		00
TYPES:		
Basecoat		01
Cuticle Care		02
Polish (Nail Color)		03
Strengthener/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 Polish		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 (Women)

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

042

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 (Women)

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

043

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

IN-HOME PREGNANCY TEST/ OVULATION TEST (Women)

You Personally: Used in last 12 months | Times/ last 12 months

047

TOTAL:		00
TYPES:		
Pregnancy Test		01
Ovulation Test/Predictor		02
BRANDS:		
Clearblue		03
e.p.t.		04
First Response		05
Store's Own Brand		06
OTHER (Write In)		999

TAMPONS (Women)

You Personally: Used in last 6 months | Number in last 30 days

045

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

HEALTH AND BEAUTY AIDS

SANITARY NAPKINS (Women)

046

	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
Playtex Sport	☐	_____	11
Stayfree Maxi Regular	☐	_____	12
Stayfree Maxi Super	☐	_____	13
Stayfree Ultra Thin	☐	_____	14
Other Stayfree	☐	_____	15
U by Kotex Maxi	☐	_____	16
U by Kotex Overnight Pads	☐	_____	17
U by Kotex Ultra Thin	☐	_____	18
Other U by Kotex	☐	_____	19
Store's Own Brand	☐	_____	20
_____ (OTHER (Write In))	☐	_____	999

PANTILINERS (Women)

048

	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
Playtex Sport	☐	_____	14
U by Kotex Lightdays Regular	☐	_____	15
U by Kotex Lightdays Long	☐	_____	16
Other U by Kotex	☐	_____	17
Store's Own Brand	☐	_____	18
_____ (OTHER (Write In))	☐	_____	999

OTHER FEMININE SANITARY PRODUCTS (Women)

	You Personally: Used in last 6 months	
		036-0
Yes	☐	1
TYPES:		
Menstrual cup	☐	2
Menstrual underwear	☐	3
Reusable pads	☐	4
Menstrual sponge	☐	5
_____ (OTHER (Write In))	☐	6

PERFUME AND COLOGNE FOR WOMEN

049

	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
Modern Muse	☐	_____	44
Mon Paris	☐	_____	45
Obsession	☐	_____	46
Opium	☐	_____	47
Oscar de la Renta	☐	_____	48
Passion	☐	_____	49
Pleasures	☐	_____	50
Poison	☐	_____	51
Prada	☐	_____	52
Ralph	☐	_____	53
Red Door	☐	_____	54
Romance	☐	_____	55
Sarah Jessica Parker	☐	_____	56
Secret Body Spray	☐	_____	57
Shalimar	☐	_____	58
Sì	☐	_____	59
Tory Burch	☐	_____	60
Trésor	☐	_____	61
Vera Wang	☐	_____	62
Victoria's Secret	☐	_____	63
White Diamonds	☐	_____	64
White Linen	☐	_____	65
_____ (OTHER (Write In))	☐	_____	999

AFTERSHAVE LOTION & COLOGNE FOR MEN

050

	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
Bleu de Chanel	☐	_____	10
Brut	☐	_____	11
Burberry	☐	_____	12
Chanel	☐	_____	13
Chrome	☐	_____	14
ck One	☐	_____	15
Cool Water	☐	_____	16
Curve	☐	_____	17
Dior Homme	☐	_____	18
Dolce & Gabbana	☐	_____	19
Drakkar Noir	☐	_____	20
English Leather	☐	_____	21
Eternity	☐	_____	22
euphoria men	☐	_____	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
Obsession For Men	☐	_____	36
Old Spice	☐	_____	37
Playboy	☐	_____	38
Polo Black	☐	_____	39
Polo Blue	☐	_____	40
Polo Red	☐	_____	41
Other Polo	☐	_____	42
Prada	☐	_____	43
Sauvage	☐	_____	44
Skin Bracer	☐	_____	45
Stetson	☐	_____	46
Versace	☐	_____	47
_____ (OTHER (Write In))	☐	_____	999

TOTAL PERFUME AND COLOGNE EXPENDITURES

Amount you personally spent on perfume & cologne, last 12 months:

As a gift:	For Men 051-0	For Women 052-0
$ 1-$49	☐ 1	☐ 1
$ 50-$99	☐ 2	☐ 2
$100-$249	☐ 3	☐ 3
$250 or more	☐ 4	☐ 4
For yourself:	**For Men**	**For Women**
$ 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 Men 14K	For Women 14L
As a gift	_____ 01	_____ 01
For yourself	_____ 02	_____ 02

HEALTH AND BEAUTY AIDS

DISPOSABLE RAZORS

053

	You Personally: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	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 Fusion	☐	_____	09
Gillette Mach3	☐	_____	10
Gillette Sensor 2 Plus	☐	_____	11
Gillette Sensor 3	☐	_____	12
Gillette Venus Disposables	☐	_____	13
Noxzema	☐	_____	14
Schick Quattro for Women	☐	_____	15
Schick Xtreme 3	☐	_____	16
Other Schick	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

RAZOR BLADES

054

	You Personally: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Dollar Shave Club	☐	_____	01
Gillette Fusion5	☐	_____	02
Gillette Fusion5 Power	☐	_____	03
Gillette Fusion5 ProGlide	☐	_____	04
Gillette Fusion5 ProShield	☐	_____	05
Gillette Mach3	☐	_____	06
Gillette Mach3 Turbo	☐	_____	07
Gillette Sensor	☐	_____	08
Gillette Sensor Excel	☐	_____	09
Gillette Venus	☐	_____	10
Gillette Venus ComfortGlide	☐	_____	11
Gillette Venus Embrace	☐	_____	12
Harry's	☐	_____	13
Schick Hydro	☐	_____	14
Schick Intuition	☐	_____	15
Schick Quattro	☐	_____	16
Other Schick	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

HAIR TONIC OR DRESSING (Men)

057

	You Personally: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Alberto VO5	☐	_____	01
Brylcreem	☐	_____	02
_____ OTHER (Write In)	☐	_____	999

HEALTH & BEAUTY AIDS EXPENDITURES

058

	In the past 12 months, amount spent on the purchase of Health & Beauty Aids: for Men	for Women	
Less than $100	☐	☐	01
$100-299	☐	☐	02
$300-499	☐	☐	03
$500 or more	☐	☐	04
	1	2	

SHAVING CREAMS OR GELS

056

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

PERSONAL CARE SERVICES

15M

	You Personally: Had service, last 6 months	Times/ last 3 months	
SERVICES:			
Hair cut	☐	_____	01
Hair color/highlights	☐	_____	02
Perm/body wave	☐	_____	03
Facial	☐	_____	04
Massage	☐	_____	05
Body treatments	☐	_____	06
Manicure	☐	_____	07
Pedicure	☐	_____	08
Waxing	☐	_____	09
Laser Hair Removal	☐	_____	10
Other hair removal	☐	_____	11
Tanning	☐	_____	12
Make-up application/ makeover	☐	_____	13
Other services	☐	_____	14

In the last 6 months have you:

15P-0

	Yes	
Visited a dayspa	☐	1
Purchased products at a salon or dayspa	☐	2

DENTURES

Do you wear dentures? 14T-0

Yes ☐ 1

ELECTRIC SHAVERS

059

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

PERSONAL FOOT CARE PRODUCTS

14J

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Cream/Gel	☐	_____	01
Powder	☐	_____	02
Spray	☐	_____	03
Insole	☐	_____	04
BRANDS:			
Band-Aid	☐	_____	05
Burt's Bees Foot Care	☐	_____	06
Curél Foot Therapy	☐	_____	07
Dr. Scholl's	☐	_____	08
Gold Bond Foot	☐	_____	09
Heel-Tastic	☐	_____	10
Johnson's Foot Soap	☐	_____	11
Odor-Eaters	☐	_____	12
O'Keeffe's for Healthy Feet	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

DENTURE ADHESIVES & FIXATIVES

060

	You Personally: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Liners/Cushions/Wafers	☐	_____	01
Paste/Cream	☐	_____	02
Powder	☐	_____	03
Strips	☐	_____	04
BRANDS:			
Fixodent Complete	☐	_____	05
Fixodent Original	☐	_____	06
Fixodent Plus	☐	_____	07
Other Fixodent	☐	_____	08
Super PoliGrip Original	☐	_____	09
Super PoliGrip Free	☐	_____	10
Super PoliGrip Ultra Fresh	☐	_____	11
Other Super PoliGrip	☐	_____	12
Sea-Bond	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

DENTURE CLEANERS

061

	You Personally: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Paste	☐	_____	01
Powder	☐	_____	02
Tablet	☐	_____	03
BRANDS:			
Dentu-Creme	☐	_____	04
Efferdent	☐	_____	05
Polident	☐	_____	06
Store's Own Brand	☐	_____	07
_____ OTHER (Write In)	☐	_____	999

SORE THROAT REMEDIES & COUGH DROPS

064

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	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: 065-0

- Coughs ☐ 1
- Sore Throat ☐ 2
- Other Throat Irritation ☐ 3

COUGH SYRUP/ SUPPRESSANT (Nonprescription)

066

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
DayQuil Cough	☐	_____	01
Delsym	☐	_____	02
Mucinex DM	☐	_____	03
NyQuil Cough	☐	_____	04
Robitussin CF	☐	_____	05
Robitussin DM	☐	_____	06
Robitussin 12 Hour	☐	_____	07
Other Robitussin	☐	_____	08
Tukol	☐	_____	09
Store's Own Brand	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

WART REMOVERS

074

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Compound W	☐	_____	01
Dr. Scholl's Clear Away	☐	_____	02
Dr. Scholl's Freeze Away	☐	_____	03
Wartner	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

NASAL SPRAYS (non-medicated)

068

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Long lasting	☐	_____	01
Regular	☐	_____	02
BRANDS:			
Arm & Hammer Simply Saline	☐	_____	03
Ayr	☐	_____	04
NeilMed	☐	_____	05
Nozin	☐	_____	06
Ocean	☐	_____	07
Store's Own Brand	☐	_____	08
_____ OTHER (Write In)	☐	_____	999

EYE WASH AND DROPS

069

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	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: 070-0

- Redness Removal ☐ 1
- Lubrication ☐ 2
- Allergy ☐ 3

LASIK EYE SURGERY

14M-0

Have you had LASIK eye surgery to correct vision in the last 12 months (not cataract surgery)?

Yes ☐ 1

ADHESIVE BANDAGES

090

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

EYEGLASSES, CONTACT LENSES & SUNGLASSES

	You Personally: Wear
	091-0
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? 103-0

- 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: 15X-0

- Acuvue ☐ 1
- Air Optix ☐ 2
- Bausch + Lomb ☐ 3
- Biofinity ☐ 4
- Dailies ☐ 5
- Other ☐ 6

	Amount Spent Last 12 Months	092
Eyeglasses	$ _____	01
Sunglasses (nonprescription)	$ _____	02
Contact Lenses	$ _____	03

CONTACT LENS CLEANING/WETTING SOLUTIONS

093

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

HEADACHE REMEDIES AND PAIN RELIEVERS (Nonprescription)

075

	You Personally: Used in last 6 months	Times/ last 30 days	
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: 076-0

- Arthritis/Rheumatism ☐ 1
- Backaches ☐ 2
- Colds ☐ 3
- Flu/Fever ☐ 4
- Headaches ☐ 5
- Heart Attack Prevention ☐ 6
- Joint Pain ☐ 7
- Menstrual Cramps ☐ 8
- Muscle Aches & Pains ☐ 9
- Oral Discomfort ☐ 0
- Sleeplessness ☐ X
- Sports Related Injuries ☐ Y

14S-0

- Other ☐ 1

COLD, SINUS AND ALLERGY REMEDIES (Nonprescription)

078

	You Personally: Used in last 6 months	Times/ last 30 days	
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
Neo-Synephrine	☐		37
Rhinocort	☐		38
Robitussin	☐		39
Sudafed Congestion	☐		40
Sudafed PE Pressure + Pain	☐		41
Other Sudafed	☐		42
Theraflu Nighttime Severe Cold & Cough	☐		43
Other Theraflu	☐		44
Tylenol Cold	☐		45
Tylenol Sinus	☐		46
Vicks DayQuil	☐		47
Vicks NyQuil	☐		48
Vicks NyQuil LiquiCaps	☐		49
Vicks Sinex	☐		50
Vicks VapoRub	☐		51
Xyzal Allergy 24-Hour	☐		52
Zicam	☐		53
Zyrtec	☐		54
Zyrtec-D	☐		55
Generic (No Label)	☐		56
Store's Own Brand	☐		57
_____ (OTHER (Write In))	☐		999

Used for: 079-0

- Allergy/Hay Fever ☐ 1
- Body Aches ☐ 2
- Colds ☐ 3
- Cough ☐ 4
- Flu/Fever ☐ 5
- Headaches ☐ 6
- Sinus Headache ☐ 7
- Sinus Congestion ☐ 8
- Other ☐ 9

PAIN RELIEVING RUBS, LIQUIDS & PATCHES (Nonprescription)

071

	You Personally: Used in last 6 months	Times/ last 30 days	
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
Aspercreme	☐		10
Australian Dream	☐		11
Bengay	☐		12
Blue-Emu	☐		13
Capzasin	☐		14
Dragon	☐		15
Flexall	☐		16
Icy Hot	☐		17
Icy Hot Smart Relief	☐		18
JointFlex	☐		19
Mentholatum Deep Heating Rub	☐		20
Mineral Ice	☐		21
Salonpas	☐		22
Sportscreme	☐		23
Thera-Gesic	☐		24
ThermaCare	☐		25
Tiger Balm	☐		26
WellPatch Pads	☐		27
Store's Own Brand	☐		28
_____ (OTHER (Write In))	☐		999

Used for: 072-0

- Arthritis pain ☐ 1
- Backache ☐ 2
- Injury ☐ 3
- Sore muscle pain ☐ 4
- Other ☐ 5

MEDICATED SKIN OINTMENTS, CREAMS, LOTIONS & SPRAYS

073

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐		00
BRANDS:			
Aveeno	☐		01
Bacitracin	☐		02
Bactine	☐		03
Benadryl	☐		04
Caladryl	☐		05
Cortizone 10	☐		06
Gold Bond Cream	☐		07
Lanacane	☐		08
Mederma	☐		09
Neosporin	☐		10
Neosporin + Pain Relief	☐		11
Neo to Go!	☐		12
Polysporin	☐		13
Store's Own Brand	☐		14
_____ (OTHER (Write In))	☐		999

Used for: 14G-0

- Antibiotic ☐ 1
- Anti-itch ☐ 2
- Pain Relief ☐ 3
- Rash Relief ☐ 4
- Scar Treatment ☐ 5
- Other ☐ 6

HEARTBURN, INDIGESTION, GAS & DIARRHEA REMEDIES

You Personally: Used in last 6 months | Times/ last 30 days

082

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 Max Strength ☐ _____ 21
- Pepto-Bismol Original ☐ _____ 22
- Other Pepto-Bismol ☐ _____ 23
- Prevacid 24HR (OTC) ☐ _____ 24
- Prilosec OTC ☐ _____ 25
- Rolaids ☐ _____ 26
- Tums Regular ☐ _____ 27
- Tums Extra ☐ _____ 28
- Tums Smoothies ☐ _____ 29
- Tums Ultra ☐ _____ 30
- Other Tums ☐ _____ 31
- Zantac 75 ☐ _____ 32
- Zantac 150 ☐ _____ 33
- Zantac Duo Fusion ☐ _____ 34
- Store's Own Brand ☐ _____ 35
- _____ ☐ _____ 999

OTHER (Write In)

Used for: 14H-0
- Upset Stomach ☐ 1
- Heartburn ☐ 2
- Indigestion ☐ 3
- Diarrhea ☐ 4
- Gas ☐ 5
- Bloating ☐ 6

LAXATIVES/ FIBER SUPPLEMENTS

You Personally: Used in last 6 months | Times/ last 30 days

083

TOTAL: ☐ _____ 00

BRANDS:
- Benefiber ☐ _____ 01
- Citrucel ☐ _____ 02
- Colace ☐ _____ 03
- Dulcolax ☐ _____ 04
- Ex-Lax ☐ _____ 05
- Fiber Choice ☐ _____ 06
- Fleet ☐ _____ 07
- Metamucil ☐ _____ 08
- Miralax ☐ _____ 09
- Phillips' Fiber Good ☐ _____ 10
- Phillips' Milk of Magnesia ☐ _____ 11
- Senokot ☐ _____ 12
- Vitafusion Fiber Gummies ☐ _____ 13
- Store's Own Brand ☐ _____ 14
- _____ ☐ _____ 999

OTHER (Write In)

Used for: 15U-0
- Dietary Supplement ☐ 1
- Regularity ☐ 2
- Laxative ☐ 3
- Other ☐ 4

HEMORRHOID REMEDIES

You Personally: Used in last 6 months | Times/ last 30 days

085

TOTAL: ☐ _____ 00

TYPES:
- Creams ☐ _____ 01
- Suppositories ☐ _____ 02
- Pads ☐ _____ 03
- Wipes ☐ _____ 04

BRANDS:
- Preparation H ☐ _____ 05
- Tucks ☐ _____ 06
- Store's Own Brand ☐ _____ 07
- _____ ☐ _____ 999

OTHER (Write In)

ATHLETE'S FOOT/ MEDICATED FOOT CARE PRODUCTS

You Personally: Used in last 6 months | Times/ last 30 days

086

TOTAL: ☐ _____ 00

TYPES:
- Aerosol Liquid ☐ _____ 01
- Aerosol Powder ☐ _____ 02
- Other Powder ☐ _____ 03
- Cream ☐ _____ 04
- Gel ☐ _____ 05
- Liquid ☐ _____ 06

BRANDS:
- Desenex ☐ _____ 07
- Fungicure ☐ _____ 08
- Fungi-Nail ☐ _____ 09
- Kerasal Nail ☐ _____ 10
- Lamisil ☐ _____ 11
- Lotrimin ☐ _____ 12
- Tinactin ☐ _____ 13
- Store's Own Brand ☐ _____ 14
- _____ ☐ _____ 999

OTHER (Write In)

PRE-MENSTRUAL OR PERIOD PAIN REMEDIES (Women)

You Personally: Used in last 6 months | Times/ last 30 days

088

TOTAL: ☐ _____ 00

BRANDS:
- Midol ☐ _____ 01
- Pamprin ☐ _____ 02
- _____ ☐ _____ 999

OTHER (Write In)

FEMININE MEDICATED PRODUCTS (Women)

You Personally: Used in last 6 months | Times/ last 30 days

089

TOTAL: ☐ _____ 00

BRANDS:
- Cortisone 10 Feminine Relief ☐ _____ 01
- Monistat 1 ☐ _____ 02
- Monistat 3 ☐ _____ 03
- Monistat 7 ☐ _____ 04
- Vagisil Anti-Itch ☐ _____ 05
- Store's Own Brand ☐ _____ 06
- _____ ☐ _____ 999

OTHER (Write In)

PERSONAL LUBRICANTS

You Personally: Used in last 6 months

087-0

Yes ☐ 1

BRANDS:
- Astroglide ☐ 2
- K-Y ☐ 3
- Trojan Lubricants ☐ 4
- Store's Own Brand ☐ 5
- _____ ☐ 6

OTHER (Write In)

VITAMIN AND DIETARY SUPPLEMENTS

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

080

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
- Gingko 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
- Prenatal ☐ _____ 22
- Probiotic ☐ _____ 23
- St. John's Wort ☐ _____ 24
- Stress Formula ☐ _____ 25
- Zinc ☐ _____ 26
- Other ☐ _____ 27

BRANDS:
- Bausch + Lomb PreserVision ☐ _____ 28
- Caltrate 600 ☐ _____ 29
- Centrum ☐ _____ 30
- Centrum Multigummies ☐ _____ 31
- Centrum Silver ☐ _____ 32
- Centrum Vitamints ☐ _____ 33
- Other Centrum ☐ _____ 34
- Citracal ☐ _____ 35
- Emergen-C ☐ _____ 36
- Ester-C ☐ _____ 37
- Natrol ☐ _____ 38
- Nature Made ☐ _____ 39
- Nature's Bounty ☐ _____ 40
- Nature's Way Alive! ☐ _____ 41
- Ocuvite ☐ _____ 42
- One-A-Day 50+ Advantage ☐ _____ 43
- One-A-Day Men's Health ☐ _____ 44
- One-A-Day Women's Active Metabolism ☐ _____ 45
- One-A-Day Women's ☐ _____ 46
- One-A-Day VitaCraves ☐ _____ 47
- Other One-A-Day ☐ _____ 48
- Os-Cal ☐ _____ 49
- Osteo Bi-Flex ☐ _____ 50
- Renew Life Ultimate Flora ☐ _____ 51
- Schiff ☐ _____ 52
- Sundown Naturals ☐ _____ 53
- TruBiotics ☐ _____ 54
- Viactiv ☐ _____ 55
- Vitafusion ☐ _____ 56
- Store's Own Brand ☐ _____ 57
- _____ ☐ _____ 999

OTHER (Write In)

Used for: 14A-0
- General Health ☐ 1
- Vitamin/Mineral Deficiency ☐ 2
- Prenatal Care ☐ 3
- Other ☐ 4

BODY POWDER

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

009

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
- _____ ☐ _____ 999

OTHER (Write In)

EATING HABITS/ DIET CONTROL

Are you presently controlling your diet for any of these reasons?

095-0
- Blood sugar level ☐ 1
- Cholesterol level ☐ 2
- Food Allergy ☐ 3
- Lactose intolerance ☐ 4
- Physical fitness ☐ 5
- Regularity ☐ 6
- Salt restriction ☐ 7
- Maintain weight ☐ 8
- Weight loss ☐ 9
- Other ☐ 0

Do you buy foods specifically labeled as:

096-0
- Fat-free ☐ 1
- Gluten-free ☐ 2
- High fiber ☐ 3
- High protein ☐ 4
- Hormone-free ☐ 5
- Lactose-free ☐ 6
- Low-calorie ☐ 7
- Low-carb ☐ 8
- Low-cholesterol ☐ 9
- Low-fat ☐ 0
- Low-sodium ☐ X

15R-0
- Natural or Organic ☐ 1
- Probiotic ☐ 2
- Sugar-free ☐ 3

Do you consider yourself to be:
- Semi-vegetarian ☐ 4
- Vegetarian ☐ 5
- Vegan ☐ 6

If you are dieting, which methods are you using:

097-0
- Cooking Light diet ☐ 1
- Jenny Craig ☐ 2
- Medifast ☐ 3
- MyFitnessPal.com ☐ 4
- South Beach Diet ☐ 5
- Weight Watchers ☐ 6
- Other diet organization or club ☐ 7
- Atkins diet ☐ 8
- Doctor's care/diet ☐ 9
- Diet control book ☐ 0
- Exercise program ☐ X

14W-0
- Surgery ☐ 1
- Other ☐ 2

LACTOSE INTOLERANCE PRODUCTS

You Personally: Used in last 6 months | Times/ last 30 days

098

TOTAL: ☐ _____ 00

BRANDS:
- Dairy Ease ☐ _____ 01
- Lactaid ☐ _____ 02
- _____ ☐ _____ 999

OTHER (Write In)

MEAL/DIETARY/ WEIGHT LOSS SUPPLEMENTS

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

099

TOTAL: ☐ _____ 00

TYPES:
- Liquid ☐ _____ 01
- Powder ☐ _____ 02
- Tablet ☐ _____ 03

BRANDS:
- Atkins ☐ _____ 04
- Body Fortress ☐ _____ 05
- Boost ☐ _____ 06
- Carnation Breakfast Essentials ☐ _____ 07
- EAS ☐ _____ 08
- Ensure ☐ _____ 09
- Glucerna ☐ _____ 10
- Hydroxycut ☐ _____ 11
- Isopure ☐ _____ 12
- Kellogg's Special K Protein ☐ _____ 13
- Muscle Milk ☐ _____ 14
- Premier Protein ☐ _____ 15
- Purely Inspired ☐ _____ 16
- Slim-Fast ☐ _____ 17
- SlimQuick ☐ _____ 18
- _____ ☐ _____ 999

OTHER (Write In)

Used For: 15Q-0
- Weight Loss ☐ 1
- Gain/Maintain Weight ☐ 2
- Nutritional Supplement ☐ 3
- Meal Replacement ☐ 4

INCONTINENCE PRODUCTS

You Personally: Used in last 6 months | Bought in last 6 months

101 | 1 | 2

- Yes ☐ ☐ 01

BRANDS:
- Always Discreet ☐ ☐ 02
- Depend ☐ ☐ 03
- Poise ☐ ☐ 04
- Tena ☐ ☐ 05
- Other ☐ ☐ 06

CONDOMS

You Personally: Bought in last 6 months

102-0
- Yes ☐ 1

BRANDS:
- Durex ☐ 2
- LifeStyles ☐ 3
- Trojan ☐ 4
- Trojan Ecstasy ☐ 5
- Trojan Her Pleasure ☐ 6
- Trojan Magnum ☐ 7
- Other ☐ 8

BLEACH AND DEPILATORIES (Hair Removal)

You Personally: Used in last 6 months | Times/ last 30 days

104

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
- _____ ☐ _____ 999

OTHER (Write In)

SUNTAN & SUNSCREEN PRODUCTS

You Personally: Used in last 12 months | Times/last 30 days (in season)

105

TOTAL: ☐ _____ 00

TYPES:
- SPF 0 (no SPF) ☐ _____ 01
- SPF 1-10 ☐ _____ 02
- SPF 15 ☐ _____ 03
- SPF 30-49 ☐ _____ 04
- SPF 50+ ☐ _____ 05

KINDS:
- Suntan Lotion/Sunscreen ☐ _____ 06
- Sunless Tanner ☐ _____ 07

FORMS:
- Gel ☐ _____ 08
- Lotion ☐ _____ 09
- Oil ☐ _____ 10
- Spray ☐ _____ 11
- Stick ☐ _____ 12
- Tube (cream) ☐ _____ 13

BRANDS:
- Australian Gold ☐ _____ 14
- Aveeno ☐ _____ 15
- Avon ☐ _____ 16
- Bain de Soleil ☐ _____ 17
- Banana Boat ☐ _____ 18
- Banana Boat Sport ☐ _____ 19
- Bull Frog ☐ _____ 20
- CeraVé ☐ _____ 21
- Clinique ☐ _____ 22
- Coppertone Sport ☐ _____ 23
- Other Coppertone ☐ _____ 24
- Hawaiian Tropic ☐ _____ 25
- L'Oréal Sublime Bronze ☐ _____ 26
- Mary Kay ☐ _____ 27
- Neutrogena Sunblock ☐ _____ 28
- Neutrogena Sunless Tan ☐ _____ 29
- Other Neutrogena ☐ _____ 30
- No-Ad ☐ _____ 31
- Ocean Potion ☐ _____ 32
- Panama Jack ☐ _____ 33
- Sally Hansen Airbrush ☐ _____ 34
- Store's Own Brand ☐ _____ 35
- _____ ☐ _____ 999

OTHER (Write In)

SUNBURN REMEDIES

You Personally: Used in last 12 months | Times/last 30 days (in season)

106

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
- _____ ☐ _____ 999

OTHER (Write In)

IN HOME SHOPPING/HEALTH AIDS/SMOKING/TOBACCO

IN HOME SHOPPING

In the last 6 months, did you personally buy items from an in-home sales representative? 14N-0
Yes ☐1

Amount spent in last 6 months: 14P-0
- Under $50 ☐1
- $50-$74 ☐2
- $75-$149 ☐3
- $150 or more ☐4

Items purchased:
- Cosmetics ☐5
- Housewares ☐6
- Clothing ☐7
- Jewelry ☐8
- Other ☐9

From which company did you purchase in the last 6 months? 14Q-0
- Amway ☐1
- Avon ☐2
- Mary Kay Cosmetics ☐3
- Pampered Chef ☐4
- Tupperware ☐5
- Other ☐6

TOOTHACHE, GUM & CANKER SORE REMEDIES

062

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Anbesol	☐	_____	01
Colgate Orabase	☐	_____	02
Crest Sensi-Stop	☐	_____	03
Kank-A	☐	_____	04
Orajel Mouth Sore	☐	_____	05
Orajel Toothache	☐	_____	06
_____ OTHER (Write In)	☐	_____	999

Used for: 15K-0
- Toothache ☐1
- Gum/Canker Sore ☐2

COLD SORES/ FEVER BLISTERS

14D

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Abreva	☐	_____	01
Anbesol Cold Sore Therapy	☐	_____	02
Blistex Medicated Lip Ointment	☐	_____	03
Campho-Phenique Cold Sore Treatment	☐	_____	04
Carmex	☐	_____	05
Herpecin-L	☐	_____	06
Orajel for Cold Sores	☐	_____	07
_____ OTHER (Write In)	☐	_____	999

Number of cold sores/fever blisters you had, last 6 months _____ 14E-0
Write in number

SLEEPING AIDS & SNORE RELIEF

081

	You Personally: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Breathe Right	☐	_____	01
Dalay	☐	_____	02
Emergen-Zzzz	☐	_____	03
Melatonex	☐	_____	04
MidNite	☐	_____	05
Nature Made Sleep	☐	_____	06
Simply Sleep	☐	_____	07
Unisom	☐	_____	08
ZzzQuil	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

Used for: 14F-0
- Snore Relief ☐1
- Sleeplessness ☐2

PIPE TOBACCO

117

	You Personally: Used in last 6 months	Pipesful/ last 7 days	
TOTAL:	☐	_____	00

CIGARETTE ROLLING PAPERS

118

	You Personally: Used in last 6 months	Packets/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
EZ Wider	☐	_____	01
Zig Zag	☐	_____	02
_____ OTHER (Write In)	☐	_____	999

MARIJUANA (Recreational Use)

120-0

	You Personally: Used in last 6 months
Yes	☐1

CHEWING AND SMOKELESS TOBACCO

119

	You Personally: Used in last 6 months	Cans/ Packages last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Loose Leaf	☐	_____	01
Moist Smokeless/Snuff	☐	_____	02
Pouch	☐	_____	03
Snus	☐	_____	04
BRANDS:			
Camel Snus	☐	_____	05
Copenhagen	☐	_____	06
General Snus	☐	_____	07
Grizzly	☐	_____	08
Kodiak	☐	_____	09
Red Seal	☐	_____	10
Skoal	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

ELECTRONIC/ E-CIGARETTES/ VAPORIZERS

14C

	You Personally: Smoked in last 12 months	Cartridges/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
E-Cig	☐	_____	01
Vaporizer	☐	_____	02
BRANDS:			
blu	☐	_____	03
Green Smoke	☐	_____	04
Juul	☐	_____	05
LOGIC	☐	_____	06
MarkTen	☐	_____	07
Mistic	☐	_____	08
NJoy	☐	_____	09
V2	☐	_____	10
VUSE Vibe	☐	_____	11
Other VUSE	☐	_____	12
_____ OTHER (Write In)	☐	_____	999

CIGARETTES

115

	You Personally: Smoked in last 12 months	Packs/ last 7 days	
TOTAL:	☐	_____	00
KINDS:			
Menthol	☐	_____	01
Non-Menthol	☐	_____	02
BRANDS:			
Basic	☐	_____	03
Camel Blue/Silver	☐	_____	04
Camel Crush	☐	_____	05
Camel Regular	☐	_____	06
Other Camel	☐	_____	07
Doral	☐	_____	08
Eclipse	☐	_____	09
Kamel	☐	_____	10
Kool	☐	_____	11
L&M	☐	_____	12
Marlboro Black	☐	_____	13
Marlboro Gold	☐	_____	14
Marlboro Red	☐	_____	15
Marlboro Silver	☐	_____	16
Marlboro Special Blend	☐	_____	17
Other Marlboro	☐	_____	18
Maverick	☐	_____	19
Natural American Spirit	☐	_____	20
Newport	☐	_____	21
Pall Mall	☐	_____	22
Parliament	☐	_____	23
Pyramid	☐	_____	24
Salem	☐	_____	25
305's	☐	_____	26
Virginia Slims	☐	_____	27
Winston	☐	_____	28
_____ OTHER (Write In)	☐	_____	999

SMOKING CESSATION

Method(s) used to stop smoking, last 12 months: 14V-0
- "Cold Turkey" ☐1
- Electronic/E-cigarette ☐2
- Gum ☐3
- Lozenge ☐4
- Patch ☐5
- Pill ☐6
- Other ☐7

BRANDS: 114-0
- Chantix ☐1
- Nicorette ☐2
- NicoDerm CQ ☐3
- Zonnic ☐4
- Store's Own Brand ☐5
- Other ☐6

CIGARS

113

	You Personally: Smoked in last 6 months	Number/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Black & Mild	☐	_____	01
Dutch Masters	☐	_____	02
Garcia y Vega	☐	_____	03
Macanudo	☐	_____	04
Montecristo	☐	_____	05
Optimo	☐	_____	06
Swisher Sweets	☐	_____	07
White Owl	☐	_____	08
_____ OTHER (Write In)	☐	_____	999

AILMENTS/DOCTOR VISITS

AILMENTS/ REMEDIES

AILMENTS 107	You Personally: Have/ Had in last 12 months 1	How treated in the last 12 months? Used a prescription remedy: Branded 2	Generic 3	Used a non-prescription remedy 4	Used a home/ herbal remedy 5	Have not treated 6	
Acne	☐	☐	☐	☐	☐	☐	01
ADD/ADHD	☐	☐	☐	☐	☐	☐	02
Allergy/Hay Fever	☐	☐	☐	☐	☐	☐	03
Anxiety/Panic	☐	☐	☐	☐	☐	☐	04
Arthritis/Rheumatoid arthritis (RA)	☐	☐	☐	☐	☐	☐	05
Arthritis/Osteoarthritis	☐	☐	☐	☐	☐	☐	06
Asthma	☐	☐	☐	☐	☐	☐	07
Athlete's Foot	☐	☐	☐	☐	☐	☐	08
Atrial Fibrillation (Afib)	☐	☐	☐	☐	☐	☐	09
Backache/Back Pain	☐	☐	☐	☐	☐	☐	10
Bipolar Disorder	☐	☐	☐	☐	☐	☐	11
Cancer	☐	☐	☐	☐	☐	☐	12
Crohn's Disease/Ulcerative Colitis	☐	☐	☐	☐	☐	☐	13
Chronic Bronchitis	☐	☐	☐	☐	☐	☐	14
Chronic/Severe Pain	☐	☐	☐	☐	☐	☐	15
Cold Sores	☐	☐	☐	☐	☐	☐	16
Constipation	☐	☐	☐	☐	☐	☐	17
Dandruff/Dry Scalp	☐	☐	☐	☐	☐	☐	18
Depression	☐	☐	☐	☐	☐	☐	19
Diabetes (Insulin Dependent)	☐	☐	☐	☐	☐	☐	20
Diabetes (Non-Insulin Dependent)	☐	☐	☐	☐	☐	☐	21
Dry Eyes	☐	☐	☐	☐	☐	☐	22
Eczema/Skin Itch/Rash	☐	☐	☐	☐	☐	☐	23
Emphysema	☐	☐	☐	☐	☐	☐	24
Epilepsy/Seizures	☐	☐	☐	☐	☐	☐	25
Erectile Dysfunction (ED)	☐	☐	☐	☐	☐	☐	26
Fibromyalgia	☐	☐	☐	☐	☐	☐	27
Flu	☐	☐	☐	☐	☐	☐	28
Gout	☐	☐	☐	☐	☐	☐	29
Hair Loss	☐	☐	☐	☐	☐	☐	30
Hearing Loss	☐	☐	☐	☐	☐	☐	31
Heart Attack/Heart Disease	☐	☐	☐	☐	☐	☐	32
Heartburn/Acid Reflux	☐	☐	☐	☐	☐	☐	33
Hepatitis	☐	☐	☐	☐	☐	☐	34
High Cholesterol	☐	☐	☐	☐	☐	☐	35
Hypertension/High Blood Pressure	☐	☐	☐	☐	☐	☐	36
Insomnia	☐	☐	☐	☐	☐	☐	37
Irritable Bowel Syndrome (IBS)	☐	☐	☐	☐	☐	☐	38
Kidney Ailments	☐	☐	☐	☐	☐	☐	39
Macular Degeneration	☐	☐	☐	☐	☐	☐	40
Menopause/Hormone Replacement	☐	☐	☐	☐	☐	☐	41
Migraine Headaches	☐	☐	☐	☐	☐	☐	42
Multiple Sclerosis (MS)	☐	☐	☐	☐	☐	☐	43
Muscle Strain/Sprain	☐	☐	☐	☐	☐	☐	44
Nail Fungus	☐	☐	☐	☐	☐	☐	45
Obesity/Overweight	☐	☐	☐	☐	☐	☐	46
Osteoporosis	☐	☐	☐	☐	☐	☐	47
Overactive Bladder	☐	☐	☐	☐	☐	☐	48
Prostate	☐	☐	☐	☐	☐	☐	49
Psoriasis	☐	☐	☐	☐	☐	☐	50
Restless Legs Syndrome	☐	☐	☐	☐	☐	☐	51
Rosacea or Skin Disease	☐	☐	☐	☐	☐	☐	52
Sinus Congestion/Headache	☐	☐	☐	☐	☐	☐	53
Sleep Apnea	☐	☐	☐	☐	☐	☐	54
Snoring	☐	☐	☐	☐	☐	☐	55
Urinary Tract Infection (UTI)	☐	☐	☐	☐	☐	☐	56
Wrinkles	☐	☐	☐	☐	☐	☐	57
Yeast Infection	☐	☐	☐	☐	☐	☐	58

In the last 12 months, how did you obtain information about an ailment or prescription drug?

15A-0

- Television Advertisement ☐ 1
- Magazine Advertisement ☐ 2
- Other Advertisement ☐ 3
- Doctor or Healthcare professional ☐ 4
- Friends/Family ☐ 5
- Pamphlets/Brochures ☐ 6

14X-0

- Patient support group ☐ 1
- Pharmacist ☐ 2
- Pharmaceutical company ☐ 3
- Medical journals ☐ 4
- Social Media site ☐ 5
- Other Online/Internet site ☐ 6
- Other ☐ 7

DOCTOR VISITS

094

	You Personally: Visited in last 12 months	Times/ last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Acupuncturist	☐	_____	01
Allergist	☐	_____	02
Cardiologist	☐	_____	03
Chiropractor	☐	_____	04
Dentist	☐	_____	05
Dermatologist	☐	_____	06
Ear, Nose & Throat	☐	_____	07
Eye Doctor	☐	_____	08
Gastroenterologist	☐	_____	09
General/Family Practitioner	☐	_____	10
Internist	☐	_____	11
Nurse Practitioner	☐	_____	12
OB/Gyn	☐	_____	13
Osteopath	☐	_____	14
Pediatrician (with child)	☐	_____	15
Physical Therapist	☐	_____	16
Plastic Surgeon	☐	_____	17
Podiatrist	☐	_____	18
Psychiatrist	☐	_____	19
Urologist	☐	_____	20
_____ OTHER (Write In)	☐	_____	999

CAREGIVER/ CARETAKER

Are you, personally, a primary caregiver for someone with a medical condition? Yes ☐ 1 15L-0

If yes, what services/support do you provide? 15N-0

- Assist with chores ☐ 1
- Assist with personal care ☐ 2
- Give medication ☐ 3
- Make doctor's appointments ☐ 4
- Provide transportation ☐ 5
- Research medical information ☐ 6
- Other ☐ 7

Age of patient(s): 15W-0

- Less than 18 years old ☐ 1
- 18-64 years old ☐ 2
- 65 years or older ☐ 3

Patient's relationship to you: 15Y-0

- Relative ☐ 1
- Friend ☐ 2
- Other ☐ 3

HEALTHCARE ADVERTISING ACTIONS TAKEN

14B-0

Actions you took as a result of seeing or hearing healthcare advertising, in the last 12 months:

- Bought a non-prescription product ☐ 1
- Refilled a prescription ☐ 2
- Made an appointment to see a doctor ☐ 3
- Discussed an ad with your doctor ☐ 4
- Discussed an ad with a friend or relative ☐ 5
- Asked your doctor to prescribe a specific drug ☐ 6
- Consulted a pharmacist ☐ 7
- Visited a product or drug website ☐ 8
- Visited another website ☐ 9
- Requested a free sample ☐ 0
- Called a toll-free number for information ☐ X
- Other ☐ Y

PRESCRIPTION DRUGS/HEALTH ATTITUDES

PRESCRIPTION DRUGS

You Personally: Used in last 12 months

BRANDS:

108-0

- Abilify ☐ 1
- Actonel ☐ 2
- Actos ☐ 3
- Aczone ☐ 4
- Adderall ☐ 5
- Advair ☐ 6
- Ambien/Ambien CR ☐ 7
- Androgel ☐ 8

109-0

- Belviq ☐ 1
- Boniva ☐ 2
- Botox ☐ 3
- Celebrex ☐ 4
- Cialis ☐ 5
- Clarinex ☐ 6
- Coreg ☐ 7
- Cosentyx ☐ 8
- Crestor ☐ 9
- Cymbalta ☐ 0
- Diflucan ☐ X

110-0

- Diovan/Diovan HCT ☐ 1
- Dulera ☐ 2
- Effexor/Effexor XR ☐ 3
- Eliquis ☐ 4
- Enbrel ☐ 5
- EpiPen ☐ 6
- Evista ☐ 7
- Farxiga ☐ 8
- Flomax ☐ 9
- Flovent ☐ 0

131-0

- Fosamax ☐ 1
- Glucophage/Glucophage XR ☐ 2
- Humira ☐ 3
- Imitrex ☐ 4
- Invokana ☐ 5
- Januvia ☐ 6
- Jublia ☐ 7
- Juvederm ☐ 8

PRESCRIPTION DRUGS (Continued)

You Personally: Used in last 12 months

15S-0

- Lamisil ☐ 1
- Latuda ☐ 2
- Lexapro ☐ 3
- Linzess ☐ 4
- Lipitor ☐ 5
- Lovaza ☐ 6
- Lyrica ☐ 7
- Medical marijuana ☐ 8
- Nasonex ☐ 9
- Nexium ☐ 0
- Norvasc ☐ X
- Opdivo ☐ Y

132-0

- Orencia ☐ 1
- Ortho Tri-cyclen ☐ 2
- Osphena ☐ 3
- Paxil/Paxil CR ☐ 4
- Plavix ☐ 5
- Pravachol ☐ 6
- Premarin ☐ 7
- Prevacid ☐ 8
- Pristiq ☐ 9
- Prolia ☐ 0

112-0

- Protonix ☐ 1
- Prozac ☐ 2
- Restasis ☐ 3
- Seroquel ☐ 4
- Singulair ☐ 5
- Spiriva ☐ 6
- Symbicort ☐ 7
- Tamiflu ☐ 8
- Trulicity ☐ 9

15T-0

- Valtrex ☐ 1
- Viagra ☐ 2
- Vytorin ☐ 3
- Wellbutrin ☐ 4
- Xarelto ☐ 5
- Zetia ☐ 6
- Zocor ☐ 7
- Zoloft ☐ 8
- Zostavax ☐ 9

PRESCRIPTION DRUGS (Continued)

Number of prescriptions filled for yourself in the last 30 days _____ 15E-0
Write in number

On the average, how much do you spend out of pocket per month on your prescription medication(s)?
$ _____ 15F-0
Write in amount

In the last 12 months, where did you fill a prescription?

15H-0

- Drug Store/Pharmacy ☐ 1
- Supermarket ☐ 2
- Discount/Department Store ☐ 3
- Mail order ☐ 4
- Internet/Online ☐ 5
- Other ☐ 6

CONTRACEPTION (Women)

You Personally: Used in last 12 months

15J-0

- Depo-Provera ☐ 1
- Loestrin ☐ 2
- Mirena ☐ 3
- Nexplanon ☐ 4
- NuvaRing ☐ 5
- Ortho Tri-cyclen ☐ 6
- Ortho Tri-cyclen Lo ☐ 7
- Plan B One-Step ☐ 8
- Yaz ☐ 9
- IUD ☐ 0
- _____ ☐ X

OTHER (Write In)

HEALTH ATTITUDES

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.

15C	Agree Strongly 1	Somewhat Agree 2	Somewhat Disagree 3	Disagree Strongly 4	
1. I go to the doctor regularly for check-ups	☐	☐	☐	☐	01
2. I prefer alternative medicine to traditional medical practices	☐	☐	☐	☐	02
3. Generic medications are as effective as brand-name prescription drugs	☐	☐	☐	☐	03
4. In general, I feel I eat right	☐	☐	☐	☐	04
5. In general, I think herbal supplements are effective	☐	☐	☐	☐	05
6. I take my prescription medicines exactly as prescribed	☐	☐	☐	☐	06
7. I'm often first to try the most advanced medicines	☐	☐	☐	☐	07
8. I prefer popular brand-name drugs, even if they cost more	☐	☐	☐	☐	08
9. I rely on my physician to recommend drug brands	☐	☐	☐	☐	09
10. In general, newer drug brands work better than older brands	☐	☐	☐	☐	10
11. If a drug brand works, I stick with it	☐	☐	☐	☐	11
12. To save money, I would buy prescription drugs from countries other than the United States	☐	☐	☐	☐	12
13. Before I begin taking any drug, I look for as much information about it as possible	☐	☐	☐	☐	13
14. I am willing to take prescription drugs even if my insurance company doesn't cover them	☐	☐	☐	☐	14
15. Over the counter medications are safer than prescription drugs	☐	☐	☐	☐	15
16. I only go to the doctor when I'm very ill	☐	☐	☐	☐	16
17. Sometimes I skip a dose of my prescription drugs because I worry about the side effects	☐	☐	☐	☐	17
18. I take medicine as soon as I don't feel well	☐	☐	☐	☐	18
19. Medication has improved the quality of my life	☐	☐	☐	☐	19
20. I follow a regular exercise routine	☐	☐	☐	☐	20
21. My medical conditions limit my lifestyle somewhat	☐	☐	☐	☐	21
22. I am always looking for new ways to live a healthier life	☐	☐	☐	☐	22
23. I am happy with my weight	☐	☐	☐	☐	23
24. I consult my pharmacist for health advice	☐	☐	☐	☐	24
25. Vitamin supplements improve one's health	☐	☐	☐	☐	25
26. The benefits of vaccines outweigh any possible risks	☐	☐	☐	☐	26

CANDY (Regular or King Size)

You Personally: Bought last 6 months | Individual bars, boxes, bags bought last 7 days

129

TOTAL: ☐ _____ 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
- Dove Chocolate ☐ _____ 19
- 5th Avenue ☐ _____ 20
- Ghirardelli ☐ _____ 21
- Goobers ☐ _____ 22
- Good & Plenty ☐ _____ 23
- Green & Black's ☐ _____ 24
- Haribo Gold-Bears ☐ _____ 25
- Heath ☐ _____ 26
- Hershey's Air Delight ☐ _____ 27
- Hershey's-Almond ☐ _____ 28
- Hershey's Cookies 'n' Creme ☐ _____ 29
- Hershey's Drops ☐ _____ 30
- Hershey's Golden Almond ☐ _____ 31
- Hershey's Kisses (Single serving pack) ☐ _____ 32
- Hershey's Kisses with Almonds (Single serving pack) ☐ _____ 33
- Hershey's Milk Chocolate ☐ _____ 34
- Hershey's Special Dark ☐ _____ 35
- Hershey's Symphony ☐ _____ 36
- Junior Mints ☐ _____ 37
- Kit Kat ☐ _____ 38
- Lancaster ☐ _____ 39
- Life Savers Gummies ☐ _____ 40
- Lindt ☐ _____ 41
- M & M's Almond ☐ _____ 42
- M & M's Crispy ☐ _____ 43
- M & M's Dark Chocolate ☐ _____ 44
- M & M's Dark Chocolate Peanut ☐ _____ 45
- M & M's Milk Chocolate ☐ _____ 46
- M & M's Mini's ☐ _____ 47
- M & M's Peanut ☐ _____ 48
- M & M's Peanut Butter ☐ _____ 49
- M & M's Pretzel ☐ _____ 50
- Mike and Ike ☐ _____ 51
- Milk Duds ☐ _____ 52
- Milky Way ☐ _____ 53
- Milky Way Midnight ☐ _____ 54
- Milky Way Simply Caramel ☐ _____ 55
- Mounds ☐ _____ 56
- Mr. Goodbar ☐ _____ 57
- Nerds ☐ _____ 58
- Nestlé Crunch ☐ _____ 59
- Nestlé Milk Chocolate ☐ _____ 60
- Now and Later ☐ _____ 61
- 100 Grand ☐ _____ 62
- PayDay ☐ _____ 63
- Peanut Chews ☐ _____ 64

Continued in next Column

CANDY (Regular or King Size) (Continued)

You Personally: Bought last 6 months | Individual bars, boxes, bags bought last 7 days

- Raisinets ☐ _____ 65
- Red Vines ☐ _____ 66
- Reese's Peanut Butter Cup ☐ _____ 67
- Reese's Pieces ☐ _____ 68
- Reese's Sticks ☐ _____ 69
- Reese's Dark PB Cup ☐ _____ 70
- Reese's White Choc. PB Cup ☐ _____ 71
- Rolo ☐ _____ 72
- Russell Stover ☐ _____ 73
- Skinny Cow ☐ _____ 74
- Skittles ☐ _____ 75
- Skor ☐ _____ 76
- Snickers ☐ _____ 77
- Snickers Dark ☐ _____ 78
- Snickers Peanut Butter Squared ☐ _____ 79
- Sno-Caps ☐ _____ 80
- Starburst Fruit Chews ☐ _____ 81
- Sugar Babies ☐ _____ 82
- Sugar Daddy ☐ _____ 83
- Sweetarts ☐ _____ 84
- Take 5 ☐ _____ 85
- 3 Musketeers ☐ _____ 86
- Toblerone ☐ _____ 87
- Tootsie Rolls ☐ _____ 88
- Trolli ☐ _____ 89
- Twix ☐ _____ 90
- Twizzlers ☐ _____ 91
- Twizzlers Pull & Peel ☐ _____ 92
- Twizzlers Sweet & Sour ☐ _____ 93
- Whatchamacallit ☐ _____ 94
- Whoppers ☐ _____ 95
- York Peppermint Pattie ☐ _____ 96
- Zero ☐ _____ 97
- _____ ☐ _____ 999

OTHER (Write In)

HARD ROLL CANDY

You Personally: Bought/ last 6 months | Rolls/ last 7 days

124

TOTAL: ☐ _____ 00

BRANDS:
- Creme Savers ☐ _____ 01
- Jolly Rancher ☐ _____ 02
- Life Savers ☐ _____ 03
- Mentos Mixed Fruit ☐ _____ 04
- Werther's Original ☐ _____ 05
- _____ ☐ _____ 999

OTHER (Write In)

BOXED CHOCOLATES

You Personally: Bought in last 6 months | Boxes/ last 30 days

127

TOTAL: ☐ _____ 00

BRANDS:
- Fannie May ☐ _____ 01
- Ferrero Rocher ☐ _____ 02
- Ghirardelli ☐ _____ 03
- Godiva ☐ _____ 04
- Hershey's Pot of Gold ☐ _____ 05
- Lindt ☐ _____ 06
- Merci ☐ _____ 07
- Russell Stover ☐ _____ 08
- See's ☐ _____ 09
- Whitman's ☐ _____ 10
- _____ ☐ _____ 999

OTHER (Write In)

How purchased: 128-0
- Bought as gift ☐ 1
- Bought for self ☐ 2

PACKAGES OF MINIATURE/LOOSE CANDY

You Personally: Bought last 6 months | Packages last 30 days

130

TOTAL: ☐ _____ 00

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

OTHER (Write In)

ARTIFICIAL SWEETENERS, GUM/SNACKS & BEVERAGES

MINTS

You Personally: Bought/ last 6 months | Packages/ last 7 days

121

TOTAL: ☐ _____ 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
- _____ ☐ _____ 999

OTHER (Write In)

CHEWING GUM

You Personally: Chewed in last 6 months | Sticks/ pieces last 7 days

123

TOTAL: ☐ _____ 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 White ☐ _____ 16
- Trident Xtra Care ☐ _____ 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
- _____ ☐ _____ 999

OTHER (Write In)

SNACK MIXES

You Personally: Bought in last 6 months | Boxes/ last 30 days

126

TOTAL: ☐ _____ 00

BRANDS:
- Cheerios Snack Mix ☐ _____ 01
- Cheetos Mix-Ups ☐ _____ 02
- Cheez-It Snack Mix ☐ _____ 03
- Chex Mix ☐ _____ 04
- Doritos Mix ☐ _____ 05
- Gardetto's ☐ _____ 06
- Planters NUT-rition Mix ☐ _____ 07
- Planters Trail Mix ☐ _____ 08
- Ritz Snack Mix ☐ _____ 09
- _____ ☐ _____ 999

OTHER (Write In)

ARTIFICIAL & LO-CAL SWEETENERS

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

122

TOTAL: ☐ _____ 00

TYPES:
- Tablets ☐ _____ 01
- Packets ☐ _____ 02
- Loose Powder ☐ _____ 03

BRANDS:
- Domino Light ☐ _____ 04
- Equal ☐ _____ 05
- Monk Fruit in the Raw ☐ _____ 06
- PureVia ☐ _____ 07
- Splenda ☐ _____ 08
- Stevia in the Raw ☐ _____ 09
- Sweet 'n Low ☐ _____ 10
- Truvia ☐ _____ 11
- Zing ☐ _____ 12
- _____ ☐ _____ 999

OTHER (Write In)

NUTS

You Personally: Bought in last 6 months | Containers/ last 30 days

125

TOTAL: ☐ _____ 00

TYPES:
- Dry-roasted ☐ _____ 01
- Honey Roasted ☐ _____ 02
- Regular ☐ _____ 03

FORMS:
- Salted ☐ _____ 04
- Unsalted ☐ _____ 05

KINDS:
- Almonds (Smoked) ☐ _____ 06
- Almonds (Other Types) ☐ _____ 07
- Cashews ☐ _____ 08
- Hazelnuts ☐ _____ 09
- Macadamia ☐ _____ 10
- Mixed Nuts ☐ _____ 11
- Peanuts ☐ _____ 12
- Pecans ☐ _____ 13
- Pistachios ☐ _____ 14
- Sunflower Seeds ☐ _____ 15
- Walnuts ☐ _____ 16

BRANDS:
- Blue Diamond ☐ _____ 17
- David ☐ _____ 18
- Diamond ☐ _____ 19
- Emerald ☐ _____ 20
- Fisher ☐ _____ 21
- Mauna Loa ☐ _____ 22
- Nut Harvest ☐ _____ 23
- Planters ☐ _____ 24
- Wonderful ☐ _____ 25
- _____ ☐ _____ 999

OTHER (Write In)

READY TO DRINK ICED TEA

You Personally: Drank in last 6 months | Drinks or glasses/ last 7 days

136

TOTAL: ☐ _____ 00

TYPES:
- Flavored ☐ _____ 01
- Unflavored ☐ _____ 02

BRANDS:
- Arizona ☐ _____ 03
- Brisk ☐ _____ 04
- Fuze ☐ _____ 05
- Gold Peak ☐ _____ 06
- Honest Tea ☐ _____ 07
- Lipton's Iced Tea ☐ _____ 08
- Nestea ☐ _____ 09
- Pure Leaf ☐ _____ 10
- Snapple ☐ _____ 11
- Turkey Hill ☐ _____ 12
- _____ ☐ _____ 999

OTHER (Write In)

NUTRITION/ ENERGY BARS

You Personally: Used in last 6 months | Bars/ last 30 days

15V

TOTAL: ☐ _____ 00

BRANDS:
- Atkins Advantage ☐ _____ 01
- Balance Bar ☐ _____ 02
- Clif Bar ☐ _____ 03
- Gatorade ☐ _____ 04
- Glucerna Bar ☐ _____ 05
- KIND ☐ _____ 06
- Lärabar ☐ _____ 07
- Luna Bar ☐ _____ 08
- Met Rx Bar ☐ _____ 09
- PowerBar ☐ _____ 10
- Pure Protein ☐ _____ 11
- Slim-Fast Bar ☐ _____ 12
- South Beach Diet ☐ _____ 13
- ThinkThin ☐ _____ 14
- ZonePerfect Bar ☐ _____ 15
- _____ ☐ _____ 999

OTHER (Write In)

BOTTLED WATER & SELTZER

You Personally: Drank in last 6 months | Drinks or glasses/ last 7 days

138

TOTAL: ☐ _____ 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
- Canada Dry Seltzer ☐ _____ 10
- Capri Sun Roarin' Waters ☐ _____ 11
- Crystal Geyser ☐ _____ 12
- Crystal Springs ☐ _____ 13
- Dasani ☐ _____ 14
- Deer Park ☐ _____ 15
- Deja Blue ☐ _____ 16
- Evian ☐ _____ 17
- Fiji ☐ _____ 18
- Fruit$_2$O ☐ _____ 19
- Ice Mountain ☐ _____ 20
- Icelandic Glacial ☐ _____ 21
- La Croix ☐ _____ 22
- Mountain Valley ☐ _____ 23
- Nestlé Pure Life ☐ _____ 24
- Niagara ☐ _____ 25
- Ozarka ☐ _____ 26
- Perrier ☐ _____ 27
- Poland Spring ☐ _____ 28
- Propel ☐ _____ 29
- S.Pellegrino ☐ _____ 30
- Schweppes Seltzer ☐ _____ 31
- Seagram's Seltzer ☐ _____ 32
- Smartwater (Glacéau) ☐ _____ 33
- SoBe Lifewater ☐ _____ 34
- Sparkletts ☐ _____ 35
- Sparkling Ice ☐ _____ 36
- Vintage Seltzer ☐ _____ 37
- Vitamin Water (Glacéau) ☐ _____ 38
- Zephyrhills ☐ _____ 39
- Store's Own Brand ☐ _____ 40
- _____ ☐ _____ 999

OTHER (Write In)

Do you receive home delivery of bottled water? Yes ☐1 139-0

BEVERAGES

DIET COLA DRINKS

133

	You Personally: Drank in last 6 months	Drinks or glasses/ last 7 days	
TOTAL:	☐	_____	00
KINDS:			
Plastic Bottles	☐	_____	01
Glass Bottles	☐	_____	02
Cans	☐	_____	03
BRANDS:			
Caffeine Free Diet Coke	☐	_____	04
Coca-Cola Life	☐	_____	05
Coca-Cola Zero	☐	_____	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

REGULAR COLA DRINKS, NOT DIET

134

	You Personally: Drank in last 6 months	Drinks or glasses/ last 7 days	
TOTAL:	☐	_____	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
_____ (OTHER (Write In))	☐	_____	999

ENERGY DRINKS

143

	You Personally: Drank in last 6 months	Drinks/ last 30 days	
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

OTHER DIET SOFT DRINKS, NOT COLAS

137

	You Personally: Drank in last 6 months	Drinks or glasses/ last 7 days	
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 Mountain Dew	☐	_____	13
Diet Mug Root Beer	☐	_____	14
Diet 7 Up	☐	_____	15
Diet 7 Up Cherry	☐	_____	16
7 Up TEN	☐	_____	17
Sprite Zero	☐	_____	18
Diet Squirt	☐	_____	19
Diet Sunkist Orange	☐	_____	20
_____ (OTHER (Write In))	☐	_____	999

OTHER REGULAR CARBONATED SOFT DRINKS

(Not seltzer, colas or diet)

140

	You Personally: Drank in last 6 months	Drinks or glasses/ last 7 days	
TOTAL:	☐	_____	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
Mountain Dew	☐	_____	19
Mountain Dew Baja Blast	☐	_____	20
Mountain Dew Code Red	☐	_____	21
Mountain 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
_____ (OTHER (Write In))	☐	_____	999

SPORTS DRINKS/ THIRST QUENCHERS

135

	You Personally: Drank in last 6 months	Drinks/ last 30 days	
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

PREPARED MIXED DRINKS WITH LIQUOR

156

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Arbor Mist	☐	_____	01
Bacardi Party Drinks	☐	_____	02
Chi Chi's Margaritas	☐	_____	03
Daily's Cocktails	☐	_____	04
José Cuervo Authentic Margaritas	☐	_____	05
José Cuervo Golden Margarita	☐	_____	06
Kahlúa White Russian	☐	_____	07
Other Kahlúa	☐	_____	08
Parrot Bay	☐	_____	09
Skinnygirl	☐	_____	10
Smirnoff Cocktails	☐	_____	11
_____ (OTHER (Write In))	☐	_____	999

PREPARED MIXED DRINKS WITHOUT LIQUOR

157

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Frozen Concentrate	☐	_____	01
Liquid	☐	_____	02
BRANDS:			
Daily's Mixers	☐	_____	03
Bacardi Mixers	☐	_____	04
José Cuervo Margarita Mix	☐	_____	05
Master of Mixes	☐	_____	06
Mr. & Mrs. T	☐	_____	07
_____ (OTHER (Write In))	☐	_____	999

FLAVORED ALCOHOLIC BEVERAGES/COOLERS

148

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Bartles & Jaymes	☐	_____	01
Bud Light Lime-A-Rita	☐	_____	02
Bud Light Straw-Ber-Rita	☐	_____	03
Four Loko	☐	_____	04
Mike's Hard Lemonade	☐	_____	05
Seagram's Escapes	☐	_____	06
Smirnoff Ice	☐	_____	07
Smirnoff Ice Triple Black	☐	_____	08
Twisted Tea	☐	_____	09
_____ (OTHER (Write In))	☐	_____	999

REGULAR DOMESTIC BEER/ALE

142

	You Personally: Drank in last 6 months	Glasses/ last 7 days	
TOTAL:	☐	_____	00
KINDS:			
Bottles	☐	_____	01
Cans	☐	_____	02
Draft	☐	_____	03
BRANDS:			
Anchor Steam	☐	_____	04
Blue Moon	☐	_____	05
Budweiser	☐	_____	06
Bud Ice	☐	_____	07
Busch	☐	_____	08
Coors Banquet (Original)	☐	_____	09
Genesee Beer	☐	_____	10
George Killian's Irish Red	☐	_____	11
Goose Island	☐	_____	12
Icehouse	☐	_____	13
Keystone	☐	_____	14
Landshark Lager	☐	_____	15
Leinenkugel's	☐	_____	16
Michelob	☐	_____	17
Michelob AmberBock	☐	_____	18
Miller Fortune	☐	_____	19
Miller Genuine Draft	☐	_____	20
Miller High Life	☐	_____	21
Milwaukee's Best	☐	_____	22
Natural Ice	☐	_____	23
New Belgium	☐	_____	24
Pabst Blue Ribbon	☐	_____	25
Redd's Apple Ale	☐	_____	26
Redhook	☐	_____	27
Rolling Rock	☐	_____	28
Samuel Adams	☐	_____	29
Shiner Bock	☐	_____	30
Shock Top	☐	_____	31
Sierra Nevada	☐	_____	32
Yuengling	☐	_____	33
Other Small/Regional Brand	☐	_____	34
_____ OTHER (Write In)	☐	_____	999

LOW CALORIE DOMESTIC BEER

141

	You Personally: Drank in last 6 months	Glasses/ last 7 days	
TOTAL:	☐	_____	00
KINDS:			
Bottles	☐	_____	01
Cans	☐	_____	02
Draft	☐	_____	03
BRANDS:			
Bud Light	☐	_____	04
Bud Light Lime	☐	_____	05
Bud Light Platinum	☐	_____	06
Bud Select 55	☐	_____	07
Budweiser Select	☐	_____	08
Busch Light	☐	_____	09
Coors Light	☐	_____	10
Keystone Light	☐	_____	11
Michelob Light	☐	_____	12
Michelob ULTRA	☐	_____	13
Miller64	☐	_____	14
Miller High Life Light	☐	_____	15
Miller Lite	☐	_____	16
Milwaukee's Best Light	☐	_____	17
Natural Light	☐	_____	18
Sam Adams Light	☐	_____	19
Yuengling Light	☐	_____	20
_____ OTHER (Write In)	☐	_____	999

IMPORTED BEER/ALE

144

	You Personally: Drank in last 6 months	Glasses/ last 7 days	
TOTAL:	☐	_____	00
KINDS:			
Bottles	☐	_____	01
Cans	☐	_____	02
Draft	☐	_____	03
TYPES:			
Lager (light color)	☐	_____	04
Dark	☐	_____	05
BRANDS:			
Amstel Light	☐	_____	06
Bass	☐	_____	07
Beck's	☐	_____	08
Corona Extra	☐	_____	09
Corona Light	☐	_____	10
Dos Equis	☐	_____	11
Foster's	☐	_____	12
Grolsch	☐	_____	13
Guinness Draught	☐	_____	14
Guinness Stout	☐	_____	15
Harp	☐	_____	16
Heineken	☐	_____	17
Heineken Light	☐	_____	18
Hoegaarden	☐	_____	19
Kirin	☐	_____	20
Labatt Blue	☐	_____	21
Leffe	☐	_____	22
Modelo Especial	☐	_____	23
Modelo Negra	☐	_____	24
Molson Canadian	☐	_____	25
Montejo	☐	_____	26
Moosehead	☐	_____	27
Newcastle Brown Ale	☐	_____	28
Pacifico	☐	_____	29
Peroni	☐	_____	30
Pilsner Urquell	☐	_____	31
Presidente	☐	_____	32
Red Stripe	☐	_____	33
Smithwick's	☐	_____	34
St. Pauli Girl	☐	_____	35
Stella Artois	☐	_____	36
Tecate	☐	_____	37
Tsingtao	☐	_____	38
_____ OTHER (Write In)	☐	_____	999

HARD CIDER

146

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Angry Orchard	☐	_____	01
Crispin	☐	_____	02
Johnny Appleseed	☐	_____	03
Smith & Forge	☐	_____	04
Stella Artois Cidre	☐	_____	05
Strongbow	☐	_____	06
Woodchuck	☐	_____	07
_____ OTHER (Write In)	☐	_____	999

MALT LIQUOR

149

	You Personally: Drank in last 6 months	Glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Colt 45	☐	_____	01
King Cobra	☐	_____	02
Mickey's	☐	_____	03
Olde English 800	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

DOMESTIC DINNER/ TABLE WINES

147

	You Personally: Drank in last 6 months	Drinks or glasses/ last 7 days	
TOTAL:	☐	_____	00
KINDS:			
Cabernet Sauvignon	☐	_____	01
Chardonnay	☐	_____	02
Merlot	☐	_____	03
Pinot Grigio	☐	_____	04
Pinot Noir	☐	_____	05
Rosé	☐	_____	06
Sauvignon Blanc	☐	_____	07
Other Red	☐	_____	08
Other White	☐	_____	09
Other	☐	_____	10
BRANDS:			
Almaden	☐	_____	11
Apothic	☐	_____	12
Arbor Mist	☐	_____	13
Barefoot	☐	_____	14
Beaulieu Vineyard (BV)	☐	_____	15
Beringer	☐	_____	16
Black Box	☐	_____	17
Blackstone	☐	_____	18
Bogle	☐	_____	19
Carlo Rossi	☐	_____	20
Chateau Ste. Michelle	☐	_____	21
Charles Shaw	☐	_____	22
Clos du Bois	☐	_____	23
Columbia Crest	☐	_____	24
Concannon Vineyard	☐	_____	25
Corbett Canyon	☐	_____	26
Crane Lake	☐	_____	27
Cupcake Vineyards	☐	_____	28
Fetzer	☐	_____	29
Francis Coppola	☐	_____	30
Franzia	☐	_____	31
Gallo	☐	_____	32
Gallo of Sonoma	☐	_____	33
Gnarly Head	☐	_____	34
Inglenook	☐	_____	35
Josh Cellars	☐	_____	36
Kendall-Jackson	☐	_____	37
Kenwood Vineyards	☐	_____	38
Layer Cake	☐	_____	39
Livingston Cellars	☐	_____	40
Manischewitz	☐	_____	41
Ménage à Trois	☐	_____	42
Mirassou	☐	_____	43
Mogen David	☐	_____	44
Naked Grape	☐	_____	45
Oak Leaf	☐	_____	46
Ravenswood	☐	_____	47
Redwood Creek	☐	_____	48
Rex-Goliath	☐	_____	49
Robert Mondavi	☐	_____	50
Rodney Strong	☐	_____	51
Seven Daughters	☐	_____	52
Skinnygirl	☐	_____	53
Smoking Loon	☐	_____	54
Sterling Vineyards	☐	_____	55
Sutter Home	☐	_____	56
Toasted Head	☐	_____	57
Turning Leaf	☐	_____	58
Vendange	☐	_____	59
Wild Vines	☐	_____	60
Woodbridge	☐	_____	61
_____ OTHER (Write In)	☐	_____	999

IMPORTED DINNER/ TABLE WINES

You Personally: Drank in last 6 months | Drinks or glasses/ last 7 days

150

TOTAL: ☐ _____ 00

KINDS:

- Australian Red ☐ _____ 01
- Australian White ☐ _____ 02
- French Red ☐ _____ 03
- French White ☐ _____ 04
- German White ☐ _____ 05
- Italian Red ☐ _____ 06
- Italian White ☐ _____ 07
- South American Red ☐ _____ 08
- South American White ☐ _____ 09
- Spanish Red ☐ _____ 10
- Spanish White ☐ _____ 11
- Other ☐ _____ 12

BRANDS:

- Bella Sera ☐ _____ 13
- Black Swan ☐ _____ 14
- Bolla ☐ _____ 15
- Cavit ☐ _____ 16
- Concha y Toro ☐ _____ 17
- Ecco Domani ☐ _____ 18
- FishEye ☐ _____ 19
- Georges Duboeuf ☐ _____ 20
- Jacob's Creek ☐ _____ 21
- Kim Crawford ☐ _____ 22
- Lindeman's ☐ _____ 23
- The Little Penguin ☐ _____ 24
- Mouton Cadet ☐ _____ 25
- Real Sangria ☐ _____ 26
- Riunite ☐ _____ 27
- Roscato ☐ _____ 28
- Rosemount Estate ☐ _____ 29
- Ruffino ☐ _____ 30
- Santa Margherita ☐ _____ 31
- Santa Rita ☐ _____ 32
- Stella Rosa ☐ _____ 33
- Yellow Tail ☐ _____ 34
- _____ ☐ _____ 999

OTHER (Write In)

CHAMPAGNE & SPARKLING WINES

You Personally: Drank in last 6 months | Drinks or glasses/ last 30 days

151

TOTAL: ☐ _____ 00

KINDS:

- Asti Spumanti ☐ _____ 01
- Cava ☐ _____ 02
- Champagne ☐ _____ 03
- Prosecco ☐ _____ 04
- Other Sparkling Wines ☐ _____ 05

BRANDS:

- André ☐ _____ 06
- Ballatore ☐ _____ 07
- Barefoot Bubbly ☐ _____ 08
- Chandon ☐ _____ 09
- Cook's ☐ _____ 10
- Dom Perignon ☐ _____ 11
- Freixenet ☐ _____ 12
- Korbel ☐ _____ 13
- Martini & Rossi ☐ _____ 14
- Mionetto ☐ _____ 15
- Moët & Chandon ☐ _____ 16
- Perrier-Jouët ☐ _____ 17
- Verdi Spumante ☐ _____ 18
- Veuve Clicquot ☐ _____ 19
- Yellow Tail ☐ _____ 20
- _____ ☐ _____ 999

OTHER (Write In)

PORT, SHERRY & DESSERT WINES

You Personally: Drank in last 6 months | Drinks or glasses/ last 30 days

153

TOTAL: ☐ _____ 00

TYPES:

- Dry ☐ _____ 01
- Sweet ☐ _____ 02

BRANDS:

- Christian Brothers ☐ _____ 03
- Gallo ☐ _____ 04
- Harvey's Bristol Cream ☐ _____ 05
- Taylor's ☐ _____ 06
- _____ ☐ _____ 999

OTHER (Write In)

CORDIALS & LIQUEURS

You Personally: Drank in last 6 months | Drinks or glasses/ last 30 days

154

TOTAL: ☐ _____ 00

KINDS:

- Amaretto ☐ _____ 01
- Anisette ☐ _____ 02
- Blackberry ☐ _____ 03
- Coffee ☐ _____ 04
- Creme de Cacao ☐ _____ 05
- Creme de Menthe ☐ _____ 06
- Hazelnut ☐ _____ 07
- Irish Cream ☐ _____ 08
- Melon ☐ _____ 09
- Sambuca ☐ _____ 10
- Peach Schnapps ☐ _____ 11
- Peppermint Schnapps ☐ _____ 12
- Other Schnapps ☐ _____ 13
- Triple Sec/Orange ☐ _____ 14
- Other ☐ _____ 15

BRANDS:

- Alizé ☐ _____ 16
- Amaretto Di Amore ☐ _____ 17
- Bailey's Orig. Irish Cream ☐ _____ 18
- Carolans Irish Cream ☐ _____ 19
- Chambord ☐ _____ 20
- Cointreau ☐ _____ 21
- DeKuyper ☐ _____ 22
- DiSaronno Originale ☐ _____ 23
- Drambuie ☐ _____ 24
- Frangelico ☐ _____ 25
- Godiva ☐ _____ 26
- Goldschläger ☐ _____ 27
- Grand Marnier ☐ _____ 28
- Jack Daniel's Tennessee Honey ☐ _____ 29
- Jägermeister ☐ _____ 30
- Kahlúa Original ☐ _____ 31
- Kahlúa Flavors ☐ _____ 32
- Midori ☐ _____ 33
- Patrón XO Cafe ☐ _____ 34
- Romana Sambuca ☐ _____ 35
- Southern Comfort ☐ _____ 36
- Tequila Rose ☐ _____ 37
- Wild Turkey American Honey ☐ _____ 38
- _____ ☐ _____ 999

OTHER (Write In)

VERMOUTH

You Personally: Drank in last 6 months | Drinks or glasses/ last 30 days

152

TOTAL: ☐ _____ 00

BRANDS:

- Martini & Rossi ☐ _____ 01
- Stock ☐ _____ 02
- _____ ☐ _____ 999

OTHER (Write In)

TYPES OF DRINKS

You Personally: Drank in last 6 months | Drinks or glasses/ last 30 days

155

TOTAL: ☐ _____ 00

FORMS:

- Shot or Neat (no ice) ☐ _____ 01
- On the rocks (over ice) ☐ _____ 02
- Mixed drink ☐ _____ 03

MIXED DRINK TYPES:

- Apple Martini ☐ _____ 04
- Bloody Mary ☐ _____ 05
- Cosmopolitan ☐ _____ 06
- Daiquiri ☐ _____ 07
- Gin & Tonic ☐ _____ 08
- Gin Martini ☐ _____ 09
- Jack & Coke ☐ _____ 10
- Lemon Drop ☐ _____ 11
- Long Island Iced Tea ☐ _____ 12
- Manhattan ☐ _____ 13
- Margarita ☐ _____ 14
- Mimosa ☐ _____ 15
- Mojito ☐ _____ 16
- Old Fashioned ☐ _____ 17
- Piña Colada ☐ _____ 18
- Rum & Coke ☐ _____ 19
- Scotch & Water ☐ _____ 20
- Screwdriver ☐ _____ 21
- 7 & 7 ☐ _____ 22
- Vodka Martini ☐ _____ 23
- Vodka & Cranberry ☐ _____ 24
- Vodka & Tonic ☐ _____ 25
- Whiskey Sour ☐ _____ 26
- White Russian ☐ _____ 27
- _____ ☐ _____ 999

OTHER (Write In)

RUM

You Personally: Drank in last 6 months | Drinks or glasses/ last 30 days

160

TOTAL: ☐ _____ 00

TYPES:

- Light ☐ _____ 01
- Dark ☐ _____ 02
- Gold ☐ _____ 03

KINDS:

- Flavored ☐ _____ 04
- Non-Flavored ☐ _____ 05

BRANDS:

- Admiral Nelson's ☐ _____ 06
- Appleton Estate ☐ _____ 07
- Bacardi Big Apple ☐ _____ 08
- Bacardi Gold ☐ _____ 09
- Bacardi Light/Regular/ Superior ☐ _____ 10
- Bacardi Limón ☐ _____ 11
- Other Bacardi ☐ _____ 12
- Calico Jack ☐ _____ 13
- Capt. Morgan Parrot Bay ☐ _____ 14
- Capt. Morgan Spiced ☐ _____ 15
- Other Capt. Morgan ☐ _____ 16
- Cruzan ☐ _____ 17
- DonQ ☐ _____ 18
- Kraken ☐ _____ 19
- Malibu Coconut ☐ _____ 20
- Other Malibu ☐ _____ 21
- Mount Gay ☐ _____ 22
- Myers's ☐ _____ 23
- Unspecified brand at bar/ restaurant ☐ _____ 24
- _____ ☐ _____ 999

OTHER (Write In)

BEVERAGES

COGNAC

158

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Courvoisier	☐	_____	01
Hennessy	☐	_____	02
Rémy Martin	☐	_____	03
_____ OTHER (Write In)	☐	_____	999

BRANDY

159

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Christian Brothers	☐	_____	01
E&J	☐	_____	02
Korbel	☐	_____	03
Paul Masson Grande Amber	☐	_____	04
Unspecified brand at bar/ restaurant	☐	_____	05
_____ OTHER (Write In)	☐	_____	999

BOURBON

161

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
KINDS:			
Flavored	☐	_____	01
Non-Flavored	☐	_____	02
BRANDS:			
Basil Hayden's	☐	_____	03
Bulleit	☐	_____	04
Early Times	☐	_____	05
Evan Williams	☐	_____	06
Four Roses	☐	_____	07
Gentleman Jack	☐	_____	08
Jack Daniel's	☐	_____	09
Jim Beam	☐	_____	10
Jim Beam Devil's Cut	☐	_____	11
Jim Beam Red Stag	☐	_____	12
Knob Creek	☐	_____	13
Maker's 46	☐	_____	14
Maker's Mark	☐	_____	15
Wild Turkey	☐	_____	16
Woodford Reserve	☐	_____	17
Unspecified brand at bar/ restaurant	☐	_____	18
_____ OTHER (Write In)	☐	_____	999

CANADIAN WHISKY

165

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Black Velvet	☐	_____	01
Canadian Club	☐	_____	02
Canadian Mist	☐	_____	03
Crown Royal	☐	_____	04
Fireball	☐	_____	05
Seagram's VO	☐	_____	06
Windsor Canadian	☐	_____	07
Unspecified brand at bar/ restaurant	☐	_____	08
_____ OTHER (Write In)	☐	_____	999

IRISH WHISKEY

162

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Bushmills	☐	_____	01
Jameson	☐	_____	02
Tullamore Dew	☐	_____	03
Unspecified brand at bar/ restaurant	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

RYE OR BLENDED WHISKEY

163

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Seagram's 7 Crown	☐	_____	01
Unspecified brand at bar/ restaurant	☐	_____	02
_____ OTHER (Write In)	☐	_____	999

SCOTCH WHISKY

164

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Chivas Regal	☐	_____	01
Dewar's 12	☐	_____	02
Dewar's White Label	☐	_____	03
Glenfiddich	☐	_____	04
The Glenlivet	☐	_____	05
Glenmorangie	☐	_____	06
J & B	☐	_____	07
Johnnie Walker Black Label	☐	_____	08
Johnnie Walker Red Label	☐	_____	09
Other Johnnie Walker	☐	_____	10
The Macallan	☐	_____	11
Other Blended Scotches	☐	_____	12
Other Single Malt Scotches	☐	_____	13
Unspecified brand at bar/ restaurant	☐	_____	14
_____ OTHER (Write In)	☐	_____	999

TEQUILA

168

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
KINDS:			
Silver/White	☐	_____	01
Gold	☐	_____	02
Añejo/Reposado	☐	_____	03
BRANDS:			
Avión	☐	_____	04
Camarena	☐	_____	05
Cazadores	☐	_____	06
Don Julio	☐	_____	07
1800 Tequila	☐	_____	08
Herradura	☐	_____	09
Hornitos	☐	_____	10
Jose Cuervo	☐	_____	11
Margaritaville	☐	_____	12
Patrón	☐	_____	13
Sauza	☐	_____	14
Unspecified brand at bar/ restaurant	☐	_____	15
_____ OTHER (Write In)	☐	_____	999

VODKA

166

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
KINDS:			
Flavored	☐	_____	01
Non-Flavored	☐	_____	02
BRANDS:			
Absolut	☐	_____	03
Absolut Citron	☐	_____	04
Absolut Mandrin	☐	_____	05
Other Absolut	☐	_____	06
Belvedere	☐	_____	07
Burnett's	☐	_____	08
Cîroc	☐	_____	09
Finlandia	☐	_____	10
Gordon's	☐	_____	11
Grey Goose	☐	_____	12
Grey Goose Flavored	☐	_____	13
Ketel One	☐	_____	14
New Amsterdam	☐	_____	15
Pinnacle	☐	_____	16
Popov	☐	_____	17
Russian Standard	☐	_____	18
Seagram's	☐	_____	19
Skinnygirl	☐	_____	20
Skyy	☐	_____	21
Smirnoff No. 21 (80 proof)	☐	_____	22
Smirnoff Flavored	☐	_____	23
Stolichnaya	☐	_____	24
Stoli Flavored Vodka	☐	_____	25
Svedka	☐	_____	26
Three Olives	☐	_____	27
Tito's	☐	_____	28
UV	☐	_____	29
Unspecified brand at bar/ restaurant	☐	_____	30
_____ OTHER (Write In)	☐	_____	999

GIN

167

	You Personally: Drank in last 6 months	Drinks or glasses/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Beefeater	☐	_____	01
Bombay	☐	_____	02
Bombay Sapphire	☐	_____	03
Gilbey's	☐	_____	04
Gordon's	☐	_____	05
Hendrick's	☐	_____	06
New Amsterdam	☐	_____	07
Seagram's	☐	_____	08
Tanqueray	☐	_____	09
Unspecified brand at bar/ restaurant	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

ALCOHOLIC BEVERAGES: WHERE CONSUMED

In the last 30 days, where have you consumed alcoholic beverages? 14U

	Beer	Wine	Liquor	
Restaurant	☐	☐	☐	01
Bar/Club	☐	☐	☐	02
Your Home	☐	☐	☐	03
Someone Else's Home	☐	☐	☐	04
Other	☐	☐	☐	05
	1	2	3	

AUTOMOBILES AND OTHER VEHICLES

How many vehicles do you or other members of your **household currently own or personally lease?** (Please include **cars, trucks, vans, minivans** or **sport utility vehicles** and do not include company cars.) Include both **domestic** and **imported** vehicles. The first column is for the vehicle you purchased or leased most recently, the next three columns are for the second, third, and fourth most recent purchase or lease.

One ☐ 1 Three ☐ 3 Five or more ☐ 5 169-0
Two ☐ 2 Four ☐ 4 None ☐ 0

Please fill in the following information for each vehicle currently owned or leased by you or other members of your household.

	Most Recent Purchase/ Lease	2nd Most Recent Purchase/ Lease	3rd Most Recent Purchase/ Lease	4th Most Recent Purchase/ Lease
Make (e.g., Ford, Buick, Honda, Dodge, Chevrolet)	170-0	183-0	196-0	209-0
Model (e.g., Mustang, LaCrosse, Accord, Caravan, TrailBlazer)				
Model Year	171-0	184-0	197-0	210-0
Was vehicle purchased or leased?	172-0	185-0	198-0	211-0
Purchased	☐ 1	☐ 1	☐ 1	☐ 1
Leased	☐ 2	☐ 2	☐ 2	☐ 2
Was vehicle bought new or used?				
New	☐ 3	☐ 3	☐ 3	☐ 3
Used (Certified Pre-Owned)	☐ 4	☐ 4	☐ 4	☐ 4
Used (Other)	☐ 5	☐ 5	☐ 5	☐ 5
What type of vehicle is it?	173-0	186-0	199-0	212-0
Convertible	☐ 1	☐ 1	☐ 1	☐ 1
Coupe/Sports Coupe/2 door	☐ 2	☐ 2	☐ 2	☐ 2
Sedan/Hard Top/4 door	☐ 3	☐ 3	☐ 3	☐ 3
Sedan/Hard Top/2 door	☐ 4	☐ 4	☐ 4	☐ 4
5 door Hatchback/Station Wagon	☐ 5	☐ 5	☐ 5	☐ 5
3 door Hatchback	☐ 6	☐ 6	☐ 6	☐ 6
Van/Minivan	☐ 7	☐ 7	☐ 7	☐ 7
Sport Utility Vehicle (SUV)	☐ 8	☐ 8	☐ 8	☐ 8
Crossover Utility Vehicle (CUV)	☐ 9	☐ 9	☐ 9	☐ 9
Truck (2 door)	☐ 0	☐ 0	☐ 0	☐ 0
Truck (4 door)	☐ X	☐ X	☐ X	☐ X
What fuel (gas, electricity, etc.) is used to power the vehicle?	174-0	187-0	200-0	213-0
Gasoline only (non-diesel)	☐ 1	☐ 1	☐ 1	☐ 1
Diesel Gasoline only	☐ 2	☐ 2	☐ 2	☐ 2
Hybrid (combination gas and electricity)	☐ 3	☐ 3	☐ 3	☐ 3
Electricity only	☐ 4	☐ 4	☐ 4	☐ 4
Other (e.g. Ethanol (E85), Hydrogen, etc.)	☐ 5	☐ 5	☐ 5	☐ 5
Who decided which make to buy or lease?				
Yourself	☐ 6	☐ 6	☐ 6	☐ 6
Yourself and someone else	☐ 7	☐ 7	☐ 7	☐ 7
Someone else	☐ 8	☐ 8	☐ 8	☐ 8
When was vehicle purchased or leased?				
In past 12 months	☐ 9	☐ 9	☐ 9	☐ 9
1-2 years ago	☐ 0	☐ 0	☐ 0	☐ 0
3-4 years ago	☐ X	☐ X	☐ X	☐ X
5 or more years ago	☐ Y	☐ Y	☐ Y	☐ Y
(If purchased) How was vehicle purchased? (Check as many as apply.)	175-0	188-0	201-0	214-0
With cash	☐ 1	☐ 1	☐ 1	☐ 1
With trade-in	☐ 2	☐ 2	☐ 2	☐ 2
With financing from a dealer	☐ 3	☐ 3	☐ 3	☐ 3
With a bank loan	☐ 4	☐ 4	☐ 4	☐ 4
With a credit union loan	☐ 5	☐ 5	☐ 5	☐ 5
With financing from the auto manufacturer	☐ 6	☐ 6	☐ 6	☐ 6
What was the total amount spent on purchase of vehicle?	176-0	189-0	202-0	215-0
$50,000 or more	☐ 1	☐ 1	☐ 1	☐ 1
$40,000-49,999	☐ 2	☐ 2	☐ 2	☐ 2
$30,000-39,999	☐ 3	☐ 3	☐ 3	☐ 3
$20,000-29,999	☐ 4	☐ 4	☐ 4	☐ 4
$15,000-19,999	☐ 5	☐ 5	☐ 5	☐ 5
$10,000-14,999	☐ 6	☐ 6	☐ 6	☐ 6
Under $10,000	☐ 7	☐ 7	☐ 7	☐ 7
(If leased) Which company (or companies) is the vehicle leased from?				
Bank	☐ 8	☐ 8	☐ 8	☐ 8
An auto manufacturer	☐ 9	☐ 9	☐ 9	☐ 9
Other	☐ 0	☐ 0	☐ 0	☐ 0

Continued on next Page

AUTOMOBILES AND OTHER VEHICLES (Continued)

	Most Recent Purchase/ Lease	2nd Most Recent Purchase/ Lease	3rd Most Recent Purchase/ Lease	4th Most Recent Purchase/ Lease
(If leased) What is the length of the lease?	177-0	190-0	203-0	217-0
24 months or less	☐ 1	☐ 1	☐ 1	☐ 1
36 months	☐ 2	☐ 2	☐ 2	☐ 2
48 months	☐ 3	☐ 3	☐ 3	☐ 3
60 months or longer	☐ 4	☐ 4	☐ 4	☐ 4
Was vehicle bought or leased to replace another vehicle?				
Yes	☐ 5	☐ 5	☐ 5	☐ 5
No	☐ 6	☐ 6	☐ 6	☐ 6
Who is the principal driver?				
Yourself (alone or with someone else)	☐ 7	☐ 7	☐ 7	☐ 7
Someone else	☐ 8	☐ 8	☐ 8	☐ 8
Who is primarily responsible for maintenance?				
Yourself (alone or with someone else)	☐ 9	☐ 9	☐ 9	☐ 9
Someone else	☐ 0	☐ 0	☐ 0	☐ 0
What kind of transmission does the vehicle have?	178-0	191-0	204-0	218-0
Automatic	☐ 1	☐ 1	☐ 1	☐ 1
Manual	☐ 2	☐ 2	☐ 2	☐ 2
What type of engine does the vehicle have?				
4 cylinder	☐ 3	☐ 3	☐ 3	☐ 3
5 cylinder	☐ 4	☐ 4	☐ 4	☐ 4
6 cylinder	☐ 5	☐ 5	☐ 5	☐ 5
V-6	☐ 6	☐ 6	☐ 6	☐ 6
V-8	☐ 7	☐ 7	☐ 7	☐ 7
Other	☐ 8	☐ 8	☐ 8	☐ 8
Does the vehicle have these audio/entertainment features?	179-0	192-0	205-0	219-0
App/Internet connectivity	☐ 1	☐ 1	☐ 1	☐ 1
Infotainment system (touchscreen)	☐ 2	☐ 2	☐ 2	☐ 2
Custom speakers	☐ 3	☐ 3	☐ 3	☐ 3
DVD player	☐ 4	☐ 4	☐ 4	☐ 4
MP3 player connection	☐ 5	☐ 5	☐ 5	☐ 5
Satellite Radio	☐ 6	☐ 6	☐ 6	☐ 6
WiFi Hotspot	☐ 7	☐ 7	☐ 7	☐ 7
Was the vehicle's audio/entertainment system:				
Standard with vehicle	☐ 8	☐ 8	☐ 8	☐ 8
Upgraded with vehicle	☐ 9	☐ 9	☐ 9	☐ 9
An aftermarket purchase	☐ 0	☐ 0	☐ 0	☐ 0
Does the vehicle have:	180-0	193-0	206-0	220-0
Air bags—driver/passenger side	☐ 1	☐ 1	☐ 1	☐ 1
Air bags—side impact	☐ 2	☐ 2	☐ 2	☐ 2
Anti-Lock braking system (ABS)	☐ 3	☐ 3	☐ 3	☐ 3
Automatic Parking System	☐ 4	☐ 4	☐ 4	☐ 4
Bluetooth/Hands-free phone capability	☐ 5	☐ 5	☐ 5	☐ 5
Collision Avoidance System	☐ 6	☐ 6	☐ 6	☐ 6
Custom (aluminum) wheels	☐ 7	☐ 7	☐ 7	☐ 7
Four wheel drive/All wheel drive	☐ 8	☐ 8	☐ 8	☐ 8
Front, Dual Automatic Climate Control	☐ 9	☐ 9	☐ 9	☐ 9
GPS/Navigation system (Built-in, not portable)	☐ 0	☐ 0	☐ 0	☐ 0
Hands-Free Trunk Opener (Motion Detecting)	☐ X	☐ X	☐ X	☐ X
Heated/Cooled Seats	☐ Y	☐ Y	☐ Y	☐ Y
	181-0	194-0	207-0	221-0
Lane Departure alert	☐ 1	☐ 1	☐ 1	☐ 1
OnStar, Tele Aid or other Vehicle Monitoring System (currently subscribing)	☐ 2	☐ 2	☐ 2	☐ 2
Radar Detector	☐ 3	☐ 3	☐ 3	☐ 3
Security/burglar alarm	☐ 4	☐ 4	☐ 4	☐ 4
Sunroof/moonroof	☐ 5	☐ 5	☐ 5	☐ 5
Turbo charger	☐ 6	☐ 6	☐ 6	☐ 6
In the past 12 months has your vehicle been serviced by:				
Car dealer	☐ 7	☐ 7	☐ 7	☐ 7
Gas station/garage	☐ 8	☐ 8	☐ 8	☐ 8
Auto repair chain store	☐ 9	☐ 9	☐ 9	☐ 9
Discount dept. store	☐ 0	☐ 0	☐ 0	☐ 0
Yourself	☐ X	☐ X	☐ X	☐ X
Yourself/someone else	☐ Y	☐ Y	☐ Y	☐ Y
In the past 12 months has vehicle had:	182-0	195-0	208-0	222-0
Alignment service/repair	☐ 1	☐ 1	☐ 1	☐ 1
Brake lining or pad replacement	☐ 2	☐ 2	☐ 2	☐ 2
Major engine repair	☐ 3	☐ 3	☐ 3	☐ 3
Minor engine repair	☐ 4	☐ 4	☐ 4	☐ 4
Paint job	☐ 5	☐ 5	☐ 5	☐ 5
Tune-up	☐ 6	☐ 6	☐ 6	☐ 6
For Trucks only:				
For what purpose(s) is this vehicle used?				
Hauling—Personal	☐ 7	☐ 7	☐ 7	☐ 7
Hauling—Business	☐ 8	☐ 8	☐ 8	☐ 8
Local Transportation	☐ 9	☐ 9	☐ 9	☐ 9
Recreation	☐ 0	☐ 0	☐ 0	☐ 0

MOTORCYCLES

Do you or does anyone else in your household own any motorcycles? 234-0

Yes ☐ 1 No ☐ 2

If so, how many motorcycles does your whole household own? 235-0

One ☐ 1 Two ☐ 2 Three or more ☐ 3

	Most Recent Purchase	2nd Most Recent Purchase	Other Purchase
What year model is it?	236-0	243-0	250-0
2019	☐ 1	☐ 1	☐ 1
2018	☐ 2	☐ 2	☐ 2
2017	☐ 3	☐ 3	☐ 3
2016	☐ 4	☐ 4	☐ 4
2015	☐ 5	☐ 5	☐ 5
2014 or earlier	☐ 6	☐ 6	☐ 6
Was it bought new or used?			
New	☐ 7	☐ 7	☐ 7
Used	☐ 8	☐ 8	☐ 8
Who decided which make to buy?	237-0	244-0	251-0
Yourself (alone or with someone else)	☐ 1	☐ 1	☐ 1
Someone else	☐ 2	☐ 2	☐ 2
When was motorcycle acquired?	238-0	245-0	252-0
In past 12 months	☐ 1	☐ 1	☐ 1
1-2 years ago	☐ 2	☐ 2	☐ 2
3-4 years ago	☐ 3	☐ 3	☐ 3
5 or more years ago	☐ 4	☐ 4	☐ 4
What type is it?	239-0	246-0	253-0
Off-road/dirt bike (Competition)	☐ 1	☐ 1	☐ 1
Other off-road/dirt/trail bike	☐ 2	☐ 2	☐ 2
Dual purpose (off-road/street)	☐ 3	☐ 3	☐ 3
Street Bike:			
Cruiser	☐ 4	☐ 4	☐ 4
Custom	☐ 5	☐ 5	☐ 5
Standard	☐ 6	☐ 6	☐ 6
Touring	☐ 7	☐ 7	☐ 7
Sport/Performance	☐ 8	☐ 8	☐ 8
Three Wheel Cycle	☐ 9	☐ 9	☐ 9
Other	☐ 0	☐ 0	☐ 0
Which engine size is it?	240-0	247-0	254-0
Under 100cc	☐ 1	☐ 1	☐ 1
100-449cc	☐ 2	☐ 2	☐ 2
450-749cc	☐ 3	☐ 3	☐ 3
750-899cc	☐ 4	☐ 4	☐ 4
900cc or larger	☐ 5	☐ 5	☐ 5
Which make is it?	241-0	248-0	255-0
BMW	☐ 1	☐ 1	☐ 1
Can-Am	☐ 2	☐ 2	☐ 2
Harley Davidson	☐ 3	☐ 3	☐ 3
Honda	☐ 4	☐ 4	☐ 4
Kawasaki	☐ 5	☐ 5	☐ 5
Suzuki	☐ 6	☐ 6	☐ 6
Yamaha	☐ 7	☐ 7	☐ 7
Other	☐ 8	☐ 8	☐ 8
Who is the primary rider?	242-0	249-0	256-0
Yourself	☐ 1	☐ 1	☐ 1
Someone else	☐ 2	☐ 2	☐ 2

How do you transport your off-road bike? 257-0

Truck ☐ 1 Trailer ☐ 2

AUTO CLUBS/ ROADSIDE ASSISTANCE

Which, if any, of these auto clubs or roadside assistance programs do you belong to?

260-0

- AAA ☐ 1
- AARP Roadside Assistance ☐ 2
- Allstate Motor Club ☐ 3
- Other Insurance Company Roadside Assistance Program ☐ 4
- Car Dealer/Manufacturer/ Dealer Warranty ☐ 5
- Other ☐ 6

ATVs/UTVs

Do you or does anyone else in your household own any ATVs or utility vehicles (UTVs)? 228-0

Yes ☐ 1 No ☐ 2

If so, how many does your whole household own? 229-0

One ☐ 1 Two ☐ 2 Three or more ☐ 3

	Most Recent Purchase	Other Purchase(s)
What kind is it?	230-0	232-0
Utility ATV	☐ 1	☐ 1
Sport ATV	☐ 2	☐ 2
Utility Vehicle (UTV)	☐ 3	☐ 3
Which make is it?		
Arctic Cat	☐ 4	☐ 4
Honda	☐ 5	☐ 5
John Deere	☐ 6	☐ 6
Kawasaki	☐ 7	☐ 7
Polaris	☐ 8	☐ 8
Suzuki	☐ 9	☐ 9
Yamaha	☐ 0	☐ 0
Other	☐ X	☐ X
When was it acquired?	231-0	233-0
In past 12 months	☐ 1	☐ 1
1-2 years ago	☐ 2	☐ 2
3-4 years ago	☐ 3	☐ 3
5 or more years ago	☐ 4	☐ 4
What is it used for?		
Recreation	☐ 5	☐ 5
Work	☐ 6	☐ 6
Both Recreation and Work	☐ 7	☐ 7
How is it transported?		
Truck	☐ 8	☐ 8
Trailer	☐ 9	☐ 9
Who is the primary rider?		
Yourself	☐ 0	☐ 0
Someone else	☐ X	☐ X

TRUCK/TRAILER RENTAL

Have you personally rented a truck/trailer in the last twelve months? 258-0

Yes ☐ 1

Which company (or companies) did you rent from:

- Budget ☐ 2
- Enterprise ☐ 3
- Penske ☐ 4
- U-Haul ☐ 5
- _____ ☐ 6

OTHER (Write In)

Reason for rental of truck or trailer:

- Moving personal/household goods ☐ 7
- Commercial/business purposes ☐ 8
- Other ☐ 9

PROFESSIONAL MOVING VAN

61X-0

Have you used a professional moving van line in the last 12 months?

Yes ☐ 1

AUTOS/OTHER VEHICLE INSURANCE

Number of vehicles in your household covered by insurance: 64V

	Cars/ Trucks/ Vans/ SUVs (1)	Other Vehicles (e.g. Motorcycles, ATVs, RVs, Marine) (2)
None	☐	☐ 01
One	☐	☐ 02
Two	☐	☐ 03
Three or more	☐	☐ 04

With which company(s)? 64W

	1	2
AAA	☐	☐ 01
AARP from The Hartford	☐	☐ 02
Allstate	☐	☐ 03
American Family	☐	☐ 04
Amica	☐	☐ 05
Encompass	☐	☐ 06
Esurance	☐	☐ 07
Farm Bureau	☐	☐ 08
Farmers Insurance Group	☐	☐ 09
GEICO	☐	☐ 10
The General	☐	☐ 11
The Hartford	☐	☐ 12
Infinity	☐	☐ 13
Liberty Mutual	☐	☐ 14
Mercury	☐	☐ 15
MetLife	☐	☐ 16
Nationwide	☐	☐ 17
Progressive	☐	☐ 18
SafeAuto	☐	☐ 19
State Farm	☐	☐ 20
Travelers	☐	☐ 21
21st Century	☐	☐ 22
USAA	☐	☐ 23
Other	☐	☐ 24

How was it acquired? 262-0

- From an agent ☐ 1
- Direct from insurance company via phone ☐ 2
- Direct from insurance company via website ☐ 3
- At place of work or union ☐ 4
- At dealership where car/ vehicle was purchased or leased ☐ 5
- Other ☐ 6

How did you hear about the company? 263-0

- Insurance agent ☐ 1
- Newspaper or magazine ad. ☐ 2
- Television or radio ad. ☐ 3
- Internet ad ☐ 4
- Search engine ☐ 5
- Direct mail at home ☐ 6
- Internet quote comparison service ☐ 7
- Family or Friends ☐ 8
- Other ☐ 9

What type carried? 264-0

- Collision ☐ 1
- Liability- Bodily Injury ☐ 2
- Liability- Property Damage ☐ 3
- Medical Payments ☐ 4
- Uninsured Motorist ☐ 5
- Comprehensive ☐ 6
- Towing ☐ 7

How many times, if any, have you changed your auto insurance carrier in the last 5 years? 64X-0

- Did not change ☐ 1
- One time ☐ 2
- Two times ☐ 3
- Three or more times ☐ 4

Did you acquire a new or different policy in the last 12 months?

Yes ☐ 1 268-0

CAR RENTAL BUSINESS USE

For business use you:

	Rented/ last 12 months	Times/ last 12 months
TOTAL: 269	☐ _____ 00	
FROM WHAT COMPANIES:		
Alamo	☐ _____ 01	
Avis	☐ _____ 02	
Budget	☐ _____ 03	
Dollar	☐ _____ 04	
Enterprise	☐ _____ 05	
Hertz	☐ _____ 06	
National	☐ _____ 07	
Thrifty	☐ _____ 08	
Zipcar	☐ _____ 09	
_____ OTHER (Write In)	☐ _____ 999	

WHERE RENTED: 270-0

- Airport ☐ 1
- Adjacent to airport ☐ 2
- At home (local rental) ☐ 3
- Somewhere else ☐ 4

Your organization's guidelines on rentals for business use: 271-0

- I can rent from any firm I like ☐ 1
- I must always rent from specified firm(s) ☐ 2

Most recent rental (choose one): 274-0

Alamo	☐ 1	Hertz	☐ 6
Avis	☐ 2	National	☐ 7
Budget	☐ 3	Thrifty	☐ 8
Dollar	☐ 4	Zipcar	☐ 9
Enterprise	☐ 5	Other	☐ 0

CAR RENTAL PERSONAL USE

You Personally:

	Rented/ last 12 months	Times/ last 12 months
TOTAL: 272	☐ _____ 00	
FROM WHAT COMPANIES:		
Alamo	☐ _____ 01	
Avis	☐ _____ 02	
Budget	☐ _____ 03	
Dollar	☐ _____ 04	
Enterprise	☐ _____ 05	
Hertz	☐ _____ 06	
National	☐ _____ 07	
Thrifty	☐ _____ 08	
Zipcar	☐ _____ 09	
_____ OTHER (Write In)	☐ _____ 999	

WHERE RENTED: 273-0

- Airport ☐ 1
- Adjacent to airport ☐ 2
- At home (local rental) ☐ 3
- Somewhere else ☐ 4

WHY RENTED:

- Leisure ☐ 5
- Own car in accident/repair ☐ 6
- Other ☐ 7

HOW RENTED:

- Direct from company/walk-in (no reservation) ☐ 8
- Direct from company by phone ☐ 9
- Direct from company via company's website ☐ 0
- Through general travel or price comparison website ☐ X
- Other ☐ Y

Most recent rental (choose one): 336-0

Alamo	☐ 1	Hertz	☐ 6
Avis	☐ 2	National	☐ 7
Budget	☐ 3	Thrifty	☐ 8
Dollar	☐ 4	Zipcar	☐ 9
Enterprise	☐ 5	Other	☐ 0

YOUR TRANSPORTATION

Transportation method(s), if any, you use on an average weekday and average weekend: 64E

	Average Weekday (1)	Average Weekend (2)
Walking	☐	☐ 01
Bicycle	☐	☐ 02
Driving (not in a carpool)	☐	☐ 03
Driving in a carpool	☐	☐ 04
Motorcycle	☐	☐ 05
Taxi	☐	☐ 06
Lyft	☐	☐ 07
Uber	☐	☐ 08
Other Mobile app-based Car service/Rideshare	☐	☐ 09
Bus	☐	☐ 10
Subway/Metro	☐	☐ 11
Train	☐	☐ 12
Other	☐	☐ 13

DRIVING

Do you personally have a current driver's license? 278-0

Yes ☐ 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

Number of miles you personally drove in the past 12 months: 279-0

- None ☐ 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

Primary reason(s) you personally drive: 651-0

- Commute to work ☐ 1
- Other driving for work ☐ 2
- Leisure ☐ 3
- Errands ☐ 4
- Transport others ☐ 5
- Other ☐ 6

TRAFFIC REPORTS

If you have listened to traffic reports on the radio in the past 12 months, how often did you do so? 64Y-0

- Regularly ☐ 1
- Occasionally ☐ 2

GASOLINE

You Personally: Bought in last 6 months | Gallons/ last 7 days

280

TOTAL: ☐ _____ 00

GRADES:
- Premium/Super ☐ _____ 01
- Mid-Grade ☐ _____ 02
- Regular ☐ _____ 03

TYPES:
- Unleaded ☐ _____ 04
- Diesel ☐ _____ 05
- Gasohol ☐ _____ 06

KINDS:
- Full-service ☐ _____ 07
- Self-service ☐ _____ 08

BRANDS:
- Arco ☐ _____ 09
- BP ☐ _____ 10
- Chevron ☐ _____ 11
- Citgo ☐ _____ 12
- Clark ☐ _____ 13
- Conoco ☐ _____ 14
- Exxon ☐ _____ 15
- Getty ☐ _____ 16
- Gulf ☐ _____ 17
- Marathon ☐ _____ 18
- Mobil ☐ _____ 19
- Phillips 66 ☐ _____ 20
- Quik Trip ☐ _____ 21
- Racetrac ☐ _____ 22
- 7-Eleven ☐ _____ 23
- 76 ☐ _____ 24
- Shell ☐ _____ 25
- Sinclair ☐ _____ 26
- Speedway ☐ _____ 27
- Sunoco ☐ _____ 28
- SuperAmerica ☐ _____ 29
- Texaco ☐ _____ 30
- Valero ☐ _____ 31
- Walmart ☐ _____ 32
- Warehouse/Club Store ☐ _____ 33
- _____ ☐ _____ 999

OTHER (Write In)

On average, how many times a week do you purchase gas? 276-0
- More than 3 times per week ☐ 1
- 3 times per week ☐ 2
- 2 times per week ☐ 3
- 1 time per week ☐ 4
- Less than 1 time per week ☐ 5

Amount spent on gasoline in the last 30 days? 281-0
- $ 1 - $ 49 ☐ 1
- $ 50 - $ 74 ☐ 2
- $ 75 - $ 99 ☐ 3
- $100 - $149 ☐ 4
- $150 - $199 ☐ 5
- $200 or more ☐ 6

How did you pay for your gasoline in the last 30 days? 282-0
- Cash ☐ 1
- Credit Card:
  - Oil Company/Gasoline Card ☐ 2
  - General Purpose Card ☐ 3
- Debit Card ☐ 4

GASOLINE ADDITIVES

You Personally: Bought in last 12 months | Bottles/ last 12 months

284

TOTAL: ☐ _____ 00

BRANDS:
- Chevron Techron ☐ _____ 01
- Gumout ☐ _____ 02
- Heet ☐ _____ 03
- Lucas ☐ _____ 04
- Prestone ☐ _____ 05
- Sea Foam ☐ _____ 06
- STA-BIL Fuel Stabilizer ☐ _____ 07
- STP Fuel Injector and Carburetor Treatment ☐ _____ 08
- STP Gas Treatment ☐ _____ 09
- STP Super Concentrated Fuel Injector Cleaner ☐ _____ 10
- Other STP ☐ _____ 11
- Valvoline ☐ _____ 12
- _____ ☐ _____ 999

OTHER (Write In)

Who adds it? 285-0
- Yourself ☐ 1
- Another household member ☐ 2
- Service centers or dealers, etc. ☐ 3
- Other ☐ 4

OIL FILTERS

You Personally: Bought in last 12 months | Number/ last 12 months

286

TOTAL: ☐ _____ 00

BRANDS:
- ACDelco ☐ _____ 01
- Bosch ☐ _____ 02
- Champion ☐ _____ 03
- Fram ☐ _____ 04
- K&N ☐ _____ 05
- Mobil 1 ☐ _____ 06
- Mopar ☐ _____ 07
- Motorcraft ☐ _____ 08
- NAPA ☐ _____ 09
- Pennzoil ☐ _____ 10
- Purolator ☐ _____ 11
- Quaker State ☐ _____ 12
- WIX ☐ _____ 13
- _____ ☐ _____ 999

OTHER (Write In)

Who installed? 287-0
- Yourself ☐ 1
- Another household member ☐ 2
- Service centers or dealers ☐ 3
- Other ☐ 4

Where bought? 288-0
- Advance Auto Parts Store ☐ 1
- AutoZone ☐ 2
- NAPA ☐ 3
- O'Reilly Auto Parts ☐ 4
- Pep Boys ☐ 5
- Quick Lube Center ☐ 6
- Walmart ☐ 7

289-0
- Other auto parts store ☐ 1
- Car dealer ☐ 2
- Discount auto store ☐ 3
- Gas station/garage ☐ 4
- Other Discount/Dept. Store ☐ 5

Who decides which brand you buy? 290-0
- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

MOTOR OIL ADDITIVES

You Personally: Bought in last 12 months | Bottles/ last 12 months

291

TOTAL: ☐ _____ 00

BRANDS:
- Bar's Leaks ☐ _____ 01
- Dura Lube ☐ _____ 02
- Lucas ☐ _____ 03
- Marvel Mystery Oil ☐ _____ 04
- NO-LEAK Sealer ☐ _____ 05
- Prolong ☐ _____ 06
- Restore ☐ _____ 07
- Slick 50 Engine Treatment ☐ _____ 08
- STP ☐ _____ 09
- _____ ☐ _____ 999

OTHER (Write In)

Who decides which brand you buy? 292-0
- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

Who adds it? 293-0
- Yourself ☐ 1
- Another household member ☐ 2
- Service centers or dealers, etc. ☐ 3
- Other ☐ 4

ANTI-FREEZE/ COOLANT

You Personally: Bought in last 12 months | Gallons/ last 12 months

294

TOTAL: ☐ _____ 00

BRANDS:
- Havoline ☐ _____ 01
- Mobil ☐ _____ 02
- NAPA ☐ _____ 03
- Peak ☐ _____ 04
- Prestone ☐ _____ 05
- Quaker State ☐ _____ 06
- Zerex ☐ _____ 07
- _____ ☐ _____ 999

OTHER (Write In)

Who decides which brand you buy? 295-0
- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

When do you change it? 296-0
- Winter only ☐ 1
- Summer only ☐ 2
- Year round ☐ 3

Who adds it for you?
- Yourself ☐ 4
- Another household member ☐ 5
- Service centers or dealers, etc. ☐ 6
- Other ☐ 7

When you change anti-freeze, do you:
- Drain radiator completely ☐ 8
- Drain radiator partially ☐ 9
- Top off radiator ☐ 0

Where bought? 297-0
- Advance Auto Parts Store ☐ 1
- AutoZone ☐ 2
- Kmart ☐ 3
- Pep Boys ☐ 4
- Sears ☐ 5
- Walmart ☐ 6
- Other auto parts store ☐ 7
- Gas Station ☐ 8
- Grocery/Supermarket ☐ 9
- Other Discount/Dept. Store ☐ 0

MOTOR OIL

298

	You Personally: Bought/ changed in last 12 months	Quarts/ last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Conventional	☐	_____	01
High Mileage	☐	_____	02
Synthetic Blend	☐	_____	03
Full Synthetic	☐	_____	04
BRANDS:			
Amsoil	☐	_____	05
Castrol Edge	☐	_____	06
Castrol GTX	☐	_____	07
Castrol GTX High Mileage	☐	_____	08
Castrol GTX Magnatec	☐	_____	09
Chevron	☐	_____	10
ENEOS	☐	_____	11
Havoline	☐	_____	12
Mobil 1	☐	_____	13
Mobil Super	☐	_____	14
Motorcraft	☐	_____	15
NAPA	☐	_____	16
Peak	☐	_____	17
Pennzoil	☐	_____	18
Pennzoil Platinum	☐	_____	19
Pennzoil Ultra	☐	_____	20
Quaker State	☐	_____	21
Royal Purple	☐	_____	22
Shell	☐	_____	23
Valvoline	☐	_____	24
Valvoline MaxLife	☐	_____	25
_____ OTHER (Write In)	☐	_____	999

Who adds or changes it for you? 299-0

- Yourself ☐ 1
- Other household member ☐ 2
- Gas station/garage ☐ 3
- Car dealer ☐ 4
- Tire dealer ☐ 5
- Auto repair chain store ☐ 6
- Jiffy Lube ☐ 7
- Valvoline Instant Oil Change ☐ 8
- Other Quick Lube Center ☐ 9
- Walmart TLE ☐ 0
- Other Discount Store Service Center ☐ X
- Other ☐ Y

If you personally change your oil, where did you purchase it? 300-0

- Advance Auto Parts Store ☐ 1
- AutoZone ☐ 2
- O'Reilly Auto Parts ☐ 3
- Pep Boys ☐ 4
- Walmart ☐ 5
- Other auto parts store ☐ 6
- Gas Station/garage ☐ 7
- Other Discount/Dept. Store ☐ 8

Who decides which brand you use? 301-0

- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

BRAKES

You Personally: Had serviced in last 12 months

303-0

Yes ☐ 1

COMPANIES:

- Firestone ☐ 2
- Meineke ☐ 3
- Midas ☐ 4
- Monro Muffler/Brake ☐ 5
- Sears ☐ 6
- Other ☐ 7

TRANSMISSION SERVICE

You Personally: Had serviced in last 12 months

302-0

Yes ☐ 1

COMPANIES:

- Aamco ☐ 2
- Cottman ☐ 3
- Other ☐ 4

AIR FILTERS

304

	You Personally: Bought in last 12 months	Number/ last 12 months	
TOTAL:	☐	_____	00
BRANDS:			
ACDelco	☐	_____	01
Champion	☐	_____	02
Fram	☐	_____	03
K & N	☐	_____	04
Motorcraft	☐	_____	05
NAPA	☐	_____	06
Pennzoil	☐	_____	07
Purolator	☐	_____	08
WIX	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

Who installed it? 305-0

- Yourself ☐ 1
- Another household member ☐ 2
- Service centers or dealers ☐ 3
- Other ☐ 4

Where bought? 306-0

- Advance Auto Parts Store ☐ 1
- AutoZone ☐ 2
- NAPA ☐ 3
- Pep Boys ☐ 4
- Quick Lube Center ☐ 5
- Walmart ☐ 6
- Other auto parts store ☐ 7
- Car dealer ☐ 8
- Discount auto store ☐ 9
- Gas station/garage ☐ 0
- Other Discount/Dept. Store ☐ X

Who decides which brand you buy? 308-0

- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

LEATHER AND VINYL PROTECTANTS

309

	You Personally: Bought in last 12 months	Times used/last 12 months	
TOTAL:	☐	_____	00
BRANDS:			
303	☐	_____	01
Armor All Leather Wipes	☐	_____	02
Armor All Original Protectant	☐	_____	03
Armor All Protectant Wipes	☐	_____	04
Armor All Ultra Shine	☐	_____	05
Other Armor All	☐	_____	06
Black Magic	☐	_____	07
Lexol	☐	_____	08
Meguiar's	☐	_____	09
Mothers	☐	_____	10
Turtle Wax	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

CAR CLEANER WASH/WIPES

310

	You Personally: Bought in last 12 months	Times used/last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Spray detailer	☐	_____	01
Wash	☐	_____	02
Wipes	☐	_____	03
BRANDS:			
Armor All	☐	_____	04
Blue Coral	☐	_____	05
Invisible Glass	☐	_____	06
Meguiar's	☐	_____	07
Mothers	☐	_____	08
Nu Finish	☐	_____	09
Rain-X	☐	_____	10
Turtle Wax	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

MUFFLERS

You Personally: Bought in last 12 months

311-0

Yes ☐ 1

BRANDS:

- Flowmaster ☐ 2
- MagnaFlow ☐ 3
- Meineke ☐ 4
- Midas ☐ 5
- NAPA ☐ 6
- Other ☐ 7

Who installed it? 312-0

- Yourself ☐ 1
- Another household member ☐ 2
- Service center or dealer ☐ 3
- Auto repair chain store ☐ 4
- Other ☐ 5

Where bought? 313-0

- Meineke ☐ 1
- Midas ☐ 2
- Pep Boys ☐ 3
- Auto parts store ☐ 4
- Car dealer ☐ 5
- Gas station/garage ☐ 6
- Specialty muffler shop ☐ 7
- Other ☐ 8

Who decides which brand you buy? 314-0

- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

CAR WAX & POLISH

315

	You Personally: Bought in last 12 months	Times used/last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Liquid	☐	_____	01
Paste	☐	_____	02
Spray	☐	_____	03
BRANDS:			
Armor All Ultra Shine	☐	_____	04
Black Magic	☐	_____	05
Blue Coral	☐	_____	06
Eagle One	☐	_____	07
Liquid Glass	☐	_____	08
Meguiar's Gold Class	☐	_____	09
Meguiar's NXT Generation	☐	_____	10
Meguiar's Ultimate	☐	_____	11
Other Meguiar's	☐	_____	12
Mothers	☐	_____	13
Nu Finish	☐	_____	14
Rain Dance	☐	_____	15
Rain-X	☐	_____	16
Simoniz	☐	_____	17
3M Wax	☐	_____	18
Turtle Wax Ice	☐	_____	19
Turtle Wax Super Hard Shell	☐	_____	20
Other Turtle Wax	☐	_____	21
_____ OTHER (Write In)	☐	_____	999

Used for: 316-0

- Boats ☐ 1
- Cars ☐ 2
- Motorcycles ☐ 3
- Trucks ☐ 4

CAR/OTHER VEHICLE BATTERIES

You Personally: Bought in last 12 months

317-0
Yes ☐ 1

BRANDS:
- AAA ☐ 2
- ACDelco ☐ 3
- AutoCraft (Advance Auto Parts) ☐ 4
- Carquest ☐ 5
- DieHard (Sears) ☐ 6
- Duralast ☐ 7
- EverStart (Walmart) ☐ 8
- Exide ☐ 9
- Interstate ☐ 0

318-0
- Motorcraft ☐ 1
- NAPA ☐ 2
- Optima ☐ 3
- Other ☐ 4

Who installed it?

319-0
- Yourself ☐ 1
- Another household member ☐ 2
- Service centers or dealers, etc. ☐ 3
- Mobile Battery Service/Tow Truck ☐ 4
- Other ☐ 5

Where bought?

320-0
- Advance Auto Parts Store ☐ 1
- AutoZone ☐ 2
- Carquest ☐ 3
- NAPA ☐ 4
- O'Reilly Auto Parts ☐ 5
- Pep Boys ☐ 6
- Sears ☐ 7
- Walmart ☐ 8

321-0
- Other auto parts store ☐ 1
- Car dealer ☐ 2
- Gas station/garage ☐ 3
- Tire Dealer/Store ☐ 4
- Mobile Battery Service/Tow Truck ☐ 5
- Other Discount/Dept. Store ☐ 6
- Warehouse/Club Store ☐ 7

Who decides which brand you buy?

322-0
- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

WINDSHIELD WIPERS

You Personally: Bought in last 12 months | Number/ last 12 months

324

TOTAL: ☐ _____ 00

BRANDS:
- Anco ☐ _____ 01
- Bosch ☐ _____ 02
- Michelin ☐ _____ 03
- Pylon ☐ _____ 04
- Rain-X ☐ _____ 05
- Smart Blade ☐ _____ 06
- Trico ☐ _____ 07
- Tridon ☐ _____ 08
- Valeo ☐ _____ 09
- _____ ☐ _____ 999

OTHER (Write In)

Who installed them?

325-0
- Yourself ☐ 1
- Another household member ☐ 2
- Other ☐ 3

SHOCK ABSORBERS/ STRUTS

You Personally: Bought in last 12 months | Number/ last 12 months

326

TOTAL: ☐ _____ 00

BRANDS:
- ACDelco ☐ _____ 01
- Gabriel ☐ _____ 02
- GM Parts/Goodwrench ☐ _____ 03
- Monroe ☐ _____ 04
- NAPA ☐ _____ 05
- _____ ☐ _____ 999

OTHER (Write In)

Who installed it?

327-0
- Yourself ☐ 1
- Another household member ☐ 2
- Service centers or dealers ☐ 3
- Other ☐ 4

Where bought?

328-0
- Advance Auto Parts Store ☐ 1
- AutoZone ☐ 2
- Midas ☐ 3
- Pep Boys ☐ 4
- Sears ☐ 5
- Other auto parts store ☐ 6
- Car dealer ☐ 7
- Gas station/garage ☐ 8
- Specialty shop ☐ 9
- Tire Dealer ☐ 0

64L-0
- Other Discount/Dept. Store ☐ 1

Who decides which brand you buy?

329-0
- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

SPARK PLUGS

You Personally: Bought in last 12 months | Number/ last 12 months

330

TOTAL: ☐ _____ 00

BRANDS:
- ACDelco ☐ _____ 01
- Autolite ☐ _____ 02
- Bosch ☐ _____ 03
- Champion ☐ _____ 04
- Denso ☐ _____ 05
- Motorcraft ☐ _____ 06
- NGK ☐ _____ 07
- _____ ☐ _____ 999

OTHER (Write In)

Who installed them for you?

331-0
- Yourself ☐ 1
- Another household member ☐ 2
- Other (including all dealers, service centers, etc.) ☐ 3

Where bought?

332-0
- Advance Auto Parts Store ☐ 1
- AutoZone ☐ 2
- NAPA ☐ 3
- O'Reilly Auto Parts ☐ 4
- Pep Boys ☐ 5
- Walmart ☐ 6
- Other auto parts store ☐ 7
- Car dealer ☐ 8
- Gas station/garage ☐ 9
- Other Discount/Dept. Store ☐ 0

Who decides which brand you buy?

333-0
- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

TIRES

You Personally: Bought in last 12 months | Number purchased/ last 12 months

334

TOTAL: ☐ _____ 00

KINDS:
- All terrain ☐ _____ 01
- All season ☐ _____ 02
- High performance ☐ _____ 03
- Mud/Snow ☐ _____ 04
- Mud/Terrain ☐ _____ 05
- Regular passenger ☐ _____ 06
- Touring ☐ _____ 07

BRANDS:
- BFGoodrich ☐ _____ 08
- Big O ☐ _____ 09
- Bridgestone ☐ _____ 10
- Continental ☐ _____ 11
- Cooper ☐ _____ 12
- Dunlop ☐ _____ 13
- Falken ☐ _____ 14
- Firestone ☐ _____ 15
- General ☐ _____ 16
- Goodyear ☐ _____ 17
- Hankook ☐ _____ 18
- Kumho ☐ _____ 19
- Maxxis ☐ _____ 20
- Michelin ☐ _____ 21
- Nexen ☐ _____ 22
- Nitto ☐ _____ 23
- Pirelli ☐ _____ 24
- Toyo ☐ _____ 25
- Uniroyal ☐ _____ 26
- Yokohama ☐ _____ 27
- _____ ☐ _____ 999

OTHER (Write In)

Where bought?

335-0
- America's Tire ☐ 1
- Big O Tires ☐ 2
- Discount Tire Co. ☐ 3
- Firestone Complete Auto Care ☐ 4
- Goodyear ☐ 5
- NTB National Tire & Battery ☐ 6
- Pep Boys ☐ 7
- Sears ☐ 8
- Walmart ☐ 9
- Auto parts store ☐ 0
- Gas station ☐ X

323-0
- Other tire dealer/Store ☐ 1

Who decides which brand you buy? 337-0
- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

How much did you spend for tires in the last 12 months? 338-0
- Under $100 ☐ 1
- $100 - $249 ☐ 2
- $250 - $499 ☐ 3
- $500 or more ☐ 4

TIRE CARE

You Personally: Bought in last 12 months | Times used/ last 12 months

283

TOTAL: ☐ _____ 00

TYPES:
- Shine ☐ _____ 01
- Wet/Gel ☐ _____ 02
- Cleaner ☐ _____ 03
- Foam ☐ _____ 04
- Spray/Aerosol ☐ _____ 05

BRANDS:
- Armor All ☐ _____ 06
- Black Magic ☐ _____ 07
- Eagle One ☐ _____ 08
- Meguiar's ☐ _____ 09
- Mothers ☐ _____ 10
- Turtle Wax ☐ _____ 11
- _____ ☐ _____ 999

OTHER (Write In)

FAST FOOD & DRIVE-IN RESTAURANTS

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

351

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
- Jimmy John's ☐ _____ 33
- KFC ☐ _____ 34
- Krispy Kreme Doughnuts ☐ _____ 35
- Krystal ☐ _____ 36
- Little Caesars ☐ _____ 37
- Long John Silver's ☐ _____ 38
- McAlister's Deli ☐ _____ 39
- McDonald's ☐ _____ 40
- Moe's Southwest Grill ☐ _____ 41
- Noodles & Company ☐ _____ 42
- Panda Express ☐ _____ 43
- Panera Bread ☐ _____ 44
- Papa John's ☐ _____ 45
- Papa Murphy's ☐ _____ 46
- Pizza Hut ☐ _____ 47
- Popeyes Chicken ☐ _____ 48
- Qdoba Mexican Eats ☐ _____ 49
- Quiznos ☐ _____ 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
- Wienerschnitzel ☐ _____ 67
- Wing•Stop ☐ _____ 68
- Zaxby's ☐ _____ 69
- _____ ☐ _____ 999

OTHER (Write In)

Who made the decision of where to go? 352-0

- Yourself ☐ 1
- Other Adult ☐ 2
- Child ☐ 3

FAMILY RESTAURANTS & STEAK HOUSES

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

353

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
- Carino's Italian ☐ _____ 12
- Carrabba's Italian Grill ☐ _____ 13
- Cheddar's Scratch Kitchen ☐ _____ 14
- The Cheesecake Factory ☐ _____ 15
- Chevy's ☐ _____ 16
- Chili's Grill & Bar ☐ _____ 17
- Cici's ☐ _____ 18
- Cracker Barrel ☐ _____ 19
- Dave & Buster's ☐ _____ 20
- Denny's ☐ _____ 21
- El Torito ☐ _____ 22
- Famous Dave's ☐ _____ 23
- Friendly's ☐ _____ 24
- Golden Corral ☐ _____ 25
- Hard Rock Cafe ☐ _____ 26
- HomeTown Buffet ☐ _____ 27
- Hooters ☐ _____ 28
- Houlihan's ☐ _____ 29
- International House of Pancakes (IHOP) ☐ _____ 30
- Joe's Crab Shack ☐ _____ 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
- _____ ☐ _____ 999

OTHER (Write In)

Who made the decision of where to go? 354-0

- Yourself ☐ 1
- Other Adult ☐ 2
- Child ☐ 3

MORE ABOUT RESTAURANTS

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

351

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: 353

- 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

61Y

FINE DINING RESTAURANTS

- Any Visit ☐ _____ 01

OTHER RESTAURANTS

- Any Visit ☐ _____ 02

RESTAURANT EXPENDITURES

61Z

How much did you spend at the following types of restaurants in the last 30 days? (Write in amount)

- Fast Food & Drive-In Restaurants $_____ 01
- Family Restaurants & Steak Houses $_____ 02
- Fine Dining Restaurants $_____ 03
- Other Restaurants $_____ 04

CAMPING, RECREATION ITEMS, THEME PARKS, LUGGAGE AND VACATIONS

CAMPING

How many overnight camping trips did you take in the last 12 months?
Total number of trips: _____ 339-0

Where did you camp?	Number of Nights Camped in Past Year
PUBLIC CAMPGROUNDS:	340
National Parks/Forests	_____ 01
State Parks/Forests	_____ 02
Other Publicly Owned Campgrounds	_____ 03
PRIVATE CAMPGROUNDS: (Open to the public)	
KOA Campgrounds	_____ 04
Independently Owned Campgrounds	_____ 05

CAMPING EQUIPMENT

341	Your Household: Owns 1	Bought last 12 months 2
Air Mattress (Inflatable)	☐	☐ 01
Backpack	☐	☐ 02
Beverage Containers	☐	☐ 03
Compass	☐	☐ 04
Daypack	☐	☐ 05
Sleeping Bag	☐	☐ 06
Hunting Knife	☐	☐ 07
Tent	☐	☐ 08
Cooler or Ice Chest (under 24 quarts)	☐	☐ 09
Cooler or Ice Chest (24 quarts & over)	☐	☐ 10
Camp Cookware	☐	☐ 11
Lantern (gas)	☐	☐ 12
Lantern (electric)	☐	☐ 13
Camp Stove	☐	☐ 14
Insulated Picnic Jug	☐	☐ 15
Waterproof/Breathable Apparel	☐	☐ 16

Amount your household spent on camping equipment, last 12 months: 342-0

$1-$49	$50-$99	$100-$199	$200 or more
1	2	3	4
☐	☐	☐	☐

RECREATION ITEMS/ VEHICLES/BOATS

343	Your Household: Owns 1	Acquired in last 12 months 2
Outboard motor (under 25 HP)	☐	☐ 01
Outboard motor (25-75 HP)	☐	☐ 02
Outboard motor (over 75 HP)	☐	☐ 03
Inboard/outboard power boat (sterndrive)	☐	☐ 04
Power boat (under 16 ft.)	☐	☐ 05
Power boat (16 ft. +)	☐	☐ 06
Bass/Fishing Boat (under 16 ft.)	☐	☐ 07
Bass/Fishing Boat (16 ft. +)	☐	☐ 08
Sailboat (under 16 ft.)	☐	☐ 09
Sailboat (16 ft. +)	☐	☐ 10
Inflatable boat	☐	☐ 11
Personal watercraft	☐	☐ 12
Rowboat	☐	☐ 13
Canoe	☐	☐ 14
Kayak	☐	☐ 15
Boat Trailer	☐	☐ 16
Motorhome	☐	☐ 17
Towable trailer camper	☐	☐ 18
Towable folding tent camper (pop-up)	☐	☐ 19
Other camper/trailer	☐	☐ 20
Snowmobile	☐	☐ 21

THEME PARKS

Have you visited a theme park in the last 12 months?
Yes ☐ 1 344-0

If yes, which did you visit? 345-0

- Adventure Island (Florida) ☐ 1
- Aquatica (California, Florida, Texas) ☐ 2
- Busch Gardens (Florida) ☐ 3
- Busch Gardens (Virginia) ☐ 4
- California's Great America ☐ 5
- Carowinds (North Carolina) ☐ 6
- Cedar Point (Ohio) ☐ 7
- Discovery Cove (Florida) ☐ 8
- Disney California Adventure Park ☐ 9
- Disneyland (California) ☐ 0
- Dollywood (Tennessee) ☐ X

346-0

- Dorney Park & Wildwater Kingdom (Pennsylvania) ☐ 1
- Great Wolf Lodge ☐ 2
- Hersheypark (Pennsylvania) ☐ 3
- Kings Dominion (Virginia) ☐ 4
- Kings Island (Ohio) ☐ 5
- Knott's Berry Farm (California) ☐ 6
- Legoland (California) ☐ 7
- Legoland (Florida) ☐ 8

347-0

- Sea World (California) ☐ 1
- Sea World (Florida) ☐ 2
- Sea World (Texas) ☐ 3
- Sesame Place (Pennsylvania) ☐ 4
- Six Flags America (Maryland) ☐ 5
- Six Flags Discovery Kingdom (California) ☐ 6
- Six Flags Fiesta Texas ☐ 7
- Six Flags Great Adventure (New Jersey) ☐ 8
- Six Flags Great America (Illinois) ☐ 9

348-0

- Six Flags Magic Mountain (California) ☐ 1
- Six Flags New England (Massachusetts) ☐ 2
- Six Flags Over Georgia ☐ 3
- Six Flags Over Texas ☐ 4
- Six Flags St. Louis ☐ 5
- Other Six Flags ☐ 6

349-0

- Universal Studios (California) ☐ 1
- Universal Studios (Florida) ☐ 2
- Universal's Islands of Adventure (Florida) ☐ 3
- Walt Disney World (Florida):
  - Blizzard Beach ☐ 4
  - Disney's Animal Kingdom ☐ 5
  - Disney's Hollywood Studios ☐ 6
  - Epcot Center ☐ 7
  - Magic Kingdom ☐ 8
  - Typhoon Lagoon ☐ 9
- Water Country USA (Virginia) ☐ 0
- Wisconsin Dells ☐ X

350-0

- Other ☐ 1

Who made the decision to visit?
- Yourself (Alone or with someone else) ☐ 2
- Child ☐ 3
- Someone Else ☐ 4

In total, on how many different days did you visit all theme parks in the last 12 months?
_____ 226-0

Have you visited an indoor water park in the last 12 months? 64S-0
Yes ☐ 1

LUGGAGE

355	You Personally: Own	Number bought last 12 months
TOTAL:	☐	_____ 00
TYPES:		
Attache	☐	_____ 01
Duffel	☐	_____ 02
Garment Bag	☐	_____ 03
Pullman/Suitcase	☐	_____ 04
Shoulder Briefcase/Bag	☐	_____ 05
Other	☐	_____ 06
KINDS:		
Hard side	☐	_____ 07
Soft side	☐	_____ 08
BRANDS:		
American Tourister	☐	_____ 09
Atlantic	☐	_____ 10
Coach	☐	_____ 11
Delsey	☐	_____ 12
Hartmann	☐	_____ 13
High Sierra	☐	_____ 14
Jansport	☐	_____ 15
Lands' End	☐	_____ 16
Louis Vuitton	☐	_____ 17
Pierre Cardin	☐	_____ 18
Samsonite	☐	_____ 19
Skyway	☐	_____ 20
Travelpro	☐	_____ 21
Tumi	☐	_____ 22
Vera Bradley	☐	_____ 23
Victorinox Swiss Army	☐	_____ 24
_____ OTHER (Write In)	☐	_____ 999

Total amount spent for all pieces, last 12 months: 356-0

- $1 - $49 ☐ 1
- $50 - $99 ☐ 2
- $100 - $199 ☐ 3
- $200 - $299 ☐ 4
- $300 + ☐ 5

PASSPORT

Do you personally own a valid passport? 357-0
- Yes ☐ 1
- No ☐ 2

FOREIGN VACATIONS

How much did you spend on foreign vacations in the past 12 months: 358-0

- Less than $1,000 ☐ 1
- $1,000 - $2,999 ☐ 2
- $3,000 - $5,999 ☐ 3
- $6,000 - $7,999 ☐ 4
- $8,000 or more ☐ 5

DOMESTIC VACATIONS

How much did you spend on domestic vacations in the past 12 months: 359-0

- Less than $1,000 ☐ 1
- $1,000 - $1,499 ☐ 2
- $1,500 - $1,999 ☐ 3
- $2,000 - $2,999 ☐ 4
- $3,000 - $4,999 ☐ 5
- $5,000 - $6,999 ☐ 6
- $7,000 or more ☐ 7

FOREIGN TRAVEL (INCLUDING ALASKA & HAWAII)

FOREIGN TRAVEL (including Alaska & Hawaii)

Did you personally take a trip outside the United States or to Alaska or Hawaii in the last 3 years? Yes ☐ 1 No ☐ 2 360-0

If yes, how many trips did you take? _____ 361-0

ANSWER FOR EACH TRIP:

	Last Trip	Second Last Trip	Other Trips
Year trip was taken:	362-0	376-0	390-0
2018	☐ 1	☐ 1	☐ 1
2017	☐ 2	☐ 2	☐ 2
2016	☐ 3	☐ 3	☐ 3
2015	☐ 4	☐ 4	☐ 4
Which countries or destinations did you visit on each trip?	363-0	377-0	391-0
Aruba	☐ 1	☐ 1	☐ 1
Barbados	☐ 2	☐ 2	☐ 2
Bermuda	☐ 3	☐ 3	☐ 3
Bahamas	☐ 4	☐ 4	☐ 4
Cayman Islands	☐ 5	☐ 5	☐ 5
Dominican Republic	☐ 6	☐ 6	☐ 6
Jamaica	☐ 7	☐ 7	☐ 7
Puerto Rico	☐ 8	☐ 8	☐ 8
Virgin Islands	☐ 9	☐ 9	☐ 9
Other Caribbean Islands	☐ 0	☐ 0	☐ 0
	364-0	378-0	392-0
Alaska	☐ 1	☐ 1	☐ 1
Hawaii	☐ 2	☐ 2	☐ 2
Canada	☐ 3	☐ 3	☐ 3
Mexico	☐ 4	☐ 4	☐ 4
Central America	☐ 5	☐ 5	☐ 5
South America	☐ 6	☐ 6	☐ 6
England	☐ 7	☐ 7	☐ 7
Ireland	☐ 8	☐ 8	☐ 8
Scotland	☐ 9	☐ 9	☐ 9
	365-0	379-0	393-0
France	☐ 1	☐ 1	☐ 1
Germany	☐ 2	☐ 2	☐ 2
Austria	☐ 3	☐ 3	☐ 3
Switzerland	☐ 4	☐ 4	☐ 4
Netherlands (Holland)	☐ 5	☐ 5	☐ 5
Scandinavia	☐ 6	☐ 6	☐ 6
Italy	☐ 7	☐ 7	☐ 7
Spain/Portugal	☐ 8	☐ 8	☐ 8
Greece	☐ 9	☐ 9	☐ 9
Other Western European countries	☐ 0	☐ 0	☐ 0
Russia	☐ X	☐ X	☐ X
	366-0	380-0	394-0
Eastern Europe	☐ 1	☐ 1	☐ 1
Turkey	☐ 2	☐ 2	☐ 2
Israel	☐ 3	☐ 3	☐ 3
Other Middle East	☐ 4	☐ 4	☐ 4
Japan	☐ 5	☐ 5	☐ 5
China	☐ 6	☐ 6	☐ 6
Hong Kong	☐ 7	☐ 7	☐ 7
India	☐ 8	☐ 8	☐ 8
South-East Asia	☐ 9	☐ 9	☐ 9
Other Asian countries	☐ 0	☐ 0	☐ 0
Australia/New Zealand/South Pacific	☐ X	☐ X	☐ X
Africa	☐ Y	☐ Y	☐ Y
Reason for trip:	60G-0	60H-0	60J-0
Business (paid by firm)	☐ 1	☐ 1	☐ 1
Honeymoon	☐ 2	☐ 2	☐ 2
Vacation	☐ 3	☐ 3	☐ 3
Personal (not vacation)	☐ 4	☐ 4	☐ 4
Business/vacation combined	☐ 5	☐ 5	☐ 5
Who did you travel with?			
Yourself (alone)	☐ 6	☐ 6	☐ 6
Spouse or mate	☐ 7	☐ 7	☐ 7
Child(ren) less than 18 years old	☐ 8	☐ 8	☐ 8
Friend(s)	☐ 9	☐ 9	☐ 9
Other	☐ 0	☐ 0	☐ 0
Did you use the service of a Travel Agent or Internet travel site for each trip?	367-0	381-0	395-0
Yes, used travel agent	☐ 1	☐ 1	☐ 1
Yes, used airline-specific Internet site	☐ 2	☐ 2	☐ 2
Yes, used general Internet travel site	☐ 3	☐ 3	☐ 3
No	☐ 4	☐ 4	☐ 4
If yes, for what purpose:			
Flight Reservations	☐ 5	☐ 5	☐ 5
Hotel Reservations	☐ 6	☐ 6	☐ 6
Local Sightseeing	☐ 7	☐ 7	☐ 7
Entire Trip	☐ 8	☐ 8	☐ 8

Continued in next Column

FOREIGN TRAVEL (including Alaska & Hawaii) (Continued)

	Last Trip	Second Last Trip	Other Trips
Number of nights away on trip:	368-0	382-0	396-0
1	☐ 1	☐ 1	☐ 1
2	☐ 2	☐ 2	☐ 2
3-4	☐ 3	☐ 3	☐ 3
5-7	☐ 4	☐ 4	☐ 4
8-10	☐ 5	☐ 5	☐ 5
11-14	☐ 6	☐ 6	☐ 6
15-29	☐ 7	☐ 7	☐ 7
30 +	☐ 8	☐ 8	☐ 8
When was each trip taken?	369-0	383-0	397-0
January-March	☐ 1	☐ 1	☐ 1
April-June	☐ 2	☐ 2	☐ 2
July-September	☐ 3	☐ 3	☐ 3
October-December	☐ 4	☐ 4	☐ 4
Means of travel for each trip:			
Bus	☐ 5	☐ 5	☐ 5
Personal Vehicle	☐ 6	☐ 6	☐ 6
Cruise Ship	☐ 7	☐ 7	☐ 7
Plane (charter/private)	☐ 8	☐ 8	☐ 8
Plane (scheduled flight)	☐ 9	☐ 9	☐ 9
Railroad/Train	☐ 0	☐ 0	☐ 0
Rental Vehicle	☐ X	☐ X	☐ X
If by airplane, which airlines did you use during each trip?	370-0	384-0	398-0
Aer Lingus	☐ 1	☐ 1	☐ 1
AeroMexico	☐ 2	☐ 2	☐ 2
Air Canada	☐ 3	☐ 3	☐ 3
Air France	☐ 4	☐ 4	☐ 4
Alaska Airlines	☐ 5	☐ 5	☐ 5
Alitalia	☐ 6	☐ 6	☐ 6
American/American Eagle	☐ 7	☐ 7	☐ 7
British Airways	☐ 8	☐ 8	☐ 8
Caribbean Airlines	☐ 9	☐ 9	☐ 9
	371-0	385-0	399-0
Delta	☐ 1	☐ 1	☐ 1
JetBlue	☐ 2	☐ 2	☐ 2
KLM	☐ 3	☐ 3	☐ 3
Lufthansa	☐ 4	☐ 4	☐ 4
Southwest Airlines	☐ 5	☐ 5	☐ 5
United	☐ 6	☐ 6	☐ 6
	372-0	386-0	400-0
US Airways	☐ 1	☐ 1	☐ 1
Virgin Atlantic	☐ 2	☐ 2	☐ 2
Other Asia/Pacific based airline	☐ 3	☐ 3	☐ 3
Other European based airline	☐ 4	☐ 4	☐ 4
Other Latin American based airline	☐ 5	☐ 5	☐ 5
Other	☐ 6	☐ 6	☐ 6
For each airplane trip what did you fly?	373-0	387-0	401-0
First Class	☐ 1	☐ 1	☐ 1
Business	☐ 2	☐ 2	☐ 2
Coach	☐ 3	☐ 3	☐ 3
For each airplane trip, did you use any in-flight entertainment on the plane?	374-0	388-0	402-0
Listened to radio	☐ 1	☐ 1	☐ 1
Watched movie/ Used in-flight video equipment	☐ 2	☐ 2	☐ 2
Read in-flight publication	☐ 3	☐ 3	☐ 3
Used Wi-Fi	☐ 4	☐ 4	☐ 4
For each airplane trip, did you view CNN Airport Network television in the airport?			
Yes	☐ 5	☐ 5	☐ 5
Was this trip taken on an all inclusive travel package?			
Yes	☐ 6	☐ 6	☐ 6
For vacation or honeymoon trips only: What activities did you do on each vacation trip?	375-0	389-0	403-0
Attend a specific event	☐ 1	☐ 1	☐ 1
Fine dining	☐ 2	☐ 2	☐ 2
General sightseeing	☐ 3	☐ 3	☐ 3
Go to beach	☐ 4	☐ 4	☐ 4
Play golf	☐ 5	☐ 5	☐ 5
Running/Jogging	☐ 6	☐ 6	☐ 6
Sailing	☐ 7	☐ 7	☐ 7
Scuba diving	☐ 8	☐ 8	☐ 8
Shopping	☐ 9	☐ 9	☐ 9
Skiing (cross country/downhill)	☐ 0	☐ 0	☐ 0
Other outdoor sports or recreation	☐ X	☐ X	☐ X
Visit relatives or friends	☐ Y	☐ Y	☐ Y
	476-0	477-0	478-0
Visit cultural/historical site	☐ 1	☐ 1	☐ 1

DOMESTIC TRAVEL

Have you personally made any trips of more than one day's duration in the past 12 months, within the continental U.S., including business, vacation and weekend travel?
Yes ☐ 1 No ☐ 2 404-0

If yes, how many such trips have you made in the last 12 months. _____ 405-0

ANSWER FOR EACH TRIP:

	Last Trip	Second Last Trip	Other Trips
Number of nights away on each trip:	406-0	419-0	432-0
1	☐ 1	☐ 1	☐ 1
2	☐ 2	☐ 2	☐ 2
3-4	☐ 3	☐ 3	☐ 3
5-6	☐ 4	☐ 4	☐ 4
7-8	☐ 5	☐ 5	☐ 5
9-14	☐ 6	☐ 6	☐ 6
15 +	☐ 7	☐ 7	☐ 7
Number of household members, including yourself, on each trip:	Write in # 407-0	Write in # 420-0	Write in # 433-0
Which states did you visit on each trip?	408-0	421-0	434-0
Maine, New Hampshire, Vermont	☐ 1	☐ 1	☐ 1
Massachusetts, Connecticut, Rhode Island	☐ 2	☐ 2	☐ 2
New York	☐ 3	☐ 3	☐ 3
Pennsylvania, New Jersey	☐ 4	☐ 4	☐ 4
Delaware, Maryland, District of Columbia	☐ 5	☐ 5	☐ 5
Michigan, Wisconsin	☐ 6	☐ 6	☐ 6
Ohio, Indiana, Illinois	☐ 7	☐ 7	☐ 7
Nebraska, Kansas	☐ 8	☐ 8	☐ 8
N. Dakota, S. Dakota, Minnesota	☐ 9	☐ 9	☐ 9
Iowa, Missouri	☐ 0	☐ 0	☐ 0
N. Carolina, S. Carolina	☐ X	☐ X	☐ X
Alabama, Georgia	☐ Y	☐ Y	☐ Y
	409-0	422-0	435-0
Florida	☐ 1	☐ 1	☐ 1
Kentucky, Tennessee	☐ 2	☐ 2	☐ 2
Mississippi, Louisiana	☐ 3	☐ 3	☐ 3
Texas	☐ 4	☐ 4	☐ 4
Arkansas, Oklahoma	☐ 5	☐ 5	☐ 5
Virginia, West Virginia	☐ 6	☐ 6	☐ 6
Montana, Idaho, Wyoming	☐ 7	☐ 7	☐ 7
Washington, Oregon	☐ 8	☐ 8	☐ 8
California	☐ 9	☐ 9	☐ 9
Utah, Colorado	☐ 0	☐ 0	☐ 0
Arizona, New Mexico	☐ X	☐ X	☐ X
Nevada	☐ Y	☐ Y	☐ Y
Reason for each trip:	410-0	423-0	436-0
Business (paid for by company)	☐ 1	☐ 1	☐ 1
Business (paid for by self)	☐ 2	☐ 2	☐ 2
Honeymoon	☐ 3	☐ 3	☐ 3
Vacation	☐ 4	☐ 4	☐ 4
Personal (not vacation)	☐ 5	☐ 5	☐ 5
Part business/Part vacation	☐ 6	☐ 6	☐ 6
Who did you travel with?			
Yourself (alone)	☐ 7	☐ 7	☐ 7
Spouse or mate	☐ 8	☐ 8	☐ 8
Child(ren) less than 18 years old	☐ 9	☐ 9	☐ 9
Friend(s)	☐ 0	☐ 0	☐ 0
Other	☐ X	☐ X	☐ X
Number of miles traveled from home (round trip) for each trip:	411-0	424-0	437-0
Under 500	☐ 1	☐ 1	☐ 1
500-999	☐ 2	☐ 2	☐ 2
1000 +	☐ 3	☐ 3	☐ 3
Who decided upon the destination of each trip?			
Yourself (alone or with someone else)	☐ 4	☐ 4	☐ 4
Travel Agent	☐ 5	☐ 5	☐ 5
Spouse or Mate	☐ 6	☐ 6	☐ 6

Continued in next Column

DOMESTIC TRAVEL (Continued)

	Last Trip	Second Last Trip	Other Trips
Did you use the service of a Travel Agent or Internet travel site for each trip?	413-0	426-0	439-0
Yes, used travel agent	☐ 1	☐ 1	☐ 1
Yes, used airline-specific Internet site	☐ 2	☐ 2	☐ 2
Yes, used general Internet travel site	☐ 3	☐ 3	☐ 3
No	☐ 4	☐ 4	☐ 4
If yes, for what purpose:			
Flight Reservations	☐ 5	☐ 5	☐ 5
Hotel Reservations	☐ 6	☐ 6	☐ 6
Entire Trip	☐ 7	☐ 7	☐ 7
When was each trip taken?	412-0	425-0	438-0
January – March	☐ 1	☐ 1	☐ 1
April – June	☐ 2	☐ 2	☐ 2
July – September	☐ 3	☐ 3	☐ 3
October – December	☐ 4	☐ 4	☐ 4
Means of Travel for each trip:	414-0	427-0	440-0
Plane (charter/private)	☐ 1	☐ 1	☐ 1
Plane (scheduled)	☐ 2	☐ 2	☐ 2
Rental Vehicle	☐ 3	☐ 3	☐ 3
Personal Vehicle	☐ 4	☐ 4	☐ 4
Bus (charter or tour)	☐ 5	☐ 5	☐ 5
Bus (scheduled)	☐ 6	☐ 6	☐ 6
Amtrak	☐ 7	☐ 7	☐ 7
Other Railroad/Train	☐ 8	☐ 8	☐ 8
Motor Home/RV	☐ 9	☐ 9	☐ 9
If by plane, which airlines did you use during each trip?	415-0	428-0	441-0
Alaska Airlines	☐ 1	☐ 1	☐ 1
Allegiant Air	☐ 2	☐ 2	☐ 2
American/American Eagle	☐ 3	☐ 3	☐ 3
Delta	☐ 4	☐ 4	☐ 4
Frontier	☐ 5	☐ 5	☐ 5
JetBlue	☐ 6	☐ 6	☐ 6
	416-0	429-0	442-0
Southwest	☐ 1	☐ 1	☐ 1
United	☐ 2	☐ 2	☐ 2
Virgin America	☐ 3	☐ 3	☐ 3
Other _____ (Write In)	☐ 4	☐ 4	☐ 4
For each airplane trip, what did you fly?			
First Class	☐ 6	☐ 6	☐ 6
Business	☐ 7	☐ 7	☐ 7
Coach	☐ 8	☐ 8	☐ 8
For each trip, did you use any in-flight entertainment on the plane?			
Listened to radio	☐ 9	☐ 9	☐ 9
Watched movie/Used in-flight video equipment	☐ 0	☐ 0	☐ 0
Read in-flight publication	☐ X	☐ X	☐ X
Used Wi-Fi	☐ Y	☐ Y	☐ Y
For each airplane trip, did you view CNN Airport Network television in the airport?	445-0	446-0	447-0
Yes	☐ 1	☐ 1	☐ 1
For vacation or honeymoon trips only: What activities did you do on each vacation trip?	417-0	430-0	443-0
Go to beach	☐ 1	☐ 1	☐ 1
General sightseeing	☐ 2	☐ 2	☐ 2
Attend a specific event	☐ 3	☐ 3	☐ 3
Shopping	☐ 4	☐ 4	☐ 4
Fine dining	☐ 5	☐ 5	☐ 5
Play tennis	☐ 6	☐ 6	☐ 6
Visit National Park	☐ 7	☐ 7	☐ 7
	418-0	431-0	444-0
Play golf	☐ 1	☐ 1	☐ 1
Backpacking/Hiking	☐ 2	☐ 2	☐ 2
Bicycle riding	☐ 3	☐ 3	☐ 3
Fishing	☐ 4	☐ 4	☐ 4
Hunting	☐ 5	☐ 5	☐ 5
Running/Jogging	☐ 6	☐ 6	☐ 6
Skiing (cross country/downhill)	☐ 7	☐ 7	☐ 7
Other outdoor sports or recreation	☐ 8	☐ 8	☐ 8
Visit relatives or friends	☐ 9	☐ 9	☐ 9
Visit a health spa/retreat	☐ 0	☐ 0	☐ 0
Visit cultural/historical site	☐ X	☐ X	☐ X

HOTELS & MOTELS, PLANE TRIPS, FREQUENT FLYER, CRUISE SHIPS & TRAVEL PLANNING

HOTELS, MOTELS & OTHER LODGING

Number of nights spent in a hotel, motel or other paid lodging last 12 months:

	You Personally: Stayed in for Business	Stayed in for Personal/ Vacation
	448-0	453-0
1	☐ 1	☐ 1
2	☐ 2	☐ 2
3-4	☐ 3	☐ 3
5-7	☐ 4	☐ 4
8-10	☐ 5	☐ 5
11-14	☐ 6	☐ 6
15 +	☐ 7	☐ 7

Hotel or Motel stayed at, last 12 months:

	449-0	454-0
Americas Best Value Inn	☐ 1	☐ 1
Baymont Inns & Suites	☐ 2	☐ 2
Best Western	☐ 3	☐ 3
Clarion	☐ 4	☐ 4
Comfort Inn	☐ 5	☐ 5
Comfort Suites	☐ 6	☐ 6
Country Inns & Suites	☐ 7	☐ 7
Courtyard (by Marriott)	☐ 8	☐ 8
Crowne Plaza	☐ 9	☐ 9
Days Inn	☐ 0	☐ 0
DoubleTree	☐ X	☐ X
Econo Lodge	☐ Y	☐ Y
	450-0	455-0
Embassy Suites	☐ 1	☐ 1
Fairfield Inn (by Marriott)	☐ 2	☐ 2
Four Seasons	☐ 3	☐ 3
Great Wolf Lodge	☐ 4	☐ 4
Hampton Inn & Suites	☐ 5	☐ 5
Hilton	☐ 6	☐ 6
Hilton Garden Inn	☐ 7	☐ 7
Holiday Inn	☐ 8	☐ 8
Holiday Inn Express	☐ 9	☐ 9
Homewood Suites (by Hilton)	☐ 0	☐ 0
Howard Johnson	☐ X	☐ X
	451-0	456-0
Hyatt	☐ 1	☐ 1
InterContinental Hotels	☐ 2	☐ 2
La Quinta Inns & Suites	☐ 3	☐ 3
Marriott Hotels, Resorts and Suites	☐ 4	☐ 4
Microtel (by Wyndham)	☐ 5	☐ 5
Motel 6	☐ 6	☐ 6
Omni	☐ 7	☐ 7
Quality Inn	☐ 8	☐ 8
Radisson	☐ 9	☐ 9
Ramada	☐ 0	☐ 0
Red Roof Inn	☐ X	☐ X
Renaissance	☐ Y	☐ Y
	452-0	457-0
Residence Inn (by Marriott)	☐ 1	☐ 1
Ritz-Carlton	☐ 2	☐ 2
Sandals/Beaches	☐ 3	☐ 3
Sheraton	☐ 4	☐ 4
Sleep Inn	☐ 5	☐ 5
SpringHill Suites (by Marriott)	☐ 6	☐ 6
Super 8	☐ 7	☐ 7
Travelodge	☐ 8	☐ 8
W Hotel	☐ 9	☐ 9
Westin	☐ 0	☐ 0
Wyndham	☐ X	☐ X
	60K-0	60L-0
Other hotel/motel (chain)	☐ 1	☐ 1
Other hotel/motel (non-chain)	☐ 2	☐ 2
Bed and Breakfast	☐ 3	☐ 3
Other	☐ 4	☐ 4

"By owner" rental service used, last 12 months:

	60Y-0	60Z-0
Airbnb	☐ 1	☐ 1
HomeAway	☐ 2	☐ 2
VRBO	☐ 3	☐ 3
Other	☐ 4	☐ 4

Who generally makes your reservations?

Self	☐ 5	☐ 5
Other Family Member	☐ 6	☐ 6
Administrative Assistant	☐ 7	☐ 7
Travel Agent	☐ 8	☐ 8
Other	☐ 9	☐ 9

ROUND TRIPS BY PLANE

How many round trips BY PLANE, if any, have you made in the last 12 months?

	Number of trips made for: Business (60M)	Vacation/ Personal/ Honeymoon (60V)
How many of these were:		
Within the continental U.S.	_____ (Write in Number)	_____ (Write in Number) 01
Outside the continental U.S.	_____ (Write in Number)	_____ (Write in Number) 02

FREQUENT FLYER

Are you a member of a frequent flyer program? 458-0 Yes ☐ 1 No ☐ 2

If yes, which program(s) are you a member of? 60T

	Regular member 1	Elite member 2
American AAdvantage	☐	☐ 01
Delta SkyMiles	☐	☐ 02
JetBlue TrueBlue	☐	☐ 03
Southwest Rapid Rewards	☐	☐ 04
United MileagePlus	☐	☐ 05
Other	☐	☐ 06

Have you redeemed any frequent flyer miles in the last 12 months? Yes ☐ 1 60U-0

HOTEL REWARDS PROGRAMS

Are you currently enrolled in any hotel rewards programs? Yes ☐ 1 No ☐ 2 65L-0

If yes, which program(s) are you a member of?

Hilton Honors	☐ 3
Hyatt Gold Passport	☐ 4
IHG Rewards Club	☐ 5
Marriott Rewards	☐ 6
Starwood Preferred Guest	☐ 7
Wyndham Rewards	☐ 8
Other	☐ 9

CRUISE SHIPS

Have you personally taken a cruise of more than one day's duration in the past three years? 459-0 Yes ☐ 1 No ☐ 2

Which of the following cruise lines did you use in the past 3 years? 460-0

Carnival	☐ 1
Celebrity	☐ 2
Disney Cruise Line	☐ 3
Holland America Line	☐ 4
Norwegian	☐ 5
Princess	☐ 6
Royal Caribbean	☐ 7
Other	☐ 8

How many cruises have you taken in the past three years? _____ (Write in Number) 461-0

TRAVEL PLANNING

Whether or not you made a purchase, in the last 12 months, which, if any, of these did you use for ADVICE regarding fares & travel arrangements or sightseeing & activities for an overnight trip?

	You personally obtained advice about: Fares/Travel arrangements, last 12 months	Sightseeing/ Activities, last 12 months
Advised by:	60N-0	60Q-0
Travel Agent	☐ 1	☐ 1
Travel guidebook	☐ 2	☐ 2
Travel magazine	☐ 3	☐ 3
Other magazine	☐ 4	☐ 4
Newspaper	☐ 5	☐ 5
TV	☐ 6	☐ 6
Radio	☐ 7	☐ 7
Friends/Family Recommendations	☐ 8	☐ 8
	60P-0	60R-0
Airbnb.com	☐ 1	☐ 1
Booking.com	☐ 2	☐ 2
Expedia.com	☐ 3	☐ 3
HomeAway.com	☐ 4	☐ 4
Hotels.com	☐ 5	☐ 5
Hotwire.com	☐ 6	☐ 6
Kayak.com	☐ 7	☐ 7
Orbitz.com	☐ 8	☐ 8
Priceline.com	☐ 9	☐ 9
Travelocity.com	☐ 0	☐ 0
Travelzoo.com	☐ X	☐ X
TripAdvisor.com	☐ Y	☐ Y
	60W-0	60X-0
VRBO.com	☐ 1	☐ 1
Other general Internet travel site	☐ 2	☐ 2
Other Internet site	☐ 3	☐ 3
Other	☐ 4	☐ 4

How long before traveling do you typically book your trips? 60S-0

More than 6 months before traveling	☐ 1
3-6 months before traveling	☐ 2
Less than 3 months, but more than 1 week before traveling	☐ 3
1 week or less before traveling	☐ 4

INTERNET AND CATALOG SHOPPING

Items personally ordered, last 12 months:

	By phone/ mail last 12 months	By Internet last 12 months
	462-0	468-0
Airline tickets	1	1
Automotive Products	2	2
Baby Accessories	3	3
Banking Services	4	4
Bedding/Linens	5	5
Books	6	6
Cameras and equipment	7	7
Car/Vehicle Rental Reservations	8	8
CDs	9	9
Cell phones/accessories	0	0
Clothing/Apparel	X	X
Coffee & Tea	Y	Y
	463-0	469-0
Collector's items (coins, stamps, etc.)	1	1
Computers	2	2
Computer Software/Accessories	3	3
Cooking/Kitchen accessories	4	4
Cosmetics/toiletries	5	5
Credit Cards	6	6
DVDs/Blu-ray Discs	7	7
Educational Programs	8	8
Fitness Apparel/Equipment	9	9
Flowers	0	0
Food (Groceries)	X	X
Food (Meal Kits)	Y	Y
	464-0	470-0
Garden supplies	1	1
Gift Baskets	2	2
Handbags/Other Accessories	3	3
Hobby or craft supplies	4	4
Home furnishings	5	5
Home improvement items/tools	6	6
Hotel reservations	7	7
Household/small appliances	8	8
Housewares	9	9
Hunting, fishing, camping equipment	0	0
Jewelry/watches	X	X
Office Supplies	Y	Y
	465-0	471-0
Pet products/supplies	1	1
Prescription Drugs	2	2
Religious Products	3	3
Shoes/Footwear	4	4
Sports apparel/memorabilia	5	5
Sports equipment	6	6
Stereo/Audio Equipment	7	7
Tickets – Concerts, shows, other entertainment	8	8
Tickets – Movies	9	9
Tickets – Sports Events	0	0
Toys/Games	X	X
TVs	Y	Y
	466-0	472-0
Video Games/Systems	1	1
Vitamins	2	2
Wedding/Occasion Gifts	3	3
Wines/Champagnes	4	4
Other Electronics	5	5
Other Financial/Insurance Products	6	6
Other Health/Medical Supplies	7	7
Other Travel Services	8	8
Other	9	9

Amount spent, last 12 months:

	Mail/Phone	Internet
	467-0	473-0
$1 - $49	1	1
$50 - $99	2	2
$100 - $199	3	3
$200 - $499	4	4
$500 - $799	5	5
$800+	6	6

Continued in next Column

INTERNET AND CATALOG SHOPPING (Continued)

Catalogs or Websites/Apps ordered from:

You Personally Ordered:

	By Catalog (phone/mail) last 12 months	By Internet (Site/App) last 12 months
	65N-0	65Q-0
1800PetMeds	1	1
Avon	2	2
Coldwater Creek	3	3
Crate & Barrel	4	4
Eddie Bauer	5	5
Fingerhut	6	6
Hammacher Schlemmer	7	7
	65P-0	65R-0
Home Shopping Network (HSN)	1	1
J. Crew	2	2
JCPenney	3	3
L.L. Bean	4	4
Lands' End	5	5
Macy's	6	6
Neiman Marcus	7	7
Nordstrom	8	8
Office Depot	9	9
Pottery Barn	0	0
ProFlowers	X	X
	65S-0	65T-0
Publishers Clearing House	1	1
QVC	2	2
REI	3	3
Shari's Berries	4	4
Staples	5	5
Teleflora	6	6
Victoria's Secret	7	7
Other Department/Specialty Store	8	8
Other Catalog or Mail Order Service	9	9

Continued in next Column

HOW YOU SHOP

474-0

In the past 30 days, when purchasing a product or service, which, if any, of these have you done?

Obtained information from a catalog, then:

- Purchased in-store ☐ 1
- Purchased by Internet (computer/laptop) ☐ 2
- Purchased by Internet (mobile device) ☐ 3
- Purchased by mail/phone call ☐ 4

Obtained information from a website on a computer/laptop, then:

- Purchased in-store ☐ 5
- Purchased by Internet (computer/laptop) ☐ 6
- Purchased by Internet (mobile device) ☐ 7
- Purchased by mail/phone call ☐ 8

475-0

Obtained information from a mobile website/app, then:

- Purchased in-store ☐ 1
- Purchased by Internet (computer/laptop) ☐ 2
- Purchased by Internet (mobile device) ☐ 3
- Purchased by mail/phone call ☐ 4

Obtained information in store, then:

- Purchased in-store ☐ 5
- Purchased by Internet (computer/laptop) ☐ 6
- Purchased by Internet (mobile device) ☐ 7
- Purchased by mail/phone call ☐ 8

INTERNET AND CATALOG SHOPPING (Continued)

Websites or Apps personally ordered from, last 12 months:

	65U-0
1800flowers.com	1
Amazon.com	2
American Eagle Outfitters (ae.com)	3
Apple.com	4
BananaRepublic.com	5
Barnes&Noble.com	6
BathandBodyWorks.com	7
BedBathandBeyond.com	8
Belk.com	9
BestBuy.com	0
BlueApron.com	X
Costco.com	Y
	65V-0
CVS.com	1
Dell.com	2
Dillards.com	3
DisneyStore.com	4
eBay.com	5
EdibleArrangements.com	6
Etsy.com	7
Expedia.com	8
Fandango.com	9
FreshDirect.com	0
FTD.com	X
	65W-0
Gap.com	1
HelloFresh.com	2
HomeDepot.com	3
Hotels.com	4
Hotwire.com	5
iTunes.com (Apple Store)	6
Joann.com	7
Kmart.com	8
Kohls.com	9
LiveNation.com	0
Lowes.com	X
Michaels.com	Y
	65Z-0
Nike.com	1
OldNavy.com	2
Orbitz.com	3
Overstock.com	4
Payless.com	5
PetSmart.com	6
Plated.com	7
Priceline.com	8
SamsClub.com	9
Sears.com	0
Sephora.com	X
StubHub.com	Y
	65Y-0
TJMaxx.com	1
Target.com	2
Ticketmaster.com	3
ToysRUs.com	4
Travelocity.com	5
Walgreens.com	6
Walmart.com	7
Wayfair.com	8
Zappos.com	9
Zulily.com	0
Other Internet site	X

Do you or does anyone in your household currently subscribe to Amazon Prime?

479-0

- Yes ☐ 1

CREDIT/DEBIT CARDS

	You Personally: Have (in your own name) 487	Used in the last 12 months
Major Credit/Debit Cards	1	2
American Express Green	☐	☐ 01
American Express Gold	☐	☐ 02
American Express Platinum	☐	☐ 03
American Express Blue	☐	☐ 04
American Express OPEN (Small Business)	☐	☐ 05
Other American Express	☐	☐ 06
Diners Club	☐	☐ 07
Discover	☐	☐ 08
MasterCard Standard	☐	☐ 09
MasterCard Gold	☐	☐ 10
MasterCard Platinum	☐	☐ 11
MasterCard World/World Elite	☐	☐ 12
MasterCard Debit Card	☐	☐ 13
MasterCard BusinessCard (Small Business)	☐	☐ 14
Visa Regular/Classic	☐	☐ 15
Visa Gold	☐	☐ 16
Visa Platinum	☐	☐ 17
Visa Signature	☐	☐ 18
Visa Check Card (Debit)	☐	☐ 19
Visa Business (Small Business)	☐	☐ 20
Other	☐	☐ 21
Which bank(s) issued your credit/debit card(s)?		
Bank of America	☐	☐ 22
Barclays	☐	☐ 23
Capital One	☐	☐ 24
Chase	☐	☐ 25
Citibank	☐	☐ 26
Citizens Bank	☐	☐ 27
HSBC	☐	☐ 28
PNC	☐	☐ 29
TD Bank	☐	☐ 30
USAA	☐	☐ 31
U.S. Bank	☐	☐ 32
Wells Fargo	☐	☐ 33
Other	☐	☐ 34
Rewards associated with your major credit/debit card(s)		
Cash back	☐	☐ 35
Airline miles	☐	☐ 36
Hotel or Car Rental awards	☐	☐ 37
Gifts	☐	☐ 38
Charitable contribution	☐	☐ 39
Gasoline discounts	☐	☐ 40
Other retail discounts	☐	☐ 41
Other	☐	☐ 42
Store Credit Cards (Affiliated/Together with a major credit card)		
Department Store	☐	☐ 43
Discount Store	☐	☐ 44
Other Store	☐	☐ 45
Store Credit Cards (Not Affiliated/Together with a major credit card)		
Dillard's	☐	☐ 46
JCPenney	☐	☐ 47
Lord & Taylor	☐	☐ 48
Macy's	☐	☐ 49
Nordstrom	☐	☐ 50
Sears	☐	☐ 51
Target	☐	☐ 52
Walmart	☐	☐ 53
Other	☐	☐ 54

How many credit/debit cards do you own?

Credit Cards: _____ 489-0 (Write in Number) Debit Cards: _____ 62N-0 (Write in Number)

What is your average monthly expenditure for all credit/debit card purchases?

Credit Cards: $_____ 490-0 (Write in Amount) Debit Cards: $_____ 62P-0 (Write in Amount)

Do you typically carry a balance on your credit card(s)? 676-0

- Never or rarely ☐ 1
- Sometimes ☐ 2
- Usually or always ☐ 3

In the last 12 months, have you accepted a pre-approved credit offer?

- Yes ☐ 4

CREDIT/DEBIT CARDS (Continued)

For what purpose(s) do you use your credit card(s)? 488-0

- Business ☐ 1
- Personal ☐ 2

On average, how often do you use a credit card for personal and for business purchases each month?

	62R-0 Personal	62S-0 Business
More than 20 times per month	☐ 1	☐ 1
11-20 times per month	☐ 2	☐ 2
6-10 times per month	☐ 3	☐ 3
1-5 times per month	☐ 4	☐ 4
Less than once a month	☐ 5	☐ 5

On average, how often do you use a debit card for personal and for business purchases each month?

	Personal	Business
More than 20 times per month	☐ 6	☐ 6
11-20 times per month	☐ 7	☐ 7
6-10 times per month	☐ 8	☐ 8
1-5 times per month	☐ 9	☐ 9
Less than once a month	☐ 0	☐ 0

LOANS AND MORTGAGES

64H	You Personally or Jointly: Have	Acquired Last 12 months
	1	2
Home Mortgage (1st)	☐	☐ 01
2nd Mortgage (Home Equity Loan)	☐	☐ 02
Mortgage Refinance/Consolidation Loan	☐	☐ 03
Auto Loan	☐	☐ 04
Personal Loan for Education (Student Loan)	☐	☐ 05
Personal Loan, not for Education	☐	☐ 06
Personal Line of Credit	☐	☐ 07
Home Equity Line of Credit	☐	☐ 08
Loan from 401(k) or 403(b)	☐	☐ 09
Small Business Loan	☐	☐ 10
Title Loan	☐	☐ 11

Have you personally taken a short-term loan from a payday loan/ cash-advance company in the last 12 months? Yes ☐ 1 665-0

REAL ESTATE

Which of the following types of property does your household own and which were acquired in the last 12 months?

496	Owns	Acquired last 12 months	Number of properties owned (Write in number)
	1	2	61A
Vacation/Weekend Home	☐	☐	_____ 01
Farm	☐	☐	_____ 02
Retirement Real Estate	☐	☐	_____ 03
Investment Real Estate	☐	☐	_____ 04

Do you or does anyone in your household own a time share? 486-0

- Yes ☐ 1

Have you personally used a real estate agent in the last 12 months to: 497-0

- Sell a property ☐ 1
- Buy a property ☐ 2
- Other ☐ 3

If yes, which real estate agent(s) did you use? 498-0

- Berkshire Hathaway HomeServices ☐ 1
- Century 21 ☐ 2
- Coldwell Banker ☐ 3
- Keller Williams ☐ 4
- Re/Max ☐ 5
- Other ☐ 6

Was the home you currently occupy: 499-0

- Custom built ☐ 1
- Already built when you purchased it ☐ 2

Was it constructed within the last 12 months?

Yes ☐ 3 No ☐ 4

Have you personally bought and then sold ("flipped") a property, for investment purposes only, in the last 12 months?

Yes ☐ 1 No ☐ 2 61C-0

BANKING & FINANCIAL SERVICES

You Personally or Jointly:

Bank Accounts/Services:	Have (481)	Acquired last 12 months
Savings Account	☐	☐ 01
Certificate of Deposit (CD)	☐	☐ 02
Interest Checking Account	☐	☐ 03
Non-Interest Checking Account	☐	☐ 04
Money Market Account	☐	☐ 05
Overdraft Protection	☐	☐ 06
Other Banking Services	☐	☐ 07
Business Checking Account	☐	☐ 08
Other Small Business Banking Services	☐	☐ 09
	1	2

Banks or Financial Institutions you personally used, last 12 months:

664-0

- Ally Bank ☐ 1
- Bank of America ☐ 2
- BB&T ☐ 3
- Capital One ☐ 4
- Chase ☐ 5
- Citibank ☐ 6
- Citizens ☐ 7
- Fifth Third Bank ☐ 8
- HSBC ☐ 9
- KeyBank ☐ 0
- PNC ☐ X
- Regions Bank ☐ Y

64J-0

- SunTrust ☐ 1
- TD Bank ☐ 2
- U.S. Bank ☐ 3
- Wells Fargo ☐ 4
- Other National Bank ☐ 5
- Local/Community Bank ☐ 6
- Credit Union ☐ 7
- Mutual Funds Co. ☐ 8
- Internet Bank ☐ 9

Banking methods you personally used, last 12 months:

482-0

- Bank in person ☐ 1
- ATM/Cash Machine ☐ 2
- Bank by Mail ☐ 3
- Direct Deposit (payroll check) ☐ 4
- Bank by Phone ☐ 5
- Banking Online/Internet ☐ 6
- Banking on Mobile Device ☐ 7
- Paperless Statements ☐ 8

In the last 6 months have you done any of the following?

Wired or sent money with: 61B-0

- MoneyGram ☐ 1
- Western Union ☐ 2
- Xoom ☐ 3
- Bank Wire Transfer ☐ 4
- U.S. Postal Service ☐ 5
- Overnight Courier ☐ 6
- Another Way ☐ 7

- Purchased a money order ☐ 8
- Used a check cashing service ☐ 9

Which, if any, of the following do you consider very important when choosing a bank or financial institution?

63R-0

- Customer Service ☐ 1
- Financial Stability of Company ☐ 2
- Friend's/Relative's Recommendation ☐ 3
- Interest Rates ☐ 4
- Location of Branch ☐ 5
- Reputation of Company ☐ 6
- Reward Programs ☐ 7
- Size of Company ☐ 8
- Years in Business ☐ 9
- Other ☐ 0

Did you choose to change from one bank to another in the last 12 months? Yes ☐ X

INVESTMENT ACTIVITY

Have you used any of the following for financial services or advice in the last 12 months?

492-0

- Stock Rating Service ☐ 1
- Financial Planner/Certified Financial Planner (CFP) ☐ 2
- Personal Money Manager ☐ 3
- Financial Advisor/Broker ☐ 4
- Newspaper/Magazine ☐ 5
- TV or Radio show ☐ 6
- Internet site ☐ 7
- Friends/Family ☐ 8
- Other Source ☐ 9

If you contacted a brokerage firm in the last 12 months, what was the reason for the contact?

493	Discount Brokerage Firm	Full Service Brokerage Firm	Online Brokerage Firm
Advice or Price Quotes	☐	☐	☐ 01
Purchased or Sold Bonds	☐	☐	☐ 02
Purchased or Sold Stocks	☐	☐	☐ 03
Purchased or Sold Mutual Funds	☐	☐	☐ 04
	1	2	3

Brokerage Firms or other financial institutions, used in last 12 months:

494-0

- BNY Mellon ☐ 1
- Capital One Investing ☐ 2
- Charles Schwab ☐ 3
- Chase Investment Services ☐ 4
- Edward Jones ☐ 5
- E*Trade ☐ 6
- Fidelity ☐ 7
- Merrill Edge ☐ 8
- Merrill Lynch ☐ 9
- Morgan Stanley ☐ 0

495-0

- Raymond James ☐ 1
- T. Rowe Price ☐ 2
- TD Ameritrade or Scottrade ☐ 3
- TIAA ☐ 4
- UBS ☐ 5
- USAA ☐ 6
- Vanguard ☐ 7
- Wealthfront ☐ 8
- Wells Fargo Advisors ☐ 9

64T-0

- Other full service firm ☐ 1
- Other discount brokerage firm ☐ 2
- Other online brokerage firm ☐ 3
- Other bank ☐ 4
- Other ☐ 5

Investment transactions (stocks, bonds, mutual funds) executed in the past 12 months: (Please count each buy and sell separately.)

216-0

None	☐ 1	3-9	☐ 3	20-49	☐ 5
1-2	☐ 2	10-19	☐ 4	50+	☐ 6

MUTUAL FUNDS

Do you invest in a mutual fund managed by any of these mutual fund families/companies?

	Own (1)	Acquired or added to in last 12 months (700, 2)
American Century	☐	☐ 01
American Funds	☐	☐ 02
Charles Schwab/Schwab	☐	☐ 03
Dreyfus	☐	☐ 04
Fidelity Investments	☐	☐ 05
Franklin Templeton	☐	☐ 06
Hartford Funds	☐	☐ 07
Invesco	☐	☐ 08
Janus Henderson	☐	☐ 09
Lord Abbett	☐	☐ 10
Merrill Lynch	☐	☐ 11
Morgan Stanley	☐	☐ 12
Oppenheimer	☐	☐ 13
Prudential Investments	☐	☐ 14
Putnam	☐	☐ 15
TIAA	☐	☐ 16
T. Rowe Price	☐	☐ 17
USAA	☐	☐ 18
Vanguard	☐	☐ 19
Voya	☐	☐ 20
Other	☐	☐ 21

FINANCIAL, INSURANCE, LEGAL SERVICES

LIFE INSURANCE

Do you currently carry any life insurance? Yes ☐ 1 — 504-0

Which kind(s) do you carry? — 508-0
- Separate term policy ☐ 1
- Separate whole life policy ☐ 2
- Combination term/whole life policy ☐ 3
- Universal life ☐ 4
- Variable life ☐ 5

How many different life insurance policies do you carry? _____ Number of policies — 507-0

How acquired: — 505-0
- From a union ☐ 1
- From a place of work ☐ 2
- From a fraternal or other membership group ☐ 3
- Veterans life insurance ☐ 4
- From a bank ☐ 5
- With loan, mortgage or installment payments ☐ 6
- Through an agent representing one company ☐ 7
- Through an agent (broker) representing more than one company ☐ 8
- In response to mail advertising (no agent) ☐ 9
- Direct from insurance company via phone (no agent) ☐ 0
- Direct from insurance company via website (no agent) ☐ X

Total face value of all the life insurance you currently carry: — 506-0
- Less than $20,000 ☐ 1
- $ 20,000 - $ 49,999 ☐ 2
- $ 50,000 - $ 99,999 ☐ 3
- $100,000 - $149,999 ☐ 4
- $150,000 - $249,999 ☐ 5
- $250,000 - $499,999 ☐ 6
- $500,000 or more ☐ 7

Continued in next Column

LIFE INSURANCE (Continued)

With which company:	Have Policy 1	509	Acquired Last 12 Months 2
AAA	☐		☐ 01
AARP from New York Life	☐		☐ 02
Aetna	☐		☐ 03
AFLAC	☐		☐ 04
AIG American General	☐		☐ 05
Allstate	☐		☐ 06
American Family	☐		☐ 07
AXA Equitable	☐		☐ 08
Bankers Life	☐		☐ 09
Brighthouse Financial	☐		☐ 10
Cigna	☐		☐ 11
Colonial Penn	☐		☐ 12
Farm Bureau	☐		☐ 13
Farmers Insurance	☐		☐ 14
Gerber Life	☐		☐ 15
Guardian	☐		☐ 16
The Hartford	☐		☐ 17
John Hancock	☐		☐ 18
Lincoln Financial Group	☐		☐ 19
MassMutual	☐		☐ 20
MetLife	☐		☐ 21
Mutual of Omaha	☐		☐ 22
Nationwide	☐		☐ 23
New York Life	☐		☐ 24
Northwestern Mutual	☐		☐ 25
Pacific Life	☐		☐ 26
Principal	☐		☐ 27
Prudential	☐		☐ 28
SBLI	☐		☐ 29
State Farm	☐		☐ 30
TIAA	☐		☐ 31
Transamerica	☐		☐ 32
Unum Group	☐		☐ 33
USAA	☐		☐ 34
Veterans Group Life (VGLI)	☐		☐ 35
Voya	☐		☐ 36
Other	☐		☐ 37

PAYING BILLS

Bill-paying methods you personally used, last 12 months: — 64M-0
- Pay in person ☐ 1
- Pay by mail ☐ 2
- Pay by Internet/Online ☐ 3
- Pay by phone using credit card ☐ 4
- Pay by mobile device ☐ 5
- Bills automatically charged to credit card ☐ 6
- Bills automatically deducted from bank account ☐ 7
- Other ☐ 8

DIGITAL PAYMENT SERVICES

Digital payment services you personally used to make a purchase or payment, last 30 days: — 510-0
- Amazon Pay ☐ 1
- Apple Pay ☐ 2
- Google Pay ☐ 3
- LevelUp ☐ 4
- MasterPass by MasterCard ☐ 5
- PayPal ☐ 6
- Samsung Pay ☐ 7
- Venmo ☐ 8
- Visa Checkout ☐ 9
- Zelle ☐ 0
- Other digital payment service ☐ X

LEGAL SERVICES

Legal services providers you personally used, last 12 months: — 501-0
- Lawyer ☐ 1
- Paralegal ☐ 2
- Online legal provider ☐ 3
- Other ☐ 4

SECURITIES

Please mark the securities and/or retirement/college savings plans you personally own. For each type owned, what is the approximate current market value and was any part acquired in the last 12 months?

500	Own 1	Under $10,000 2	$10,000-$49,999 3	TOTAL VALUE OF HOLDINGS $50,000-$149,999 4	$150,000-$249,999 5	$250,000 or more 6	Acquired or added to in last 12 months 7
Securities you personally own:							
U.S. Savings Bonds	☐	☐	☐	☐	☐	☐	☐ 01
U.S. Treasury Notes	☐	☐	☐	☐	☐	☐	☐ 02
Other U.S. Government Bonds	☐	☐	☐	☐	☐	☐	☐ 03
Common or Preferred Stock in Company you work for	☐	☐	☐	☐	☐	☐	☐ 04
Common Stock in any other Company	☐	☐	☐	☐	☐	☐	☐ 05
Preferred Stock in any other Company	☐	☐	☐	☐	☐	☐	☐ 06
Privately held shares of Companies or Partnerships	☐	☐	☐	☐	☐	☐	☐ 07
City/Municipal or State Bonds	☐	☐	☐	☐	☐	☐	☐ 08
Corporate Bonds or Debentures	☐	☐	☐	☐	☐	☐	☐ 09
Money Market Funds	☐	☐	☐	☐	☐	☐	☐ 10
Mutual Funds (Bonds)	☐	☐	☐	☐	☐	☐	☐ 11
Mutual Funds (Stocks)	☐	☐	☐	☐	☐	☐	☐ 12
Tax Exempt Funds	☐	☐	☐	☐	☐	☐	☐ 13
Exchange Traded Funds (ETFs)	☐	☐	☐	☐	☐	☐	☐ 14
Annuities	☐	☐	☐	☐	☐	☐	☐ 15
Savings Certificates	☐	☐	☐	☐	☐	☐	☐ 16
Insured Money Market Accounts (Bank)	☐	☐	☐	☐	☐	☐	☐ 17
CD (Certificate(s) of Deposit)—6 months or less	☐	☐	☐	☐	☐	☐	☐ 18
CD (Certificate(s) of Deposit)—more than 6 months	☐	☐	☐	☐	☐	☐	☐ 19
Investments in Gold or other Precious Metals or Gems	☐	☐	☐	☐	☐	☐	☐ 20
Investment Collections of Antiques, Books, Stamps, etc.	☐	☐	☐	☐	☐	☐	☐ 21
Other investments (Commodities/Puts/Calls, etc.)	☐	☐	☐	☐	☐	☐	☐ 22
Retirement or college savings plans you personally have:							
Traditional IRA	☐	☐	☐	☐	☐	☐	☐ 23
Roth IRA	☐	☐	☐	☐	☐	☐	☐ 24
Keogh	☐	☐	☐	☐	☐	☐	☐ 25
401(k)	☐	☐	☐	☐	☐	☐	☐ 26
403(b)	☐	☐	☐	☐	☐	☐	☐ 27
457(b)	☐	☐	☐	☐	☐	☐	☐ 28
529 Plan (College Savings Plan)	☐	☐	☐	☐	☐	☐	☐ 29
	1	2	3	4	5	6	7

HOMEOWNERS OR PERSONAL PROPERTY INSURANCE

Do you currently carry fire, theft or other type of loss insurance on either your home or your personal belongings?

511	Your Household: Currently Carries (1)	Your Household: Acquired Last 12 Months (2)
Homeowner	☐	☐ 01
Renter	☐	☐ 02
Condominium/Co-op	☐	☐ 03

With what company? 513-0

- AAA ☐ 1
- Allstate ☐ 2
- American Family ☐ 3
- Amica ☐ 4
- Country Financial ☐ 5
- Encompass ☐ 6
- Esurance ☐ 7
- Farmers Insurance ☐ 8
- Foremost ☐ 9
- GEICO ☐ 0

514-0

- The Hartford ☐ 1
- Liberty Mutual ☐ 2
- MetLife ☐ 3
- Nationwide ☐ 4
- Progressive ☐ 5
- Safeco ☐ 6
- State Farm ☐ 7
- Travelers ☐ 8
- USAA ☐ 9
- Other ☐ 0

How was it acquired? 515-0

- From an agent ☐ 1
- In response to direct mail advertising ☐ 2
- Direct from insurance company via phone ☐ 3
- Direct from insurance company via website ☐ 4

Who decided which company to use? 516-0

- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

Total value for loss covered by policies: 518-0

- Less than $10,000 ☐ 1
- $ 10,000 - $ 24,999 ☐ 2
- $ 25,000 - $ 49,999 ☐ 3
- $ 50,000 - $ 74,999 ☐ 4
- $ 75,000 - $ 99,999 ☐ 5
- $100,000 - $199,999 ☐ 6
- $200,000 - $299,999 ☐ 7
- $300,000 - $499,999 ☐ 8
- $500,000 or more ☐ 9

Floater policy(s) or additional coverage carried: 519-0

- Floater for jewelry or furs ☐ 1
- Floater for collections (antiques, coins, etc.) ☐ 2
- Floater for other personal items ☐ 3
- Coverage for earthquakes or floods ☐ 4
- Other additional coverage ☐ 5

Do you have a combined home and auto policy?

- Yes ☐ 6

MEDICAL INSURANCE

Are you personally covered by any medical, hospital or accident insurance? 520-0

- Yes ☐ 1

Who is covered by this insurance?

- You and other household/family members ☐ 2
- You alone ☐ 3

What type of polic(ies) do you have? 522-0

- Non-Government (e.g. Group, Individual, etc.) ☐ 1
- Medicaid ☐ 2
- Medicare ☐ 3

With which company? 523-0

- AARP ☐ 1
- Aetna ☐ 2
- AFLAC ☐ 3
- Bankers Life ☐ 4
- BlueCross BlueShield ☐ 5
- Cigna ☐ 6
- Colonial Life ☐ 7
- Health Net ☐ 8

524-0

- Humana ☐ 1
- Kaiser Permanente ☐ 2
- MetLife ☐ 3
- Mutual of Omaha ☐ 4
- Oxford ☐ 5
- State Farm ☐ 6
- United Healthcare ☐ 7
- Unum ☐ 8
- Other ☐ 9

How was policy obtained? 521-0

- From a union ☐ 1
- From a place of work ☐ 2
- From a fraternal or other membership group ☐ 3
- State or national healthcare exchange ☐ 4
- Other government source ☐ 5
- Through an agent representing one company ☐ 6
- Through an agent (broker) representing more than one company ☐ 7
- In response to mail advertising or phone contact (no agent) ☐ 8
- Through the Internet ☐ 9

What kind of policy is it? 64K-0

- EPO (Exclusive Provider Organization) ☐ 1
- HMO (Health Maintenance Organization) ☐ 2
- POS (Point-of-Service) ☐ 3
- PPO (Preferred Provider Organization) ☐ 4
- Traditional Indemnity/Fee-for-Service ☐ 5
- Catastrophic/High Deductible ☐ 6
- Supplemental/Gap Insurance ☐ 7
- Other ☐ 8

Did you choose to change insurance companies in the last 12 months? 525-0

- Yes ☐ 1

OTHER INSURANCE

Which of the following types of insurance do you personally carry? 526-0

- Delta Dental ☐ 1
- Other dental ☐ 2
- Disability/Loss of income through medical causes ☐ 3
- Prescription drugs ☐ 4
- Vision care ☐ 5
- Accidental death and dismemberment ☐ 6
- Boat owners ☐ 7
- Identity theft ☐ 8
- Long term care ☐ 9
- Mortgage ☐ 0
- Personal liability (not Automotive or Homeowners) ☐ X
- Small business ☐ Y

517-0

- Travel ☐ 1

TAX PREPARATION

How were your personal federal income taxes prepared in the last 12 months?

Prepared by: 64A-0

- You, personally, manually ☐ 1
- You, personally, using a computer software program:
  - H&R Block ☐ 2
  - TaxAct ☐ 3
  - TaxSlayer ☐ 4
  - TurboTax ☐ 5
  - Other software ☐ 6
- You, personally, using an Internet/online tax preparation program or service: 64U-0
  - H&R Block ☐ 1
  - Jackson Hewitt Online ☐ 2
  - Liberty Tax ☐ 3
  - TaxAct ☐ 4
  - TaxSlayer ☐ 5
  - TurboTax ☐ 6
  - Other online program/service ☐ 7

64N-0

- H&R Block (on-site) ☐ 1
- Jackson Hewitt (on-site) ☐ 2
- Liberty Tax (on-site) ☐ 3
- Other tax preparation service, on-site ☐ 4
- CPA or other tax professional ☐ 5
- Friend or family member ☐ 6
- Other ☐ 7

When filed, last 12 months:

- Before IRS deadline ☐ 8
- Same day of the IRS deadline ☐ 9
- After the IRS deadline ☐ 0

MORE ABOUT INSURANCE

Which of the following, if any, are very important to you when choosing an Insurance provider? (Check all that apply)

64Z	Auto Insurance	Homeowners/ Personal Property Insurance	Life Insurance	Medical Insurance
	VERY IMPORTANT WHEN CHOOSING			
Agent Recommendation	☐	☐	☐	☐ 01
Customer Service	☐	☐	☐	☐ 02
Financial Stability of Company	☐	☐	☐	☐ 03
Location	☐	☐	☐	☐ 04
Rates	☐	☐	☐	☐ 05
Reputation of Company	☐	☐	☐	☐ 06
Simplicity of Application	☐	☐	☐	☐ 07
Size of Company	☐	☐	☐	☐ 08
Years in Business	☐	☐	☐	☐ 09
Customer Loyalty Program	☐	☐	☐	☐ 10
Other	☐	☐	☐	☐ 11
	1	2	3	4

ATHLETIC SHOES

530

	Pairs purchased in last 12 months		Under $50 (1)	$50-$74 (2)	$75-$149 (3)	$150 + (4)
Aerobic/Fitness shoes	_____	01	☐	☐	☐	☐ 02
Baseball/Softball shoes	_____	03	☐	☐	☐	☐ 04
Basketball shoes	_____	05	☐	☐	☐	☐ 06
Boat/Deck shoes	_____	07	☐	☐	☐	☐ 08
Cross Training shoes	_____	09	☐	☐	☐	☐ 10
Golf shoes	_____	11	☐	☐	☐	☐ 12
Hiking/Backpacking boots	_____	13	☐	☐	☐	☐ 14
Hunting Boots	_____	15	☐	☐	☐	☐ 16
Running/Jogging shoes	_____	17	☐	☐	☐	☐ 18
Soccer shoes	_____	19	☐	☐	☐	☐ 20
Sports Sandals	_____	21	☐	☐	☐	☐ 22
Tennis shoes	_____	23	☐	☐	☐	☐ 24
Walking shoes	_____	25	☐	☐	☐	☐ 26
Weight Lifting/Training shoes	_____	27	☐	☐	☐	☐ 28

AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:

BRANDS PURCHASED LAST 12 MONTHS:

	531-0		532-0	
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
				60A-0
			Other	☐ 1

SHOES

529

	Pairs purchased in last 12 months		Under $50 (1)	$50-$99 (2)	$100-$249 (3)	$250 + (4)
Canvas	_____	01	☐	☐	☐	☐ 02
Casual/Leisure	_____	03	☐	☐	☐	☐ 04
Dress Boots	_____	05	☐	☐	☐	☐ 06
Dress Shoes	_____	07	☐	☐	☐	☐ 08
Sandals	_____	09	☐	☐	☐	☐ 10
Slippers	_____	11	☐	☐	☐	☐ 12
Western Boots	_____	13	☐	☐	☐	☐ 14
Work Boots	_____	15	☐	☐	☐	☐ 16
Other Work Shoes	_____	17	☐	☐	☐	☐ 18
Other	_____	19	☐	☐	☐	☐ 20

AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:

BRANDS PURCHASED LAST 12 MONTHS:

	62A-0		62B-0	
Aerosoles	☐	1	Johnston & Murphy	☐ 1
ALDO	☐	2	Keen	☐ 2
Allen-Edmonds	☐	3	Kenneth Cole	☐ 3
Anne Klein	☐	4	Naturalizer	☐ 4
Børn	☐	5	Nina	☐ 5
Clarks	☐	6	Nine West	☐ 6
Coach	☐	7	Red Wing	☐ 7
Cole Haan	☐	8	Rockport	☐ 8
Crocs	☐	9	Skechers	☐ 9
Ecco	☐	0	Sperry	☐ 0
Florsheim	☐	X	Stacy Adams	☐ X
Havaianas	☐	Y	Steve Madden	☐ Y
				62T-0
			UGG	☐ 1
			Other	☐ 2

FASHION & STYLE ATTITUDES

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.

62C

	DISAGREE Completely (1)	DISAGREE Somewhat (2)	AGREE Somewhat (3)	AGREE Completely (4)	
1. Being able to customize an item makes me more willing to purchase it.	☐	☐	☐	☐	01
2. Comfort is one of the most important factors when selecting fashion products to purchase.	☐	☐	☐	☐	02
3. I prefer fashion that is classic and timeless as opposed to trendy.	☐	☐	☐	☐	03
4. I rely on magazines to keep me up to date on fashion.	☐	☐	☐	☐	04
5. I am loyal to only a few fashion brands and stick with them.	☐	☐	☐	☐	05
6. I only buy shoes and clothing when I have to replace something.	☐	☐	☐	☐	06
7. I often spend more money than I expected to on my fashion purchases.	☐	☐	☐	☐	07
8. When buying fashion products, the overall look is more important than the brand.	☐	☐	☐	☐	08
9. When I find a haircut that suits me, I stick with it.	☐	☐	☐	☐	09
10. I follow a strict skin-care routine.	☐	☐	☐	☐	10
11. I am content with my appearance.	☐	☐	☐	☐	11
12. I must admit I wear designer brands partially to impress other people.	☐	☐	☐	☐	12
13. When a celebrity designs a product, I am more likely to buy it.	☐	☐	☐	☐	13
14. I consider my fashion style to be trendy.	☐	☐	☐	☐	14
15. I often use natural or organic beauty products.	☐	☐	☐	☐	15
16. I buy new clothes at the beginning of each season.	☐	☐	☐	☐	16
17. I only spend what I budget on fashion items.	☐	☐	☐	☐	17
18. I often try different ways to style my hair.	☐	☐	☐	☐	18
19. I love to mix and match high and low end designers when putting together an outfit.	☐	☐	☐	☐	19
20. I'll buy trendy clothes even if they're not the highest quality.	☐	☐	☐	☐	20
21. I am more likely to buy a brand that I know supports a charity.	☐	☐	☐	☐	21
22. You can tell a lot about a person by the clothes they wear.	☐	☐	☐	☐	22
23. Clothes made by fashion designers are more appealing.	☐	☐	☐	☐	23
24. I'm willing to use the Internet to shop for fashion products.	☐	☐	☐	☐	24
25. I generally wear sunscreen.	☐	☐	☐	☐	25
26. I prefer to shop for fashion products on my own, rather than with friends.	☐	☐	☐	☐	26
27. I dress more to please myself than to please others.	☐	☐	☐	☐	27
28. I would consider having a cosmetic surgery or procedure to improve my appearance.	☐	☐	☐	☐	28
29. When I smell a perfume or cologne sample that I like in a magazine, I will purchase it.	☐	☐	☐	☐	29
30. Maintaining a youthful appearance is important to me.	☐	☐	☐	☐	30
31. I judge others by how "put together" they look.	☐	☐	☐	☐	31
32. It is important to me to be well-groomed.	☐	☐	☐	☐	32

MEN'S CLOTHING

527

	How many did you buy in the last 12 months		Amount spent in total in the last 12 months: Under $100	$100-$249	$250 +
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

528

			Under $50	$50-$99	$100-$249	$250 +
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
Necktie		27	☐	☐	☐	☐ 28
Belt		29	☐	☐	☐	☐ 30
Wallet		31	☐	☐	☐	☐ 32
T-shirt (not undershirt)		33	☐	☐	☐	☐ 34
Socks		35	☐	☐	☐	☐ 36
Sweatpants		37	☐	☐	☐	☐ 38
Sweatshirt		39	☐	☐	☐	☐ 40
Swimsuit		41	☐	☐	☐	☐ 42
			1	2	3	4

BRANDS PURCHASED LAST 12 MONTHS:

62D-0

- Adidas ☐ 1
- Armani ☐ 2
- Banana Republic ☐ 3
- Brooks Brothers ☐ 4
- Calvin Klein ☐ 5
- Carhartt ☐ 6
- Champion ☐ 7
- Claiborne ☐ 8
- Columbia ☐ 9
- Dickies ☐ 0
- DKNY ☐ X
- Dockers ☐ Y

535-0

- Eddie Bauer ☐ 1
- Express ☐ 2
- Fruit of the Loom ☐ 3
- The Gap ☐ 4
- H&M ☐ 5
- Haggar ☐ 6
- Hanes ☐ 7
- Hugo Boss ☐ 8
- IZOD ☐ 9
- Jockey ☐ 0
- Kenneth Cole ☐ X

62E-0

- Lacoste ☐ 1
- Lands' End ☐ 2
- Lee ☐ 3
- Levi's ☐ 4
- Nautica ☐ 5
- Nike ☐ 6
- The North Face ☐ 7

64C-0

- Old Navy ☐ 1
- Patagonia ☐ 2
- Polo ☐ 3
- Ralph Lauren ☐ 4
- Reebok ☐ 5
- Russell Athletic ☐ 6
- Speedo ☐ 7
- Tommy Hilfiger ☐ 8
- Under Armour ☐ 9
- Van Heusen ☐ 0
- Wrangler ☐ X
- Other ☐ Y

SPORTS CLOTHING

536

	Total Amount You Spent in the Last 12 Months: Under $100	$100-$149	$150-$299	$300 +
Athletic/Workout wear	☐	☐	☐	☐ 01
Bicycle clothing	☐	☐	☐	☐ 02
Golf clothing	☐	☐	☐	☐ 03
Hiking/Backpacking clothing	☐	☐	☐	☐ 04
Hunting clothing	☐	☐	☐	☐ 05
Marine/Boating attire	☐	☐	☐	☐ 06
Running clothing	☐	☐	☐	☐ 07
Ski clothing	☐	☐	☐	☐ 08
Team Sports clothing	☐	☐	☐	☐ 09
Tennis clothing	☐	☐	☐	☐ 10
	1	2	3	4

WOMEN'S CLOTHING

533

	How many did you buy in the last 12 months		Amount spent in total in the last 12 months: Under $100	$100-$249	$250 +
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
			1	2	3

534

			Under $50	$50-$99	$100-$249	$250 +
Dress		01	☐	☐	☐	☐ 02
Maternity Clothes		03	☐	☐	☐	☐ 04
Skirt		05	☐	☐	☐	☐ 06
Casual Slacks		07	☐	☐	☐	☐ 08
Dress Slacks		09	☐	☐	☐	☐ 10
Designer Jeans		11	☐	☐	☐	☐ 12
Jeans		13	☐	☐	☐	☐ 14
Sweater		15	☐	☐	☐	☐ 16
Blouse/Shirt		17	☐	☐	☐	☐ 18
Nightwear		19	☐	☐	☐	☐ 20
Purse (handbag)		21	☐	☐	☐	☐ 22
Gloves		23	☐	☐	☐	☐ 24
Hat		25	☐	☐	☐	☐ 26
Belt		27	☐	☐	☐	☐ 28
T-shirt		29	☐	☐	☐	☐ 30
Socks		31	☐	☐	☐	☐ 32
Sweatpants		33	☐	☐	☐	☐ 34
Sweatshirt		35	☐	☐	☐	☐ 36
Swimsuit		37	☐	☐	☐	☐ 38
			1	2	3	4

BRANDS PURCHASED LAST 12 MONTHS:

62F-0

- Adidas ☐ 1
- Alfred Dunner ☐ 2
- Ann Taylor ☐ 3
- Anne Klein ☐ 4
- Armani ☐ 5
- Banana Republic ☐ 6
- Calvin Klein ☐ 7
- Champion ☐ 8
- Columbia ☐ 9
- Danskin ☐ 0

544-0

- DKNY ☐ 1
- Dockers ☐ 2
- Eddie Bauer ☐ 3
- Express ☐ 4
- The Gap ☐ 5
- Guess ☐ 6
- H&M ☐ 7

62G-0

- Hanes ☐ 1
- Inc. ☐ 2
- IZOD ☐ 3
- Jones New York ☐ 4
- Juicy Couture ☐ 5
- Kenneth Cole ☐ 6
- Lacoste ☐ 7
- Lee ☐ 8

64D-0

- Levi's ☐ 1
- Liz Claiborne ☐ 2
- LOFT ☐ 3
- Lucky Brand ☐ 4
- New York & Company ☐ 5
- Nike ☐ 6
- The North Face ☐ 7
- Not Your Daughter's Jeans ☐ 8
- Old Navy ☐ 9
- Patagonia ☐ 0

62M-0

- Polo ☐ 1
- Ralph Lauren ☐ 2
- Reebok ☐ 3
- Riders by Lee ☐ 4
- Sag Harbor ☐ 5
- Speedo ☐ 6
- Talbots ☐ 7
- Tommy Hilfiger ☐ 8
- True Religion ☐ 9
- Under Armour ☐ 0
- Wrangler ☐ X
- Other ☐ Y

CLOTHING EXPENDITURES

537-0

In the past 12 months, how much did you spend on the purchase of clothing:

- 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

ACCESSORIES, LINGERIE, WRITING INSTRUMENTS, TOOLS

FINE JEWELRY

538

	You Personally: Bought/ last 12 months	Number Bought last 12 months	
KINDS:			
Bracelet	☐	_____	01
Brooch/Pin	☐	_____	02
Earrings	☐	_____	03
Necklace	☐	_____	04
Engagement Ring	☐	_____	05
Other Ring	☐	_____	06
TYPES:			
Diamond	☐	_____	07
Gold	☐	_____	08
Platinum	☐	_____	09
Sterling	☐	_____	10
Other	☐	_____	11

Total amount spent on fine jewelry in the last 12 months: 539-0

- Under $100 ☐ 1
- $100-$399 ☐ 2
- $400-$749 ☐ 3
- $750-$999 ☐ 4
- $1,000-$1,499 ☐ 5
- $1,500+ ☐ 6

Where Purchased: 64B-0

- Independent Jeweler ☐ 1
- Department Store ☐ 2
- Jared ☐ 3
- Kay Jewelers ☐ 4
- Swarovski ☐ 5
- Zales ☐ 6
- Other Retail Chain ☐ 7
- Warehouse/Club Store ☐ 8
- Other ☐ 9

Purchased for:

- Yourself ☐ 0
- Someone else (gift) ☐ X

WATCHES

541

	You Personally: Own	Bought/ last 12 months	
	1	2	
KINDS:			
Sport	☐	☐	01
Dress	☐	☐	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: 542-0

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

If purchased in last 12 months, purchased for:

- Yourself ☐ 7
- Gift for a man ☐ 8
- Gift for a woman ☐ 9

WOMEN'S LINGERIE/ UNDERGARMENTS

545

	You Personally: Bought last 12 months	Number Bought last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Bras	☐	_____	01
Sports Bras	☐	_____	02
Panties	☐	_____	03
Pantyhose	☐	_____	04
Tights	☐	_____	05
Leggings	☐	_____	06
Shapewear	☐	_____	07
BRANDS:			
Bali	☐	_____	08
Fashion Forms	☐	_____	09
Fruit of the Loom	☐	_____	10
Hanes	☐	_____	11
Jockey	☐	_____	12
Just My Size	☐	_____	13
Lane Bryant	☐	_____	14
L'eggs	☐	_____	15
Maidenform	☐	_____	16
No Nonsense	☐	_____	17
Playtex	☐	_____	18
Spanx	☐	_____	19
Vanity Fair	☐	_____	20
Vassarette	☐	_____	21
Victoria's Secret	☐	_____	22
Warner's	☐	_____	23
_____ OTHER (Write In)	☐	_____	999

COSTUME JEWELRY

540

	You Personally: Bought/ last 12 months	Number Bought last 12 months	
KINDS:			
Bracelet	☐	_____	01
Pin	☐	_____	02
Earrings	☐	_____	03
Necklace	☐	_____	04
Ring	☐	_____	05

Total amount spent on costume jewelry in the last 12 months: 277-0

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

WRITING INSTRUMENTS

546

	You Personally: Bought in last 12 months	Bought as gift	
	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

NEEDLECRAFT AND SEWING

543

	You Personally: Stitched in last 6 months	Number of times/ last 6 months	
TYPES:			
Sewing – General Mending	☐	_____	01
Sewing – Garments from Patterns	☐	_____	02
Knitting	☐	_____	03
Crocheting	☐	_____	04
Cross-stitch	☐	_____	05
Needlepoint	☐	_____	06
Quilting	☐	_____	07

TOOLS

225

	Your Household: Owns	Acquired/ last 12 months	
	1	2	
Air compressor (not 12 volt inflator)	☐	☐	01
Automotive tools	☐	☐	02
Car vacuum	☐	☐	03
Chain saw (gas)	☐	☐	04
Chain saw (electric)	☐	☐	05
Chipper/Shredder	☐	☐	06
Circular saw (portable)	☐	☐	07
Decorative paint tools/kits	☐	☐	08
Drive bits	☐	☐	09
Electric car polisher	☐	☐	10
Electric drill – cordless	☐	☐	11
Electric drill – corded	☐	☐	12
Electric router	☐	☐	13
Electric sander	☐	☐	14
Electric screwdriver (cordless)	☐	☐	15
Glue gun	☐	☐	16
Hand tools	☐	☐	17
Jig/sabre saw (portable)	☐	☐	18
Lawn mower – riding	☐	☐	19
Lawn mower (non-power)	☐	☐	20
Lawn mower, walk behind (electric)	☐	☐	21
Lawn mower, walk behind (gas)	☐	☐	22
Lawn or garden tractor	☐	☐	23
Lawn sprinkler	☐	☐	24
Leaf shredder	☐	☐	25
Outdoor blower (gas)	☐	☐	26
Outdoor blower (electric)	☐	☐	27
Paint sprayer	☐	☐	28
Pliers	☐	☐	29
Pneumatic tools	☐	☐	30
Power ratchet; cordless	☐	☐	31
Saw blades	☐	☐	32
Shears (non-electric)	☐	☐	33
Shovel	☐	☐	34
Snowblower	☐	☐	35
Staple gun	☐	☐	36
Stationary band saw	☐	☐	37
Stationary drill press	☐	☐	38
Stationary table saw	☐	☐	39
Stationary radial arm saw	☐	☐	40
Tiller (garden)	☐	☐	41
Trimmer/edger (electric)	☐	☐	42
Trimmer/edger (gas)	☐	☐	43
Wallpaper stripper	☐	☐	44
Welder	☐	☐	45
Wet-dry shop vacuum	☐	☐	46
Workbench (portable)	☐	☐	47
Other	☐	☐	48

Who decided to make these purchases? 227-0

- Yourself (alone or with someone else) ☐ 1
- Someone else ☐ 2

HOUSEHOLD FURNISHINGS

550	Your Household: Owns 1	Bought last 12 months 2	AMOUNT SPENT IN LAST 12 MONTHS $1-$249 3	$250-$699 4	$700-$999 5	$1000 or more 6	
Wall unit/wall system	☐	☐	☐	☐	☐	☐	01
Sofa/sectional	☐	☐	☐	☐	☐	☐	02
Recliner	☐	☐	☐	☐	☐	☐	03
Sofa-bed convertible	☐	☐	☐	☐	☐	☐	04
Other living room furniture	☐	☐	☐	☐	☐	☐	05
Bed frame/headboard	☐	☐	☐	☐	☐	☐	06
Box spring	☐	☐	☐	☐	☐	☐	07
Mattress	☐	☐	☐	☐	☐	☐	08
Cedar chests	☐	☐	☐	☐	☐	☐	09
Other bedroom furniture	☐	☐	☐	☐	☐	☐	10
Kitchen furniture	☐	☐	☐	☐	☐	☐	11
Dining room furniture	☐	☐	☐	☐	☐	☐	12
Family room furniture	☐	☐	☐	☐	☐	☐	13
Home office furniture	☐	☐	☐	☐	☐	☐	14
Piano	☐	☐	☐	☐	☐	☐	15
Picture frames—custom made	☐	☐	☐	☐	☐	☐	16
Window coverings—custom made	☐	☐	☐	☐	☐	☐	17
Wall-to-wall carpet	☐	☐	☐	☐	☐	☐	18
Horizontal blinds—custom made	☐	☐	☐	☐	☐	☐	19
Vertical blinds—custom made	☐	☐	☐	☐	☐	☐	20

551	Owns 1	Bought last 12 months 2	$1-$99 3	$100-$299 4	$300-$499 5	$500 or more 6	
Awning	☐	☐	☐	☐	☐	☐	01
Draperies	☐	☐	☐	☐	☐	☐	02
Curtains	☐	☐	☐	☐	☐	☐	03
Horizontal blinds—ready made	☐	☐	☐	☐	☐	☐	04
Vertical blinds—ready made	☐	☐	☐	☐	☐	☐	05
Pleated shades	☐	☐	☐	☐	☐	☐	06
Lawn/porch furniture	☐	☐	☐	☐	☐	☐	07
Patio/deck cover	☐	☐	☐	☐	☐	☐	08
Air mattress (Inflatable)	☐	☐	☐	☐	☐	☐	09
Upholstery fabric	☐	☐	☐	☐	☐	☐	10
Area rug	☐	☐	☐	☐	☐	☐	11
Room size rug	☐	☐	☐	☐	☐	☐	12
Indoor/outdoor carpet	☐	☐	☐	☐	☐	☐	13
Table/floor lamps	☐	☐	☐	☐	☐	☐	14

Who decided to make these purchases?

552-0 ☐ 1 Yourself (alone or with someone else)
☐ 2 Someone else

Did your household rent any of the above furnishings in the last 12 months?

Yes ☐ 3

APPLIANCES FOR CLIMATE CONTROL

553	Your Household: Owns 1	Bought last 12 months 2	AMOUNT SPENT IN LAST 12 MONTHS $1-$99 3	$100-$399 4	$400-$999 5	$1000 or more 6	
Air cleaner—electric	☐	☐	☐	☐	☐	☐	01
Central air conditioner	☐	☐	☐	☐	☐	☐	02
Air conditioner—separate room	☐	☐	☐	☐	☐	☐	03
Attic/whole house fan	☐	☐	☐	☐	☐	☐	04
Ceiling fan (not bathroom vent)	☐	☐	☐	☐	☐	☐	05
Coal/wood stove	☐	☐	☐	☐	☐	☐	06
Central heating—natural gas	☐	☐	☐	☐	☐	☐	07
Central heating—oil	☐	☐	☐	☐	☐	☐	08
Central heating—propane	☐	☐	☐	☐	☐	☐	09
Electric heating (central)	☐	☐	☐	☐	☐	☐	10
Space heater (electric)	☐	☐	☐	☐	☐	☐	11
"Smart" or Wi-Fi connected thermostat	☐	☐	☐	☐	☐	☐	12
Automatic setback thermostat	☐	☐	☐	☐	☐	☐	13
Dehumidifier	☐	☐	☐	☐	☐	☐	14
Humidifier	☐	☐	☐	☐	☐	☐	15
Fireplace	☐	☐	☐	☐	☐	☐	16
Heat pump	☐	☐	☐	☐	☐	☐	17
Kerosene heater	☐	☐	☐	☐	☐	☐	18

Who decided to make these purchases?

554-0 ☐ 1 Yourself (alone or with someone else)
☐ 2 Someone else

PAINT/STAIN

555

	You Personally: Bought/ last 12 months	Gallons/ last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Interior paint	☐	_____	01
Exterior paint	☐	_____	02
Interior stain	☐	_____	03
Exterior stain	☐	_____	04
KINDS:			
Brush/roller	☐	_____	05
Spray	☐	_____	06
FORMS:			
Latex/water-based	☐	_____	07
Oil-based	☐	_____	08
BRANDS:			
Ace	☐	_____	09
Behr	☐	_____	10
Benjamin Moore	☐	_____	11
Cabot	☐	_____	12
Dutch Boy	☐	_____	13
Glidden	☐	_____	14
KILZ	☐	_____	15
Krylon	☐	_____	16
Minwax	☐	_____	17
Olympic	☐	_____	18
Ralph Lauren	☐	_____	19
Rust-Oleum	☐	_____	20
Sherwin Williams	☐	_____	21
Thompson's WaterSeal	☐	_____	22
True Value	☐	_____	23
Valspar	☐	_____	24
Varathane	☐	_____	25
Walmart (Color Place)	☐	_____	26
_____ OTHER (Write In)	☐	_____	999

WHERE PURCHASED: 556-0

Hardware Store ☐ 1
Home Center Store ☐ 2
Department Store ☐ 3
Discount Store ☐ 4
Lumber/Building Supply ☐ 5
Paint Store ☐ 6
Other ☐ 7

AMOUNT SPENT:

Less than $50 ☐ 8
$50-$100 ☐ 9
$101-$300 ☐ 0
Over $300 ☐ X

FURNITURE STORES

67J

	You Personally: Shopped last 12 months	Times in last 12 months	
Aaron's	☐	_____	01
Art Van Furniture	☐	_____	02
Ashley HomeStore	☐	_____	03
Bob's Discount Furniture	☐	_____	04
Cost Plus World Market	☐	_____	05
Ethan Allen	☐	_____	06
Havertys	☐	_____	07
IKEA	☐	_____	08
Jennifer Leather/ Convertibles	☐	_____	09
Jordan's Furniture	☐	_____	10
LA-Z-Boy Furniture Galleries	☐	_____	11
Raymour & Flanigan	☐	_____	12
RAC Rent-A-Center	☐	_____	13
Restoration Hardware	☐	_____	14
Rooms To Go	☐	_____	15
Thomasville	☐	_____	16
Value City Furniture	☐	_____	17

KITCHEN & HOUSEHOLD APPLIANCES & DURABLES

KITCHEN COOKING AND SERVING PRODUCTS

560	Owns (1)	Bought last 12 months (2)	
Aluminum cookware	☐	☐	01
Other metal cookware	☐	☐	02
Barbecue equipment	☐	☐	03
Canning jars & lids	☐	☐	04
Ceramic coated cookware	☐	☐	05
Cutlery (kitchen knives)	☐	☐	06
Insulated coffee carafe/server	☐	☐	07
Wok (non-electric)	☐	☐	08
Glass storage containers	☐	☐	09
Plastic storage containers	☐	☐	10
Glass ovenware/bakeware	☐	☐	11
Non-stick metal bakeware/ovenware	☐	☐	12
Glass rangetop cookware	☐	☐	13
Microwave cookware:			
glass/ceramic	☐	☐	14
plastic	☐	☐	15
paper/disposable	☐	☐	16

Who decided to make these purchases?
561-0 ☐ 1 Yourself (alone or with someone else)
☐ 2 Someone else

Have you purchased any of the above as a gift? 562-0
Yes ☐ 1 No ☐ 2

SMALL KITCHEN APPLIANCES

563	Owns (1)	Bought last 12 months (2)	
Bread making machine	☐	☐	01
Coffee maker – automatic drip	☐	☐	02
Coffee maker – electric perk	☐	☐	03
Coffee maker – single cup/pod brewing system	☐	☐	04
Coffee maker – other electric	☐	☐	05
Coffee maker – French press	☐	☐	06
Espresso/Cappuccino Maker	☐	☐	07
Deep fryer	☐	☐	08
Electric blender	☐	☐	09
Electric can opener	☐	☐	10
Electric coffee grinder	☐	☐	11
Electric food processor	☐	☐	12
Electric fry pan	☐	☐	13
Electric grill – indoor	☐	☐	14
Electric juicer	☐	☐	15
Electric knife	☐	☐	16
Electric mixer – hand held	☐	☐	17
Electric mixer – stationary	☐	☐	18
Electric popcorn maker	☐	☐	19
Electric pressure cooker (e.g. Instant Pot)	☐	☐	20
Electric slow cooker	☐	☐	21
Electric steam cooker	☐	☐	22
Electric wok	☐	☐	23
Ice cream machine	☐	☐	24
Pasta machine	☐	☐	25
Pressure cooker (non-electric/stove top)	☐	☐	26
Toaster	☐	☐	27
Toaster oven	☐	☐	28
Vacuum sealer	☐	☐	29

Who decided to make these purchases?
564-0 ☐ 1 Yourself (alone or with someone else)
☐ 2 Someone else

PERSONAL APPLIANCES

570	You Personally: Own (1)	Bought last 12 months (2)	Amount spent last 12 months: $1-$24 (3)	$25-$49 (4)	$50 + (5)	
Blood glucose monitor	☐	☐	☐	☐	☐	01
Clock – battery	☐	☐	☐	☐	☐	02
Clock radio – electric	☐	☐	☐	☐	☐	03
Electronic ear thermometer	☐	☐	☐	☐	☐	04
Hand-held massagers	☐	☐	☐	☐	☐	05
Hearing aids	☐	☐	☐	☐	☐	06
Home blood pressure monitor	☐	☐	☐	☐	☐	07
Lighted make-up mirror	☐	☐	☐	☐	☐	08
Massaging shower head	☐	☐	☐	☐	☐	09
Oral irrigation device	☐	☐	☐	☐	☐	10
Scale (bathroom)	☐	☐	☐	☐	☐	11

LARGE KITCHEN & COOKING APPLIANCES

567	Owns (1)	Bought last 12 months (2)	
Dishwasher – built-in	☐	☐	01
Dishwasher – portable	☐	☐	02
Built-in range oven – electric	☐	☐	03
Built-in range oven – gas	☐	☐	04
Electric stove/range	☐	☐	05
Gas stove/range	☐	☐	06
Induction range/oven	☐	☐	07
Continuous cleaning oven	☐	☐	08
Convection oven	☐	☐	09
Cook top	☐	☐	10
Microwave oven	☐	☐	11
Combination range/microwave	☐	☐	12
Rangehood	☐	☐	13
Refrigerator	☐	☐	14
Separate freezer	☐	☐	15
Charcoal grill	☐	☐	16
Electric grill – outdoor	☐	☐	17
Gas grill	☐	☐	18
Smoker	☐	☐	19
Trash compactor	☐	☐	20
Garbage disposal	☐	☐	21

Did your household rent any of the above items in the last 12 months?
568-0 Yes ☐ 1 No ☐ 2

Who decided to make these purchases?
569-0 ☐ 1 Yourself (alone or with someone else)
☐ 2 Someone else

HOUSEHOLD APPLIANCES & DURABLES

565	Owns (1)	Bought last 12 months (2)	
Air purifier	☐	☐	01
Broom	☐	☐	02
Burglar alarm/Home Security System (Standard/Wired)	☐	☐	03
Burglar alarm/Home Security System ("Smart"/Wi-Fi)	☐	☐	04
Carpet steam cleaner	☐	☐	05
Clothes dryer – electric	☐	☐	06
Clothes dryer – gas	☐	☐	07
Garage door opener	☐	☐	08
Garment steamer	☐	☐	09
Generator (portable)	☐	☐	10
Home fire extinguisher	☐	☐	11
Hot tub/whirlpool spa	☐	☐	12
Hot water heater	☐	☐	13
Iron	☐	☐	14
Locks or lock sets	☐	☐	15
Mop	☐	☐	16
Rechargeable flashlight	☐	☐	17
Other battery flashlight	☐	☐	18
Sewing machine	☐	☐	19
Smoke/fire detector	☐	☐	20
Vacuum cleaner – cannister	☐	☐	21
Vacuum cleaner – hand held	☐	☐	22
Vacuum cleaner – upright	☐	☐	23
Washing machine – high efficiency	☐	☐	24
Washing machine – standard	☐	☐	25
Washer/dryer – stacked	☐	☐	26
Water softener	☐	☐	27

Who decided to make these purchases?
566-0 ☐ 1 Yourself (alone or with someone else)
☐ 2 Someone else

TABLE SETTINGS

571	You Personally: Own (1)	Bought last 12 months (2)	Bought as gift (3)	
Cloth tablecloth/napkins	☐	☐	☐	01
Fine china dinnerware	☐	☐	☐	02
Glassware	☐	☐	☐	03
Fine china serving pieces	☐	☐	☐	04
Fine crystal barware	☐	☐	☐	05
Lead crystal hollowware	☐	☐	☐	06
Lead crystal stemware	☐	☐	☐	07
Silverplated flatware	☐	☐	☐	08
Stainless flatware	☐	☐	☐	09
Sterling silver flatware	☐	☐	☐	10
Stoneware	☐	☐	☐	11
Placemats	☐	☐	☐	12
Other dinnerware	☐	☐	☐	13

Amount personally spent on table settings, last 12 months: $ _____ 572-0
(Write in Amount)

HOME REMODELING

573

	Your Household: Had done last 12 months	Who did the work: Yourself or Other Household Member	Who did the work: Outside Contractor	Amount Spent: Under $1000	Amount Spent: $1000-$2999	Amount Spent: $3000 or more
	1	2	3	4	5	6
Conversion of garage/attic/basement into living space	☐	☐	☐	☐	☐	☐ 01
Remodel bathroom	☐	☐	☐	☐	☐	☐ 02
Remodel kitchen	☐	☐	☐	☐	☐	☐ 03
Remodel bedroom	☐	☐	☐	☐	☐	☐ 04
Convert room to home office	☐	☐	☐	☐	☐	☐ 05
Convert room to home theater	☐	☐	☐	☐	☐	☐ 06
Remodel other rooms	☐	☐	☐	☐	☐	☐ 07
Add bathroom	☐	☐	☐	☐	☐	☐ 08
Add/extend garage	☐	☐	☐	☐	☐	☐ 09
Add other rooms – exterior addition	☐	☐	☐	☐	☐	☐ 10
Add deck/porch/patio	☐	☐	☐	☐	☐	☐ 11
Roofing	☐	☐	☐	☐	☐	☐ 12
Siding – vinyl/metal	☐	☐	☐	☐	☐	☐ 13
Aluminum windows	☐	☐	☐	☐	☐	☐ 14
Clad-wood/Wood windows	☐	☐	☐	☐	☐	☐ 15
Vinyl windows	☐	☐	☐	☐	☐	☐ 16
Ceramic tile floors	☐	☐	☐	☐	☐	☐ 17
Hardwood floors	☐	☐	☐	☐	☐	☐ 18
Laminate flooring	☐	☐	☐	☐	☐	☐ 19
Vinyl flooring	☐	☐	☐	☐	☐	☐ 20
Carpeting	☐	☐	☐	☐	☐	☐ 21
Kitchen cabinets	☐	☐	☐	☐	☐	☐ 22
Kitchen counter tops	☐	☐	☐	☐	☐	☐ 23
Skylights	☐	☐	☐	☐	☐	☐ 24
Exterior doors	☐	☐	☐	☐	☐	☐ 25
Interior doors	☐	☐	☐	☐	☐	☐ 26
Garage doors	☐	☐	☐	☐	☐	☐ 27
Concrete or masonry work	☐	☐	☐	☐	☐	☐ 28
Swimming pool – in ground	☐	☐	☐	☐	☐	☐ 29
Ceramic wall tile	☐	☐	☐	☐	☐	☐ 30

Did you use any environmentally friendly/"green" products in any of the above remodeling jobs?
63C-0 Yes ☐1

How many of the above remodeling jobs did you personally do?

(Write in number) _____ 574-0

HOME IMPROVEMENTS

575

	Your Household: Purchased last 12 months	Who did the work: Yourself or Other Household Member	Who did the work: Outside Contractor	Amount Spent: Under $100	Amount Spent: $100-$499	Amount Spent: $500 or more
	1	2	3	4	5	6
Bathroom or kitchen faucets	☐	☐	☐	☐	☐	☐ 01
Other bathroom or kitchen plumbing fixtures	☐	☐	☐	☐	☐	☐ 02
Insulation for ceiling, floor, and/or walls	☐	☐	☐	☐	☐	☐ 03
Exterior light fixtures	☐	☐	☐	☐	☐	☐ 04
Interior light fixtures	☐	☐	☐	☐	☐	☐ 05
Clean-air filter	☐	☐	☐	☐	☐	☐ 06
Solar panels	☐	☐	☐	☐	☐	☐ 07
Down spouts/gutters	☐	☐	☐	☐	☐	☐ 08
Yard fence	☐	☐	☐	☐	☐	☐ 09
Wallpaper/covering	☐	☐	☐	☐	☐	☐ 10
Exterior painting	☐	☐	☐	☐	☐	☐ 11
Interior painting	☐	☐	☐	☐	☐	☐ 12

Has your household used a home decorating service in the last 12 months? 576-0 Yes ☐1

Did you use any environmentally friendly/"green" products in any of the above home improvements? 63D-0 Yes ☐1

How many of the above improvements did you personally do? (Write in number) _____ 577-0

HOUSEKEEPING SERVICES

In the past 12 months how often did you have your home cleaned by:

	Maid or Housekeeper	Professional Cleaning Service
	578-0	579-0
More than once a week	☐ 1	☐ 1
Once a week	☐ 2	☐ 2
2-3 times a month	☐ 3	☐ 3
Once a month	☐ 4	☐ 4
Less than once a month	☐ 5	☐ 5

In the last 12 months, have you used the following: 580-0

Professional carpet cleaning service ☐ 1
Professional furniture cleaning service ☐ 2

BEDDING AND BATH GOODS

	Your Household: Bought last 12 months
	557-0
Bathmat (in tub)	☐ 1
Shower Curtain	☐ 2
Towels	☐ 3
Pillowcases	☐ 4
Sheets	☐ 5
Electric blankets	☐ 6
Other blankets	☐ 7
Bedspreads	☐ 8
Pillows	☐ 9
Pillow shams	☐ 0
Comforters/quilts	☐ X
Dust ruffles	☐ Y

Total amount spent in last 12 months: 558-0

Less than $50 ☐ 1
$50-$149 ☐ 2
$150+ ☐ 3

Who decided to make these purchases?
559-0 ☐ 1 Yourself (alone or with someone else)
☐ 2 Someone else

CONVENIENCE STORES

584

	You Personally: Shopped in last 6 months	Times/ last 30 days	
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

What time of day do you usually shop at convenience stores? 585-0

Morning (5 am-10 am) ☐ 1
Mid Day (10 am-2 pm) ☐ 2
Afternoon (2 pm-7 pm) ☐ 3
Evening (7 pm-midnight) ☐ 4

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

586-0

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

704-0

Milk ☐ 1
Soft drinks – bottle/can ☐ 2
Soft drinks – fountain ☐ 3
Juice drinks ☐ 4
Beer ☐ 5
Frozen beverage ☐ 6
Cigarettes ☐ 7
Lottery tickets ☐ 8
Non-prescription drug/OTC ☐ 9
ATM/Financial services ☐ 0
Gas ☐ X
Other (non-food) ☐ Y

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

Amount Spent $ _____ 587-0

CAMERAS, FILM, LOYALTY/REWARD PROGRAMS, SHOPPING, GIFT & PREPAID CARDS

SHOPPING

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

502

	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	

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

589

	Convenience Store	Super-market	Liquor Store	Drug Store	Wholesale Club	Online	Other	
Beer	☐	☐	☐	☐	☐	☐	☐	01
Wine	☐	☐	☐	☐	☐	☐	☐	02
Liquor	☐	☐	☐	☐	☐	☐	☐	03
	1	2	3	4	5	6	7	

CAMERAS/ CAMCORDERS

590

	You Personally: Own	Bought last 12 months	
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? 63T-0

- Amateur ☐ 1
- Advanced Amateur ☐ 2
- Professional ☐ 3

Amount spent on cameras/camcorders, last 12 months:

$_____ 63U-0
(Write in Amount)

CAMERA & DEVELOPING ACCESSORIES

591

	You Personally: Own	Bought last 12 months	
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
	1	2	

GIFT CARDS & PREPAID CARDS

61N

	You Personally: Bought last 6 months	Number of cards bought/last 6 months	
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: 61R-0

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

Where purchased: 63S-0

- Bank ☐ 1
- Department Store ☐ 2
- Discount Store ☐ 3
- Mall ☐ 4
- Supermarket ☐ 5
- Drugstore/Pharmacy ☐ 6
- Other Store ☐ 7
- Internet/Online ☐ 8
- Other ☐ 9

Amount spent in total, last 6 months:

$_____ 61S-0
(Write in Amount)

Have you received a gift or prepaid card (from someone other than yourself) in the last 6 months? 61T-0 Yes ☐ 1

Received from: 63V-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? 61W-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

EXPENDITURES

593

	You Personally: Used in last 6 months	Amount spent last 6 months	
Barber Shop	☐	$_____	01
Beauty Parlor/Salon	☐	$_____	02
Dry Cleaning	☐	$_____	03
Flowers by Phone/Internet	☐	$_____	04
Flower Shop	☐	$_____	05
Laundry/Laundromats	☐	$_____	06
Quick Service Copy/Printing	☐	$_____	07

LOYALTY/REWARD PROGRAMS
(not credit card programs)

Loyalty or reward programs you are currently enrolled in: 592-0

- Clothing/Shoe Store ☐ 1
- Coffee Shop/Store ☐ 2
- Department Store ☐ 3
- Discount Store ☐ 4
- Drug Store ☐ 5
- Electronics Store ☐ 6
- Gas Station ☐ 7
- Movie Theater ☐ 8
- Plenti Card ☐ 9
- Rental Car ☐ 0
- Restaurant ☐ X
- Supermarket ☐ Y

595-0

- Other ☐ 1

FILM

594

	You Personally: Purchased last 12 months	Rolls or packs last 12 months	
TOTAL:	☐	_____	00
TYPES:			
35mm	☐	_____	01
Instant developing film	☐	_____	02
Other	☐	_____	999

DIGITAL PHOTOS

Digital photo activities you did, last 12 months: 597-0

- 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? 600-0 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:

599

	Using digital camera	Using smartphone/ tablet	
	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

TELEVISIONS, AUDIO & VIDEO EQUIPMENT, PAY PER VIEW/VIDEO ON DEMAND, PODCASTS

TELEVISION SETS

How many television sets does your household own?

634-0 None ☐ 1 One ☐ 2 Two ☐ 3 Three ☐ 4 Four or more ☐ 5

For each set currently owned:	Most Recent Purchase	2nd Most Recent Purchase	Other Purchase
SCREEN SIZE:	635-0	640-0	645-0
Under 27″ (Small)	☐1	☐1	☐1
27″-35″ (Medium)	☐2	☐2	☐2
36″-42″ (Large)	☐3	☐3	☐3
43″-54″ (XLarge)	☐4	☐4	☐4
55″ and over (XXLarge)	☐5	☐5	☐5
KINDS:			
Regular (tube)	☐6	☐6	☐6
LCD	☐7	☐7	☐7
LED	☐8	☐8	☐8
OLED	☐9	☐9	☐9
Plasma	☐0	☐0	☐0
Projection	☐X	☐X	☐X
DLP	☐Y	☐Y	☐Y
BRANDS:	636-0	641-0	646-0
Element	☐1	☐1	☐1
Emerson	☐2	☐2	☐2
Hisense	☐3	☐3	☐3
Insignia	☐4	☐4	☐4
JVC	☐5	☐5	☐5
LG	☐6	☐6	☐6
Magnavox	☐7	☐7	☐7
Panasonic	☐8	☐8	☐8
Philips	☐9	☐9	☐9
RCA	☐0	☐0	☐0
Samsung	☐X	☐X	☐X
Sanyo	☐Y	☐Y	☐Y
	637-0	642-0	647-0
Sharp	☐1	☐1	☐1
Sony	☐2	☐2	☐2
TCL	☐3	☐3	☐3
Toshiba	☐4	☐4	☐4
Vizio	☐5	☐5	☐5
Westinghouse	☐6	☐6	☐6
Other	☐7	☐7	☐7
Was TV purchased in the past 12 months?	638-0	643-0	648-0
Yes	☐1	☐1	☐1
How much did set cost?			
Less than $100	☐2	☐2	☐2
$100-$299	☐3	☐3	☐3
$300-$699	☐4	☐4	☐4
$700-$999	☐5	☐5	☐5
$1,000-$1,499	☐6	☐6	☐6
$1,500-$2,999	☐7	☐7	☐7
$3,000+	☐8	☐8	☐8
Does your television set have the following:	639-0	644-0	649-0
3D TV	☐1	☐1	☐1
4K Ultra HDTV	☐2	☐2	☐2
HDTV	☐3	☐3	☐3
HDTV Ready	☐4	☐4	☐4
Curved Screen	☐5	☐5	☐5
Picture in Picture	☐6	☐6	☐6
Combination TV/DVD	☐7	☐7	☐7
Closed captioning	☐8	☐8	☐8
Smart TV/Internet Connectable	☐9	☐9	☐9
Who decided which brand to buy?			
Yourself/alone or with someone else	☐0	☐0	☐0
Someone else	☐X	☐X	☐X

DVD & BLU-RAY PLAYERS

	Your Household: Owns	Bought last 12 months
608	1	2
DVD or Blu-ray Player	☐	☐ 01
KINDS:		
4K Ultra HD	☐	☐ 02
3D	☐	☐ 03
Internet Connectable	☐	☐ 04
Recordable	☐	☐ 05
Non-recordable	☐	☐ 06
FORMATS:		
DVD	☐	☐ 07
Blu-ray	☐	☐ 08
BRANDS:		
LG	☐	☐ 09
Magnavox	☐	☐ 10
Panasonic	☐	☐ 11
Philips	☐	☐ 12
RCA	☐	☐ 13
Samsung	☐	☐ 14
Sony	☐	☐ 15
Other_____ (Write In)	☐	☐ 16

INTERNET VIDEO DEVICES FOR TV

The following devices attach to your TV and let you view video through the Internet. Which of these, if any, does your household own? 601-0

- Amazon Fire TV ☐ 1
- Apple TV ☐ 2
- Google Chromecast ☐ 3
- Mi Box ☐ 4
- Netgear NeoTV ☐ 5
- Nvidia Shield TV ☐ 6
- Roku ☐ 7
- Slingbox ☐ 8
- Other ☐ 9

PORTABLE GPS NAVIGATION DEVICES (Not Factory-installed/ Not Built-In)

	Your Household: Owns	Bought last 12 months
64P	1	2
Portable GPS Device	☐	☐ 01
BRANDS:		
Garmin	☐	☐ 02
Magellan	☐	☐ 03
TomTom	☐	☐ 04
Other_____ (Write In)	☐	☐ 05

Used for: 64Q-0

- Navigation in Vehicle ☐ 1
- Navigation on Foot (Hiking/Walking) ☐ 2
- Other ☐ 3

PODCASTS

	You Personally: Listened last 30 days	Number of episodes listened, last 7 days
602		
ANY PODCAST	☐	_____ 00
TYPES:		
Business/Finance	☐	_____ 01
Comedy	☐	_____ 02
Crime/Investigative Reporting	☐	_____ 03
Education	☐	_____ 04
Entertainment/Culture	☐	_____ 05
Health/Fitness/Lifestyle	☐	_____ 06
History	☐	_____ 07
Music	☐	_____ 08
News/Current Events	☐	_____ 09
Politics	☐	_____ 10
Science	☐	_____ 11
Sports	☐	_____ 12
Other	☐	_____ 13

AUDIO EQUIPMENT & ACCESSORIES

	Your Household: Owns	Bought last 12 months
603	1	2
Headphones (ear buds)	☐	☐ 01
Noise Reduction Headphones	☐	☐ 02
Bluetooth/Wireless Headphones	☐	☐ 03
Other Headphones	☐	☐ 04
Home Theater/Entertainment System	☐	☐ 05
MP3 Player Docking Station	☐	☐ 06
Compact Disc Player	☐	☐ 07
Multi-Component System	☐	☐ 08
Receiver - amplifier	☐	☐ 09
Surround Sound Speakers	☐	☐ 10
Outdoor Speakers	☐	☐ 11
Wireless Speakers	☐	☐ 12
Soundbar	☐	☐ 13
Other Speakers	☐	☐ 14
Turntable	☐	☐ 15

Total amount spent, last 12 months on: 605

- **Headphones** $ _____ 01 (Write in amount)
- **Other Audio Equipment** $ _____ 02 (Write in amount)

MP3 PLAYERS (PORTABLE)

	You Personally: Own	Bought last 12 months
65J	1	2
MP3 Player	☐	☐ 01
BRANDS:		
Apple iPod	☐	☐ 02
Sansa/SanDisk	☐	☐ 03
Sony	☐	☐ 04
Other_____ (Write In)	☐	☐ 05

Used for: 64R-0

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

PAY PER VIEW/ VIDEO ON DEMAND

In the past 12 months did you watch . . .? 610-0

- **Pay Per View** (pre-set start time) ☐ 1
- **Video on Demand** (start at any time) ☐ 2

Number of times you watched Pay Per View, past 12 months: 611

- **Movies** _____ (Write in #) 01
- **Sports Events** _____ (Write in #) 02
- **Other** _____ (Write in #) 03

Number of times you watched Video-On-Demand, past 30 days: 612

- **Movies** _____ (Write in #) 01
- **TV Shows** _____ (Write in #) 02
- **Music Programs/Videos** _____ (Write in #) 03
- **Other** _____ (Write in #) 04

VIDEO GAMES, BLANK RECORDABLE CDs/ DVDs/BLU-RAY DISCS, MUSIC & OTHER AUDIO

VIDEO GAMES (HOUSEHOLD OWNS)

616

SYSTEMS:	Your Household: Owns (1)	Bought last 12 months (2)
Nintendo DS (including DS Lite, DSi/DSi XL)	☐	☐ 01
Nintendo Switch	☐	☐ 02
Nintendo 3DS	☐	☐ 03
Nintendo 3DS XL	☐	☐ 04
Nintendo 2DS	☐	☐ 05
Nintendo 2DS XL	☐	☐ 06
Nintendo Wii	☐	☐ 07
Nintendo Wii U	☐	☐ 08
PlayStation 2 (PS2)	☐	☐ 09
PlayStation 3 (PS3)	☐	☐ 10
PlayStation 4 (PS4)	☐	☐ 11
Sony PSP/PSPgo	☐	☐ 12
Sony PS Vita	☐	☐ 13
Xbox One	☐	☐ 14
Xbox 360	☐	☐ 15
Other Video Game Systems	☐	☐ 16

Who is/are the principal user(s)? 617-0

- Yourself ☐ 1
- Other Adult ☐ 2
- Teen (12-17) ☐ 3
- Child (under 12) ☐ 4

63E

Where purchased, last 12 months:	Video Games (1)	Video Game Systems (2)
Video Store	☐	☐ 01
Electronics Store	☐	☐ 02
GameStop	☐	☐ 03
Other Gaming Store	☐	☐ 04
Discount Dept. Store	☐	☐ 05
Toy Store	☐	☐ 06
Internet/Online	☐	☐ 07
Through game console	☐	☐ 08
Other	☐	☐ 09

Total amount spent, last 12 months: 618

Video Games $ _____ 01 (Write in amount)

Video Game Systems (hardware) $ _____ 02 (Write in amount)

Number of video games: 63W

Purchased in the last 12 months _____ 01 (Write in number)

Rented in the last 30 days _____ 02 (Write in number)

BLANK RECORDABLE CDs/DVDs/ BLU-RAY DISCS

65F

	You Personally: Bought last 6 months	Number bought last 6 months	
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: 64G-0

- Recording music ☐ 1
- Recording video ☐ 2
- Recording photos ☐ 3
- Backing up data/software ☐ 4
- Other ☐ 5

VIDEO GAMES (PERSONALLY PLAYED)

63F

	You Personally: Played 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 2DS XL	☐	_____	06
Nintendo Wii	☐	_____	07
Nintendo Wii U	☐	_____	08
PlayStation 2 (PS2)	☐	_____	09
PlayStation 3 (PS3)	☐	_____	10
PlayStation 4 (PS4)	☐	_____	11
Sony PSP/PSPgo	☐	_____	12
Sony PS Vita	☐	_____	13
Xbox One	☐	_____	14
Xbox 360	☐	_____	15
Other Video Game Systems	☐	_____	16
GAME TYPES:			
Action/Adventure	☐	_____	17
Arcade/Puzzle	☐	_____	18
Card/Board Games	☐	_____	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	☐	_____	32
War	☐	_____	33
Other	☐	_____	34
ACCESSORIES:			
PlayStation VR	☐	_____	35
Wii Balance Board	☐	_____	36
Xbox Kinect	☐	_____	37
Other	☐	_____	38

FORMS: 63G-0

- Disc/Card/Cartridge ☐ 1
- Online Download ☐ 2
- Online (non-download) ☐ 3
- Other ☐ 4

63A

Services used, last 30 days:	You Personally: Used last 30 days	# of times logged in last 7 days	
Nintendo Network	☐	_____	01
PlayStation Network	☐	_____	02
Xbox LIVE	☐	_____	03

Did you download or stream content through any of the above online Gaming Services in the last 30 days?

614

	Streamed/ Downloaded last 30 days	# Streamed/ Downloaded last 30 days	
Movie	☐	_____	01
TV Show/TV Content	☐	_____	02
Game Demo/Movie Trailer	☐	_____	03
Game	☐	_____	04
Other	☐	_____	05

Other activities, if any, done through above online Gaming Services, last 30 days: 63J-0

- Listened to Music ☐ 1
- Accessed Social Media ☐ 2
- Used IM ☐ 3
- Audio or Video Chat ☐ 4

Did you watch or play in an eSports event (video game tournament), last 30 days? 63J-0

- Watched an event on TV/online ☐ 5
- Attended an event ☐ 6
- Played in an event ☐ 7

VIDEO GAMES (PERSONALLY PLAYED) (Continued)

In the last 30 days, have you played a multi-player game online? 63J-0

- 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

How do you find out about new video games? 63K-0

- Friends ☐ 1
- Family ☐ 2
- Radio ☐ 3
- TV ☐ 4
- Magazines ☐ 5
- Newspapers ☐ 6
- Internet ☐ 7
- Other ☐ 8

Which, if any, of the following things do you do after you play a new video game? 63L-0

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

MUSIC & OTHER AUDIO (Downloads, CDs, etc.)

632

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

64F

TYPES:	You Personally: Listened to/ last 6 months (1)	Purchased/ last 6 months (2)
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: 65X-0

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

PERSONAL COMPUTERS AT HOME OR AT WORK

Do you or does anyone else in your household own a personal computer? 621-0

Yes ☐ 1 No ☐ 2

Do you personally use a personal computer at work?

Yes ☐ 3 No ☐ 4

For each computer owned at home or used at work, is the computer a:

	Own at Home	Use at Work
	1	2
Desktop	☐	☐ 01
Laptop/Notebook	☐	☐ 02

Which brands does your household own and which brands do you personally use at work?

Computer	Own at Home	Use at Work
	1	2
Acer	☐	☐ 03
Asus	☐	☐ 04
Dell	☐	☐ 05
Gateway	☐	☐ 06
HP (Hewlett-Packard)	☐	☐ 07
Lenovo/IBM	☐	☐ 08
Microsoft Surface Book	☐	☐ 09
Panasonic	☐	☐ 10
Samsung	☐	☐ 11
Toshiba	☐	☐ 12
Other	☐	☐ 13
Apple/Mac		
iMac	☐	☐ 14
MacBook Air	☐	☐ 15
MacBook Pro	☐	☐ 16
Other Apple/Mac	☐	☐ 17

Computer Peripherals	Own at Home	Use at Work
	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	Own at Home	Use at Work
	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 AT HOME OR AT WORK (Continued)

Computer Software	Own at Home	Use at Work
	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 spent for software in the past 12 months for home: 626-0

$ 1 - $ 99 ☐ 1
$100 - $199 ☐ 2
$200 - $299 ☐ 3
$300 - $499 ☐ 4
$500 + ☐ 5

Have you bought any computer books in the last 12 months? Yes ☐ 1 627-0

Who decided what system to buy for your home? 628-0

Yourself (alone or with someone else) ☐ 1
Someone else ☐ 2

Who uses the computer at home?

Yourself ☐ 3
Other adult ☐ 4
Child (under 18) ☐ 5

Have you had your home computer professionally serviced or upgraded in the last 12 months?

Yes ☐ 6 No ☐ 7

Total cost of home computer system:	Most Recent Purchase	Other(s)
	1	2
$ 1 - $ 499	☐	☐ 01
$ 500 - $ 999	☐	☐ 02
$1,000 - $1,499	☐	☐ 03
$1,500 - $1,999	☐	☐ 04
$2,000 - $2,999	☐	☐ 05
$3,000 - $4,999	☐	☐ 06
$5,000 +	☐	☐ 07

How Purchased:	1	2
In-store	☐	☐ 01
Mail Order	☐	☐ 02
Online/Internet	☐	☐ 03
Phone	☐	☐ 04
Purchased from:		
Computer Superstore	☐	☐ 05
Department/Discount Store	☐	☐ 06
Direct from Manufacturer	☐	☐ 07
Electronics Store	☐	☐ 08
Warehouse/Club Store	☐	☐ 09
Online-only retailer	☐	☐ 10
Other	☐	☐ 11
When acquired:		
Within the last 12 months	☐	☐ 12
1 - 2 years ago	☐	☐ 13
3 - 4 years ago	☐	☐ 14
5 years ago or more	☐	☐ 15

MOVIES & OTHER VIDEO (Rented or Purchased)

	You Personally: Rented/ last 30 days	Purchased/ last 30 days
	1	2
FORMAT VIEWED:		
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

63Z	Number Rented Last 30 days	Number Purchased Last 30 days
DVDs:	_____ 01 Write in #	_____ 02 Write in #
Blu-ray discs:	_____ 03 Write in #	_____ 04 Write in #
Downloaded or Streamed Video:	_____ 05 Write in #	_____ 06 Write in #

COMPUTER PRINTERS/FAX/SPORTS EQUIPMENT/ CLUBS/VOTING/LOTTERY

COMPUTER PRINTERS AND FAX MACHINES

631

	Your Household: Owns (1)	Bought last 12 months (2)	
All-in-one Printer (Printer, Copier, Scanner)	☐	☐	01
All-in-one Printer with Fax (Printer, Copier, Scanner, Fax)	☐	☐	02
Computer Printer Only	☐	☐	03
Other	☐	☐	04
TYPES:			
Laser	☐	☐	05
Ink Jet	☐	☐	06
Other	☐	☐	07
KINDS:			
Color	☐	☐	08
Black and White	☐	☐	09
BRANDS:			
Brother	☐	☐	10
Canon	☐	☐	11
Epson	☐	☐	12
HP	☐	☐	13
Other	☐	☐	14

SPORT & RECREATION EQUIPMENT

667

	You Personally: Own	Bought last 12 months	
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
Outdoor or pocket knife	☐	☐	17
Racquetball balls	☐	☐	18
Racquetball racquet	☐	☐	19
Soccer ball	☐	☐	20
Softball/baseball bats	☐	☐	21
Sportswatch/Chronograph	☐	☐	22
Tennis balls	☐	☐	23
Tennis racquet	☐	☐	24
Binoculars	☐	☐	25
Mountain bicycle	☐	☐	26
Road bicycle	☐	☐	27
Stationary bicycle	☐	☐	28
Downhill ski boots	☐	☐	29
Downhill skis	☐	☐	30
Roller blades/In-line skates	☐	☐	31
Elliptical	☐	☐	32
Treadmill	☐	☐	33
Other exercise equipment	☐	☐	34
Golf clubs	☐	☐	35
Hand gun	☐	☐	36
Rifle	☐	☐	37
Shotgun	☐	☐	38
Hockey equipment	☐	☐	39
Weight lifting equipment	☐	☐	40
Other	☐	☐	41
	1	2	

Amount spent on sport & recreation equipment, last 12 months: $ _____ (Write in amount) 60B-0

PHYSICAL FITNESS

In the last 12 months, have you exercised regularly (at least twice a week)?

656-0

	At home (1)	At club (2)	At other facility (3)
Yes	☐	☐	☐

Which of these fitness clubs/gyms, if any, are you a member of? 60C-0

Anytime Fitness	☐	1
Gold's Gym	☐	2
LA Fitness	☐	3
Life Time Fitness	☐	4
Planet Fitness	☐	5
Retro Fitness	☐	6
24 Hour Fitness	☐	7
The Y (YMCA)	☐	8
Other Gym/Fitness Club	☐	9

LOTTERY

658

	You Personally: Bought in last 12 months	Times last 30 days	
Any lottery tickets:	☐	_____	00
KINDS:			
Instant game (Scratch-off)	☐	_____	01
Daily drawing	☐	_____	02
Mega Millions	☐	_____	03
Powerball	☐	_____	04
Other Lotto or drawing game	☐	_____	05
_____ (OTHER (Write In))	☐	_____	999

VOTING

65G

How often you vote:	Always (1)	Sometimes (2)	Never (3)	
National Elections	☐	☐	☐	01
Statewide Elections	☐	☐	☐	02
Local Elections	☐	☐	☐	03

CONTRIBUTIONS

You Personally: Contributed to, last 12 months

Types of Organizations: 655-0

Public Broadcasting Service (PBS)	☐	1
National Public Radio (NPR)	☐	2
Religious	☐	3
Arts/Cultural	☐	4
Educational	☐	5
Environmental	☐	6
Health	☐	7
Political	☐	8
Social Services	☐	9
Other Non-Religious Organization	☐	0

63M-0

How much did you contribute in total?	Amount		
	$1-$49	☐	1
	$50-$99	☐	2
	$100-$249	☐	3
	$250-$499	☐	4
	$500 or more	☐	5

In the past 12 months, have you volunteered for a charitable organization? Yes ☐ 6

GREETING CARDS

657

	You Personally: Bought in last 6 months	Number of cards last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Anniversary	☐	_____	01
Birthday	☐	_____	02
Friendship/Love	☐	_____	03
Get Well	☐	_____	04
Sympathy	☐	_____	05
Thinking of You	☐	_____	06
Wedding	☐	_____	07
Baby	☐	_____	08
Christmas/Hanukkah/ Kwanzaa	☐	_____	09
Mother's Day	☐	_____	10
Father's Day	☐	_____	11
Valentine's Day	☐	_____	12
Other Holiday	☐	_____	13
Other Occasion	☐	_____	14
_____ (OTHER (Write In))	☐	_____	999

Where Purchased: 63N-0

Card Store	☐	1
Discount Department Store	☐	2
Dollar Store	☐	3
Drug Store	☐	4
Grocery Store	☐	5
Internet/Online	☐	6
Other	☐	7

CASINO GAMBLING

659

	You Personally: Participated in last 12 months	Times last 12 months	
PLACES:			
Atlantic City	☐	_____	01
Caribbean	☐	_____	02
Connecticut	☐	_____	03
Las Vegas	☐	_____	04
Mississippi Gulf Coast	☐	_____	05
Reno	☐	_____	06
Other	☐	_____	07

ORGANIZATIONS/ CLUBS

Organizations or clubs you are a member of:

653-0

AARP	☐	1
Fraternal Orders	☐	2
Religious Clubs	☐	3
Civic Clubs	☐	4
Veterans Clubs	☐	5
A body of local government	☐	6

654-0

Country Clubs	☐	1
Business Club	☐	2
Collector's Clubs	☐	3
Union	☐	4
School or College Board	☐	5
Church Board	☐	6
Charitable Organizations	☐	7
Other	☐	8

HOBBIES

Do you engage in any of the following activities?

663-0

Collecting - antiques	☐	1
Collecting - art	☐	2
Collecting - coins	☐	3
Collecting - comic books	☐	4
Collecting - dolls/action figures	☐	5
Collecting - figurines	☐	6
Collecting - stamps	☐	7
Collecting - sports trading cards	☐	8
Collecting - watches	☐	9
Indoor gardening & plants	☐	0
Listen to music	☐	X
Raising pets	☐	Y

65E-0

Tropical fish	☐	1

LEISURE ACTIVITIES/SOCIAL MEDIA

LEISURE ACTIVITIES

662

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	
	1	2	3	4	5	6	
Adult education courses	☐	☐	☐	☐	☐	☐	01
Aquarium attendance	☐	☐	☐	☐	☐	☐	02
Attend auto shows	☐	☐	☐	☐	☐	☐	03
Attend art galleries or shows	☐	☐	☐	☐	☐	☐	04
Attend horse races	☐	☐	☐	☐	☐	☐	05
Attend country music performances	☐	☐	☐	☐	☐	☐	06
Attend rock music performances	☐	☐	☐	☐	☐	☐	07
Attend classical music/opera performances	☐	☐	☐	☐	☐	☐	08
Attend other music performances	☐	☐	☐	☐	☐	☐	09
Attend dance performances	☐	☐	☐	☐	☐	☐	10
Attend a circus	☐	☐	☐	☐	☐	☐	11
Attend a state or county fair	☐	☐	☐	☐	☐	☐	12
Baking	☐	☐	☐	☐	☐	☐	13
Barbecuing	☐	☐	☐	☐	☐	☐	14
Go to bars/night clubs	☐	☐	☐	☐	☐	☐	15
Go to beach	☐	☐	☐	☐	☐	☐	16
Billiards/pool	☐	☐	☐	☐	☐	☐	17
Birdwatching	☐	☐	☐	☐	☐	☐	18
Board games	☐	☐	☐	☐	☐	☐	19
Book clubs	☐	☐	☐	☐	☐	☐	20
Chess	☐	☐	☐	☐	☐	☐	21
Cooking for fun	☐	☐	☐	☐	☐	☐	22
Concerts on radio	☐	☐	☐	☐	☐	☐	23
Crossword puzzles	☐	☐	☐	☐	☐	☐	24
Dance/go dancing	☐	☐	☐	☐	☐	☐	25
Dining out	☐	☐	☐	☐	☐	☐	26
Entertain friends or relatives at home	☐	☐	☐	☐	☐	☐	27
Fantasy sports league	☐	☐	☐	☐	☐	☐	28
Film/produce videos	☐	☐	☐	☐	☐	☐	29
Fly a drone	☐	☐	☐	☐	☐	☐	30
Furniture refinishing	☐	☐	☐	☐	☐	☐	31
Genealogy	☐	☐	☐	☐	☐	☐	32
Home decoration and furnishing	☐	☐	☐	☐	☐	☐	33
Karaoke	☐	☐	☐	☐	☐	☐	34
Go to live theater	☐	☐	☐	☐	☐	☐	35
Go to museums	☐	☐	☐	☐	☐	☐	36
Painting, drawing	☐	☐	☐	☐	☐	☐	37
Photography	☐	☐	☐	☐	☐	☐	38
Photo Album/Scrapbooking	☐	☐	☐	☐	☐	☐	39
Picnic	☐	☐	☐	☐	☐	☐	40
Play bingo	☐	☐	☐	☐	☐	☐	41
Play cards	☐	☐	☐	☐	☐	☐	42
Play musical instrument	☐	☐	☐	☐	☐	☐	43
Reading books	☐	☐	☐	☐	☐	☐	44
Reading comic books	☐	☐	☐	☐	☐	☐	45
Sudoku Puzzles	☐	☐	☐	☐	☐	☐	46
Tailgating	☐	☐	☐	☐	☐	☐	47
Word games	☐	☐	☐	☐	☐	☐	48
Trivia games	☐	☐	☐	☐	☐	☐	49
PC/computer games (play online)	☐	☐	☐	☐	☐	☐	50
PC/computer games (play offline with software)	☐	☐	☐	☐	☐	☐	51
Video/electronic games (console)	☐	☐	☐	☐	☐	☐	52
Video/electronic games (portable)	☐	☐	☐	☐	☐	☐	53
Woodworking	☐	☐	☐	☐	☐	☐	54
Zoo attendance	☐	☐	☐	☐	☐	☐	55

SOCIAL MEDIA

In the last 30 days, have you visited or used a social media site or service?

60E-0 Yes ☐ 1

How important to you, personally, are the following reasons for using social media?

60F

Reasons for using Social Media:	Not at all Important	Not Very Important	Somewhat Important	Very Important	
	1	2	3	4	
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
Find out about products and services	☐	☐	☐	☐	05
Rate or review a product or service	☐	☐	☐	☐	06
Share my opinions and beliefs	☐	☐	☐	☐	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

SPORTS

666

You Personally:	HOW OFTEN DO YOU ENGAGE IN THESE:					
	Participated in last 12 months	2 or more times a week	Once a week	2-3 times a month	Once a month	Less than once a month
	1	2	3	4	5	6
Aerobics	☐	☐	☐	☐	☐	☐ 01
Archery	☐	☐	☐	☐	☐	☐ 02
Auto racing	☐	☐	☐	☐	☐	☐ 03
Backpacking	☐	☐	☐	☐	☐	☐ 04
Baseball	☐	☐	☐	☐	☐	☐ 05
Basketball	☐	☐	☐	☐	☐	☐ 06
Bicycling – Mountain	☐	☐	☐	☐	☐	☐ 07
Bicycling – Road	☐	☐	☐	☐	☐	☐ 08
Boating (power)	☐	☐	☐	☐	☐	☐ 09
Bowling	☐	☐	☐	☐	☐	☐ 10
Canoeing/kayaking	☐	☐	☐	☐	☐	☐ 11
Fishing – fresh water	☐	☐	☐	☐	☐	☐ 12
Fishing – salt water	☐	☐	☐	☐	☐	☐ 13
Football	☐	☐	☐	☐	☐	☐ 14
Frisbee	☐	☐	☐	☐	☐	☐ 15
Golf	☐	☐	☐	☐	☐	☐ 16
Hiking	☐	☐	☐	☐	☐	☐ 17
Hockey	☐	☐	☐	☐	☐	☐ 18
Horseback riding	☐	☐	☐	☐	☐	☐ 19
Hunting with bow & arrow	☐	☐	☐	☐	☐	☐ 20
Hunting with handgun	☐	☐	☐	☐	☐	☐ 21
Hunting with rifle	☐	☐	☐	☐	☐	☐ 22
Hunting with shotgun	☐	☐	☐	☐	☐	☐ 23
Ice skating	☐	☐	☐	☐	☐	☐ 24
Jet skiing	☐	☐	☐	☐	☐	☐ 25
Jogging/running	☐	☐	☐	☐	☐	☐ 26
Karate	☐	☐	☐	☐	☐	☐ 27
Kick Boxing	☐	☐	☐	☐	☐	☐ 28
Marathon/Triathlon (training and events)	☐	☐	☐	☐	☐	☐ 29
Martial Arts	☐	☐	☐	☐	☐	☐ 30
Motocross	☐	☐	☐	☐	☐	☐ 31
Motorcycling	☐	☐	☐	☐	☐	☐ 32
Paintball	☐	☐	☐	☐	☐	☐ 33
Pilates	☐	☐	☐	☐	☐	☐ 34
Ping Pong/Table Tennis	☐	☐	☐	☐	☐	☐ 35
Racquetball	☐	☐	☐	☐	☐	☐ 36
Rock climbing	☐	☐	☐	☐	☐	☐ 37
Roller blading/in-line skating	☐	☐	☐	☐	☐	☐ 38
Roller skating	☐	☐	☐	☐	☐	☐ 39
Rowing: stationary/outdoor	☐	☐	☐	☐	☐	☐ 40
Sailing	☐	☐	☐	☐	☐	☐ 41
Scuba diving	☐	☐	☐	☐	☐	☐ 42
Skateboarding	☐	☐	☐	☐	☐	☐ 43
Skiing – Cross country	☐	☐	☐	☐	☐	☐ 44
Skiing – Downhill	☐	☐	☐	☐	☐	☐ 45
Snorkeling/skin diving	☐	☐	☐	☐	☐	☐ 46
Snowboarding	☐	☐	☐	☐	☐	☐ 47
Snowmobiling	☐	☐	☐	☐	☐	☐ 48
Soccer	☐	☐	☐	☐	☐	☐ 49
Softball	☐	☐	☐	☐	☐	☐ 50
Spinning	☐	☐	☐	☐	☐	☐ 51
Surfing/windsurfing	☐	☐	☐	☐	☐	☐ 52
Swimming	☐	☐	☐	☐	☐	☐ 53
Target shooting	☐	☐	☐	☐	☐	☐ 54
Tennis	☐	☐	☐	☐	☐	☐ 55
Volleyball	☐	☐	☐	☐	☐	☐ 56
Wakeboarding	☐	☐	☐	☐	☐	☐ 57
Walking for exercise	☐	☐	☐	☐	☐	☐ 58
Water skiing	☐	☐	☐	☐	☐	☐ 59
Weight lifting	☐	☐	☐	☐	☐	☐ 60
Whitewater rafting	☐	☐	☐	☐	☐	☐ 61
Yoga	☐	☐	☐	☐	☐	☐ 62
Zumba	☐	☐	☐	☐	☐	☐ 63
Other	☐	☐	☐	☐	☐	☐ 64

TELEPHONES/PHONE CALLS/CELL PHONE APPS & OPINIONS WEARABLE TECH, SMARTHOME HUBS

HOME PHONE & ACCESSORIES (Landline phone)

669 — Your Household

	Owns	Bought last 12 months
	1	2
In-Home Telephone:	☐	☐ 01
BRANDS:		
AT&T	☐	☐ 02
Panasonic	☐	☐ 03
Uniden	☐	☐ 04
Vtech	☐	☐ 05
Other	☐	☐ 06
Telephone Accessories:		
Answering Machine	☐	☐ 07
Telephone Headset	☐	☐ 08
Wireless Headphones	☐	☐ 09

Which of the following services is your household using? 670-0

- Call forwarding ☐ 1
- Call return ☐ 2
- Call waiting ☐ 3
- Caller ID ☐ 4
- Repeat dialing ☐ 5
- Three-way calling ☐ 6
- Voice messaging/Voice mail ☐ 7

CALLING/PRE-PAID CARDS & COLLECT CALLS

674 — You Personally:

	Have	Acquired last 12 months
	1	2
CALLING/PRE-PAID CARDS:		
AT&T	☐	☐ 01
Other	☐	☐ 02

Using calling card, average number of calls you personally make each month for: 675

Business _____ 01
(Write in Number)

Personal _____ 02
(Write in Number)

Have you purchased or refilled a pre-paid calling card in the last 12 months? Yes ☐ 1 677-0

COLLECT CALLS:

Did you personally make a collect call in the last 6 months? Yes ☐ 1 65A-0

Number of collect calls made, last 6 months:

_____ 65C-0
(Write in number)

"SMARTHOME" CONTROLLERS/ HUBS

63X-0 — Your Household Owns

- Amazon Echo ☐ 1
- Apple HomePod ☐ 2
- Google Home ☐ 3
- Logitech Harmony Hub ☐ 4
- Samsung SmartThings ☐ 5
- Wink Hub ☐ 6
- Other ☐ 7

Devices/appliances connected to home controller/hub: 63Y-0

- Audio system ☐ 1
- Coffee maker ☐ 2
- Dishwasher ☐ 3
- Garage Door ☐ 4
- Lighting ☐ 5
- Oven ☐ 6
- Refrigerator/Freezer ☐ 7
- Security System ☐ 8
- Thermostat ☐ 9
- TV ☐ 0
- Washer/Dryer ☐ X
- Other ☐ Y

LOCAL & LONG DISTANCE CALLS (Personal calls only)

Average monthly landline phone bill: 65B-0

- $ 1-$15 ☐ 1
- $16-$25 ☐ 2
- $26-$59 ☐ 3
- $60-$99 ☐ 4
- $100 or more ☐ 5

Phone services used (landline): 65D

	Local	Long Distance
	1	2
AT&T	☐	☐ 01
CenturyLink	☐	☐ 02
Comcast/Xfinity	☐	☐ 03
Cox	☐	☐ 04
Time Warner/Spectrum	☐	☐ 05
Verizon	☐	☐ 06
Vonage	☐	☐ 07
Other_____ (Write In)	☐	☐ 08

Number of calls you made, last 30 days: 65M

- Local _____ 01 (Write in Number)
- Long Distance within the US _____ 02 (Write in Number)
- International Long Distance _____ 03 (Write in Number)

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.

668-0 — You Personally Own

Fitness Trackers:

- FitBit ☐ 1
- Garmin ☐ 2
- Jawbone ☐ 3
- Samsung Gear Fit2 ☐ 4
- Other wearable fitness tracker ☐ 5
- Other wristband fitness tracker ☐ 6

Smartwatches:

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

Virtual Reality Headsets: 671-0

- Google Daydream View ☐ 1
- HTC Vive ☐ 2
- Oculus Rift ☐ 3
- Samsung Gear VR ☐ 4
- Sony PlayStation VR ☐ 5

Other:

- Smart Eyeglasses ☐ 6
- Other Wearable Tech ☐ 7

CELL/MOBILE PHONE "APPS"

680

TYPE OF APPS:	Type of Apps you personally used last 30 days	Apps/ activities you would miss if unavailable
	1	2
Banking/Finance	☐	☐ 01
Books	☐	☐ 02
Calendar/Schedule	☐	☐ 03
"Daily Deal"	☐	☐ 04
Dating	☐	☐ 05
Education	☐	☐ 06
Email	☐	☐ 07
Fitness	☐	☐ 08
Food/Cooking	☐	☐ 09
Games	☐	☐ 10
Healthcare	☐	☐ 11
Local Information	☐	☐ 12
Magazine	☐	☐ 13
Movies	☐	☐ 14
Music (to listen)	☐	☐ 15
Music Store (to purchase)	☐	☐ 16
Navigation/Maps	☐	☐ 17
News	☐	☐ 18
Newspaper	☐	☐ 19
Photography	☐	☐ 20
Real Estate	☐	☐ 21
Reference	☐	☐ 22
Rideshare/Taxi	☐	☐ 23
Shopping/Retail	☐	☐ 24
Sports	☐	☐ 25
Social Media	☐	☐ 26
Text	☐	☐ 27
TV/Cable	☐	☐ 28
Travel	☐	☐ 29
Video (e.g. short clips)	☐	☐ 30
Weather	☐	☐ 31
Other Entertainment	☐	☐ 32
Other_____ (Write In)	☐	☐ 33

681

Number of Apps downloaded for free, last 30 days: _____ 01 (Write in Number)

Number of Apps purchased, last 30 days: _____ 02 (Write in Number)

Amount spent on Apps, last 30 days: $_____ 03 (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.

61K

	DISAGREE Completely	DISAGREE Somewhat	AGREE Somewhat	AGREE Completely
	1	2	3	4
1. I carry my cell phone everywhere I go.	☐	☐	☐	☐ 01
2. I will always keep a household (landline) telephone, no matter how much cell phone service improves.	☐	☐	☐	☐ 02
3. I am frequently annoyed at people talking too loudly on their cell phones in public places.	☐	☐	☐	☐ 03
4. I only answer my cell phone when I know who is calling.	☐	☐	☐	☐ 04
5. I often use my cell phone to make phone calls from my home.	☐	☐	☐	☐ 05
6. The primary reason I have my cell phone is for safety.	☐	☐	☐	☐ 06
7. Sometimes my cell phone makes me feel like I'm too available.	☐	☐	☐	☐ 07
8. Cell phones are too complicated these days.	☐	☐	☐	☐ 08

How important to you are the following features when choosing a mobile phone service provider?

61M

	Not Important	Somewhat Important	Very Important
	1	2	3
1. Customer Service	☐	☐	☐ 01
2. Phone Models Available	☐	☐	☐ 02
3. Service Coverage Area	☐	☐	☐ 03
4. Service Plans Available	☐	☐	☐ 04

CELLULAR/MOBILE PHONES

CELLULAR/ MOBILE PHONES/ SMARTPHONES

You Personally: 705-0

- Have a working cellular/mobile phone ☐ 1
- Purchased/obtained last 12 months ☐ 2

709	Working cell phones you personally: Use most often (choose one) 1	Other working cell phone(s) 2
Handset Brands:		
Apple iPhone	☐	☐ 01
BlackBerry	☐	☐ 02
Casio	☐	☐ 03
HTC	☐	☐ 04
Kyocera	☐	☐ 05
LG	☐	☐ 06
Microsoft	☐	☐ 07
Motorola	☐	☐ 08
Nexus	☐	☐ 09
Nokia	☐	☐ 10
Pixel	☐	☐ 11
Samsung	☐	☐ 12
Sony	☐	☐ 13
Other	☐	☐ 14
Used For:		
Business	☐	☐ 15
Personal	☐	☐ 16

Please answer the following questions about the one cell phone you personally use most often:

Plan Types: 61G-0

- Individual Plan ☐ 1
- Family or Shared Plan ☐ 2
- Corporate Plan ☐ 3

Mobile Service Agreement Types:

- Monthly Plan with Contract ☐ 4
- Monthly Plan with No Contract ☐ 5
- Prepaid ☐ 6

Average Monthly Bill: 706-0

- $ 1-$24 ☐ 1
- $25-$49 ☐ 2
- $50-$74 ☐ 3
- $75-$99 ☐ 4
- $100-$149 ☐ 5
- $150-$199 ☐ 6
- $200-$249 ☐ 7
- $250+ ☐ 8

CELLULAR/ MOBILE PHONES/ SMARTPHONES (Continued)

Amount spent on cellular phone purchase, last 12 months: $_____ 61F-0
(Write in Amount)

Where Purchased: 707-0

- Online/Internet ☐ 1
- Electronics Store ☐ 2
- Department Store ☐ 3
- Discount Store ☐ 4
- Wholesale/Club Store ☐ 5
- Carrier-owned Store ☐ 6
- Other ☐ 7

708	Cell Phone Has 1	Personally Used last 30 days 2
Communication Features:		
Phone	☐	☐ 01
Voicemail	☐	☐ 02
Email	☐	☐ 03
Text Messaging	☐	☐ 04
Picture Messaging	☐	☐ 05
Google Android OS	☐	☐ 06
Windows Mobile/Phone OS	☐	☐ 07
Media Features:		
Camera	☐	☐ 08
Games	☐	☐ 09
MP3 Player	☐	☐ 10
Video Player	☐	☐ 11
Video Recorder	☐	☐ 12
Web/Internet Access	☐	☐ 13
Other Features:		
Alarm Clock	☐	☐ 14
Bluetooth	☐	☐ 15
Calendar/Organizer	☐	☐ 16
GPS/Navigation	☐	☐ 17
View Spreadsheets/ Text Documents	☐	☐ 18
Create/Edit Spreadsheets/ Text Documents	☐	☐ 19
Speakerphone	☐	☐ 20
Voice Activated Dialing	☐	☐ 21
WiFi	☐	☐ 22

CELLULAR/ MOBILE PHONES/ SMARTPHONES (Continued)

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

62Z-0

- Visited a search engine ☐ 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

61H-0

- Used Text Messaging to vote in a contest, make a choice, or give an opinion ☐ 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

61J-0

- Watched a full length movie ☐ 1
- Watched other video ☐ 2
- Listened to a podcast ☐ 3
- Listened to music ☐ 4
- Listened to 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

62X-0

- Took a video ☐ 1
- Made or received a video call ☐ 2

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.

62H

	DISAGREE Completely 1	DISAGREE Somewhat 2	AGREE Somewhat 3	AGREE Completely 4
1. I understand how to use most of the features on my cell phone.	☐	☐	☐	☐ 01
2. Having one mobile device that can do everything is very convenient.	☐	☐	☐	☐ 02
3. There are some features on my cell phone I'd like to use, but I don't know how to use them.	☐	☐	☐	☐ 03
4. I just want to use my cell phone to make and receive calls and don't care about any other features.	☐	☐	☐	☐ 04
5. I think of my mobile phone as a source of entertainment.	☐	☐	☐	☐ 05
6. My cell phone is an extension of my personality.	☐	☐	☐	☐ 06
7. I enjoy customizing the look and sound of my cell phone.	☐	☐	☐	☐ 07
8. I would be willing to receive advertisements on my cell phone in exchange for services, like live TV or Text Messaging.	☐	☐	☐	☐ 08
9. I would be willing to pay a monthly subscription fee to receive live TV on my cell phone.	☐	☐	☐	☐ 09
10. I would be willing to receive advertisements on my cell phone in exchange for lower monthly costs.	☐	☐	☐	☐ 10
11. I like to receive coupons on my cell phone that are based on my location.	☐	☐	☐	☐ 11
12. I expect the quality of video on my cell phone to be as good as that on my TV.	☐	☐	☐	☐ 12
13. Advertisements on cell phones are annoying.	☐	☐	☐	☐ 13
14. I am interested in watching video clips on my cell phone.	☐	☐	☐	☐ 14
15. I am interested in watching live TV on my cell phone.	☐	☐	☐	☐ 15
16. Text messaging is an important part of my daily life.	☐	☐	☐	☐ 16
17. I would use Text Messaging if I knew how to do it.	☐	☐	☐	☐ 17
18. I would use Text Messaging more often, if it were easier to type the messages.	☐	☐	☐	☐ 18
19. I would use Text Messaging more often, if it were less expensive.	☐	☐	☐	☐ 19
20. I would use the Internet on my cell phone more often, if it were less expensive.	☐	☐	☐	☐ 20
21. I would use the Internet on my cell phone more often, if the websites loaded more easily.	☐	☐	☐	☐ 21
22. I would use the Internet on my cell phone more often, if the screen were easier to read.	☐	☐	☐	☐ 22

TABLETS & E-READERS

701

BRANDS:

	You Personally: Own (1)	Bought Last 12 Months (2)	
Amazon Kindle (e-reader)	☐	☐	01
Amazon Kindle Fire (tablet)	☐	☐	02
Apple iPad (any standard size or larger model)	☐	☐	03
Apple iPad mini	☐	☐	04
Barnes & Noble Nook (e-reader)	☐	☐	05
Google Pixel or Nexus (tablet)	☐	☐	06
Microsoft Surface (tablet)	☐	☐	07
Samsung Galaxy Tab/ Galaxy Note (tablet)	☐	☐	08
Samsung Galaxy Tab Nook (tablet)	☐	☐	09
Other Tablet	☐	☐	10
Other E-Reader	☐	☐	11

702

Total cost of Tablet(s) or E-reader(s), purchased last 12 months: $_____ 01
(Write in Amount)

Total time spent using your Tablet and/or E-reader, last 7 days:

	Tablet/E-reader: hours used, last 7 days (61Q-0)	
None	☐	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

Who uses your tablet? 61U-0

Yourself	☐	1
Other adult	☐	2
Child (under 18)	☐	3

TABLETS & E-READERS (Continued)

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

703-0

Read a book	☐	1
Read a magazine	☐	2
Read a newspaper	☐	3
Read or sent an e-mail	☐	4
Watched a movie	☐	5
Watched a TV show	☐	6
Watched other video	☐	7
Played a single-player game	☐	8
Played a multi-player game	☐	9
Visited Facebook	☐	0
Visited other social media site	☐	X

61L-0

Visited a search engine	☐	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

61P-0

Listened to/watched a podcast	☐	1
Took a picture or video	☐	2
Uploaded photos	☐	3
Used a map/navigation program	☐	4
Made or received a video call	☐	5
Other _____ (Write In)	☐	6

TABLETS & E-READERS (Continued)

61D

TYPE OF APPS:

	Type of Apps you personally used last 30 days (1)	Apps/ activities you would miss if unavailable (2)	
Banking/Finance	☐	☐	01
Books	☐	☐	02
Calendar/Schedule	☐	☐	03
"Daily Deal"	☐	☐	04
Dating	☐	☐	05
Education	☐	☐	06
Email	☐	☐	07
Fitness	☐	☐	08
Food/Cooking	☐	☐	09
Games	☐	☐	10
Healthcare	☐	☐	11
Local Information	☐	☐	12
Magazine	☐	☐	13
Movies	☐	☐	14
Music (to listen)	☐	☐	15
Music Store (to purchase)	☐	☐	16
Navigation/Maps	☐	☐	17
News	☐	☐	18
Newspaper	☐	☐	19
Photography	☐	☐	20
Real Estate	☐	☐	21
Reference	☐	☐	22
Rideshare/Taxi	☐	☐	23
Shopping/Retail	☐	☐	24
Sports	☐	☐	25
Social media	☐	☐	26
Text	☐	☐	27
TV/Cable	☐	☐	28
Travel	☐	☐	29
Video (e.g. short video clips)	☐	☐	30
Weather	☐	☐	31
Other Entertainment	☐	☐	32
Other _____ (Write In)	☐	☐	33

61V

Number of Apps downloaded for free, last 30 days: _____ 01
(Write in Number)

Number of Apps purchased, last 30 days: _____ 02
(Write in Number)

Amount spent on Apps, last 30 days: $_____ 61E-0
(Write in Amount)

MORE 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.

62U

	DISAGREE: Completely (1)	DISAGREE: Somewhat (2)	AGREE: Somewhat (3)	AGREE: Completely (4)	
1. On my tablet, I prefer to use apps instead of websites	☐	☐	☐	☐	01
2. On my cell phone, I prefer to use apps instead of websites	☐	☐	☐	☐	02
3. I often use my mobile device inside a store to get information about the products sold there	☐	☐	☐	☐	03
4. I often use my mobile device inside a store to help me make purchase decisions	☐	☐	☐	☐	04
5. I often use my mobile device inside a store to look for coupons or other offers	☐	☐	☐	☐	05
6. I often use my mobile device to compare prices before making a purchase	☐	☐	☐	☐	06
7. Mobile apps are updated too frequently	☐	☐	☐	☐	07
8. My mobile device greatly improves my daily commute	☐	☐	☐	☐	08
9. Whenever I am going somewhere new, I rely on my phone/mobile device to help me get there	☐	☐	☐	☐	09
10. Checking my phone is the first thing I do in the morning	☐	☐	☐	☐	10
11. I'm always checking out the app store to see what's new	☐	☐	☐	☐	11
12. I text more than I talk on my phone	☐	☐	☐	☐	12
13. Apps have made my life so much more convenient	☐	☐	☐	☐	13

SPORTS EVENTS, EXTERMINATORS

SPORTS EVENTS: WATCH, LISTEN, ATTEND & INTEREST

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?

If you watched, listened or attended in the last 12 months, how interested were you?

682

	WATCHED ON TV		LISTENED TO RADIO		ATTENDED						
	Last 12 months	Regularly Watched	Last 12 months	Regularly Listened	Last 12 months	Regularly Attended	Very Interested	Somewhat Interested	A little bit Interested	Not at all Interested	
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
Extreme Sports – Summer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	16
Extreme Sports – Winter	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	17
Figure Skating	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	18
Fishing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	19
Football – College	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	20
Football – NFL Monday, Thursday or Sunday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	21
Football – NFL Weekend Games (Daytime)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	22
Football – NFL Playoffs/Super Bowl	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	23
Golf – PGA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	24
Golf – LPGA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	25
Golf – Other	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	26
Gymnastics	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	27
High School Sports	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	28
Horse Racing (at track or OTB)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	29
Ice Hockey – NHL Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	30
Ice Hockey – NHL Playoffs and Stanley Cup Finals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	31
Lacrosse – MLL	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	32
Marathon/Road Running, Triathlon & Other Endurance Events	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	33
Motorcycle Racing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	34
Olympics – Summer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	35
Olympics – Winter	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	36
Poker Tournament	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	37
Pro Bull Riding (PBR)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	38
Rodeo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	39
Soccer – MLS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	40
Soccer – World Cup	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	41
Soccer – U.S. Men's National Team	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	42
Soccer – U.S. Women's National Team	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	43
Soccer – International	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	44
Tennis – Men's	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	45
Tennis – Women's	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	46
Track & Field	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	47
Truck and Tractor Pull/Mud Racing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	48
Ultimate Fighting Championship (UFC)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	49
Other Mixed Martial Arts (MMA)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	50
Volleyball – Pro Beach	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	51
Wrestling – WWE	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	52
Wrestling – Other Professional	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	53
	1	2	3	4	5	6	7	8	9	0	

INTEREST IN SPORTS

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.)

491

	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

PROFESSIONAL EXTERMINATORS

690

	Your Household: Had treatment last 12 months	Times/ last 12 months	
TOTAL	☐	_____	00
FOR:			
Insects (ants, roaches, etc.)	☐	_____	01
Pests (mice, rats, etc.)	☐	_____	02
Termites	☐	_____	03
COMPANIES:			
Orkin	☐	_____	04
Terminix	☐	_____	05
_____ OTHER (Write In)	☐	_____	999

YELLOW PAGES

691

	You personally referred to: Paper yellow pages (1)	Internet yellow pages (2)
Last 12 months	☐	☐ 01
Last 7 days	☐	☐ 02

OVERNIGHT PACKAGES/LETTER DELIVERY SERVICES

Have you used an overnight package/letter delivery service in the last 12 months?

Yes ☐ 1 No ☐ 2 660-0

661

Services Used:	Business (1)	Personal (2)
DHL	☐	☐ 01
FedEx	☐	☐ 02
UPS	☐	☐ 03
U.S. Postal Service	☐	☐ 04
Other	☐	☐ 05

GARDEN

Do you have a garden? 685-0

Yes ☐ 1

What size is your garden?

- Under 250 square feet ☐ 2
- 250-499 square feet ☐ 3
- 500-1999 square feet ☐ 4
- 2000 or more square feet ☐ 5

Did you participate in outdoor gardening in the last 12 months?

Yes ☐ 6 No ☐ 7

On how many days did you personally garden in the past 12 months?

_____ (Write in Number) 686-0

Which of the following did you engage in during the last 12 months? 598-0

- Flowers/Ornamentals ☐ 1
- Vegetable Gardening ☐ 2
- Herb Growing ☐ 3
- Fruit (Not Trees) ☐ 4
- Lawn Care ☐ 5
- Berries & Brambles ☐ 6

PROPERTY AND GARDEN MAINTENANCE

687-0

	Your Household: Bought last 12 months
Bulbs	☐ 1
Flower seeds	☐ 2
Garden fertilizer	☐ 3
Garden insecticides	☐ 4
Garden soil	☐ 5
Lawn fertilizer with weed control	☐ 6
Lawn fertilizer without weed control	☐ 7
Lawn insecticides	☐ 8
Lawn maintenance service	☐ 9
Lawn seed	☐ 0
Organic soil additives	☐ X
Plant food (outdoor)	☐ Y

588-0

Pool chemicals	☐ 1
Potting soil	☐ 2
Shrubs & plants (outdoor)	☐ 3
Top soil	☐ 4
Trees	☐ 5
Vegetable plants	☐ 6
Vegetable seeds	☐ 7
Weed killer	☐ 8

Total amount spent on all garden items, last 12 months

$ _____ 688-0

Used service(s) for property/garden maintenance last 12 months: 689-0

Yes ☐ 1 No ☐ 2

NEWSPAPER READING

Which of these sections do you read or look at when you read your weekday and Sunday/weekend newspaper?

63Q

	Read in Weekday Newspaper (1)	Read in Sunday/Weekend Newspaper (2)
Main News/Front Page	☐	☐ 01
International/National News	☐	☐ 02
Local News	☐	☐ 03
Business/Finance	☐	☐ 04
Classified Advertising	☐	☐ 05
Comics	☐	☐ 06
Editorial Page	☐	☐ 07
Entertainment/Lifestyle	☐	☐ 08
Fashion	☐	☐ 09
Food/Cooking	☐	☐ 10
Health	☐	☐ 11
Home/Home Design/Furnishings/Gardening	☐	☐ 12
Movie Listings & Reviews	☐	☐ 13
Science & Technology	☐	☐ 14
Sports	☐	☐ 15
Travel	☐	☐ 16
TV Listings	☐	☐ 17
Weather	☐	☐ 18
Advertisements	☐	☐ 19
Circulars/Inserts/Fliers	☐	☐ 20

Which of these actions did you take in the past 30 days, as a result of reading or looking into a newspaper? (Check all that apply.) 650-0

- Shopped at an advertised store ☐ 1
- Purchased an advertised product ☐ 2
- Requested additional information on an advertised product ☐ 3
- Cut out an ad for later reference ☐ 4

How useful do you find the advertising in your newspaper? (Check one in each column.)

Usefulness of Advertising:	Weekday Newspaper	Sunday/Weekend Newspaper
Very	☐ 5	☐ 8
Somewhat	☐ 6	☐ 9
Not at all	☐ 7	☐ 0

BATTERIES

633

	You Personally: Purchased in last 6 months	Number/last 6 months	
TOTAL:	☐	_____	00
TYPES:			
Rechargeable	☐	_____	01
Throw-away	☐	_____	02
BRANDS:			
Duracell	☐	_____	03
Duracell Quantum	☐	_____	04
Duracell Rechargeable	☐	_____	05
Energizer/Energizer Max	☐	_____	06
Energizer EcoAdvanced	☐	_____	07
Energizer Ultimate Lithium	☐	_____	08
Energizer Recharge	☐	_____	09
Eveready Gold	☐	_____	10
Eveready Super Heavy Duty	☐	_____	11
Kodak	☐	_____	12
Panasonic	☐	_____	13
RadioShack	☐	_____	14
Rayovac—Alkaline	☐	_____	15
Rayovac—Heavy Duty	☐	_____	16
Sunbeam	☐	_____	17
Store's Own Brand	☐	_____	18
_____ OTHER (Write In)	☐	_____	999

CHILDREN'S TOYS & GAMES

693

	You Personally: Bought last 12 months	Number bought last 12 months	
Large/baby dolls	☐	_____	01
Boy action figures	☐	_____	02
Girl action figures	☐	_____	03
Fashion dolls	☐	_____	04
Plush dolls/animals	☐	_____	05
Electronic dolls/animals	☐	_____	06
Doll clothing	☐	_____	07
Doll accessories	☐	_____	08
Construction toys	☐	_____	09
Educational toys	☐	_____	10
Mechanical toys	☐	_____	11
Model kits/Model sets	☐	_____	12
Clay/dough/sand	☐	_____	13
Arts & crafts	☐	_____	14
Action games	☐	_____	15
Board games	☐	_____	16
Sound games	☐	_____	17
Word games	☐	_____	18
Electronic games	☐	_____	19
Infant toys	☐	_____	20
Pre-school toys	☐	_____	21
Builder sets	☐	_____	22
Cars	☐	_____	23
Electric trains	☐	_____	24
Bicycles	☐	_____	25
Tricycles	☐	_____	26
Water toys	☐	_____	27
Other toys	☐	_____	28

Amount spent for toys and games in last 12 months for children:

694

Under 1 year	$ _____	01
1-2 years old	$ _____	02
3-5 years old	$ _____	03
6-11 years old	$ _____	04
12-17 years old	$ _____	05

BOOKS

695

	You Personally: Bought last 12 months	Number bought last 12 months	
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: 696-0

- 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

60D-0

- Book club ☐ 1
- Department store ☐ 2
- Drug store ☐ 3
- Mail order ☐ 4
- Supermarket ☐ 5
- Warehouse store ☐ 6

INTEREST IN ADVERTISING

INTEREST IN ADVERTISING

Please read the following statements and check the box that most closely reflects your opinion. Questions are based on a 5 point scale.

697

	Agree Strongly 1	Agree Somewhat 2	Neutral 3	Disagree Somewhat 4	Disagree Strongly 5
1. TV Advertising					
1. Advertising on TV provides me with useful information about bargains.	☐	☐	☐	☐	☐
2. Advertising on TV provides me with meaningful information about the product use of other consumers.	☐	☐	☐	☐	☐
3. Advertising on TV provides me with useful information about new products and services.	☐	☐	☐	☐	☐
4. For me, advertising on TV is amusing.	☐	☐	☐	☐	☐
5. For me, advertising on TV appears at inconvenient moments.	☐	☐	☐	☐	☐
6. For me, advertising on TV has no credibility.	☐	☐	☐	☐	☐
7. For me, advertising on TV is repeated too often.	☐	☐	☐	☐	☐
8. For me, all ads on TV are alike.	☐	☐	☐	☐	☐
2. Radio Advertising					
9. Advertising on radio provides me with useful information about bargains.	☐	☐	☐	☐	☐
10. Advertising on radio provides me with meaningful information about the product use of other consumers.	☐	☐	☐	☐	☐
11. Advertising on radio provides me with useful information about new products and services.	☐	☐	☐	☐	☐
12. For me, advertising on radio is amusing.	☐	☐	☐	☐	☐
13. For me, advertising on radio appears at inconvenient moments.	☐	☐	☐	☐	☐
14. For me, advertising on radio has no credibility.	☐	☐	☐	☐	☐
15. For me, advertising on radio is repeated too often.	☐	☐	☐	☐	☐
16. For me, all ads on radio are alike.	☐	☐	☐	☐	☐
3. Newspaper Advertising					
17. Advertising in newspapers provides me with useful information about bargains.	☐	☐	☐	☐	☐
18. Advertising in newspapers provides me with meaningful information about the product use of other consumers.	☐	☐	☐	☐	☐
19. Advertising in newspapers provides me with useful information about new products and services.	☐	☐	☐	☐	☐
20. For me, advertising in newspapers is amusing.	☐	☐	☐	☐	☐
21. For me, advertising in newspapers appears at inconvenient moments.	☐	☐	☐	☐	☐
22. For me, advertising in newspapers has no credibility.	☐	☐	☐	☐	☐
23. For me, advertising in newspapers is repeated too often.	☐	☐	☐	☐	☐
24. For me, all ads in newspapers are alike.	☐	☐	☐	☐	☐
4. Magazine Advertising					
25. Advertising in magazines provides me with useful information about bargains.	☐	☐	☐	☐	☐
26. Advertising in magazines provides me with meaningful information about the product use of other consumers.	☐	☐	☐	☐	☐
27. Advertising in magazines provides me with useful information about new products and services.	☐	☐	☐	☐	☐
28. For me, advertising in magazines is amusing.	☐	☐	☐	☐	☐
29. For me, advertising in magazines appears at inconvenient moments.	☐	☐	☐	☐	☐
30. For me, advertising in magazines has no credibility.	☐	☐	☐	☐	☐
31. For me, advertising in magazines is repeated too often.	☐	☐	☐	☐	☐
32. For me, all ads in magazines are alike.	☐	☐	☐	☐	☐
5. Internet Advertising					
33. Advertising on the Internet provides me with useful information about bargains.	☐	☐	☐	☐	☐
34. Advertising on the Internet provides me with meaningful information about the product use of other consumers.	☐	☐	☐	☐	☐
35. Advertising on the Internet provides me with useful information about new products and services.	☐	☐	☐	☐	☐
36. For me, advertising on the Internet is amusing.	☐	☐	☐	☐	☐
37. For me, advertising on the Internet appears at inconvenient moments.	☐	☐	☐	☐	☐
38. For me, advertising on the Internet has no credibility.	☐	☐	☐	☐	☐
39. For me, advertising on the Internet is repeated too often.	☐	☐	☐	☐	☐
40. For me, all ads on the Internet are alike.	☐	☐	☐	☐	☐
6. Mobile Advertising					
41. Advertising on mobile phones provides me with useful information about bargains.	☐	☐	☐	☐	☐
42. Advertising on mobile phones provides me with meaningful information about the product use of other consumers.	☐	☐	☐	☐	☐
43. Advertising on mobile phones provides me with useful information about new products and services.	☐	☐	☐	☐	☐
44. For me, advertising on mobile phones is amusing.	☐	☐	☐	☐	☐
45. For me, advertising on mobile phones appears at inconvenient moments.	☐	☐	☐	☐	☐
46. For me, advertising on mobile phones has no credibility.	☐	☐	☐	☐	☐
47. For me, advertising on mobile phones is repeated too often.	☐	☐	☐	☐	☐
48. For me, all ads on mobile phones are alike.	☐	☐	☐	☐	☐

GENERAL ATTITUDES

We are interested in your attitudes about a number of buying and style 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.

(FOR EACH QUESTION, PLEASE SELECT ONE ANSWER FOR EACH ITEM AND CHECK ONLY ONE BOX ON EACH LINE BELOW.)

698

	DISAGREE		AGREE		
	Mostly	Somewhat	Somewhat	Mostly	
	1	2	3	4	
1. Buying American products is important to me.	☐	☐	☐	☐	01
2. I know the price I pay for most of the foods and packaged goods I buy.	☐	☐	☐	☐	02
3. I think shopping is a great way to relax.	☐	☐	☐	☐	03
4. I enjoy wandering the store looking for new, interesting products.	☐	☐	☐	☐	04
5. I only purchase products online when I have a coupon or promotional code for the site	☐	☐	☐	☐	05
6. I don't make purchase decisions based on advertising.	☐	☐	☐	☐	06
7. I like to shop around before making a purchase.	☐	☐	☐	☐	07
8. If I really want something I will buy it on credit rather than wait.	☐	☐	☐	☐	08
9. I buy based on quality, not price.	☐	☐	☐	☐	09
10. I buy natural products because I am concerned about the environment.	☐	☐	☐	☐	10
11. The offer of "free shipping" attracts me to a shopping website	☐	☐	☐	☐	11
12. Price is more important to me than brand names.	☐	☐	☐	☐	12
13. I'm a "spender" rather than a "saver."	☐	☐	☐	☐	13
14. It's important to me that salespeople be knowledgeable about the products they sell.	☐	☐	☐	☐	14
15. I am influenced by what's hot and what's not.	☐	☐	☐	☐	15
16. How a personal care or household product smells is very important to me.	☐	☐	☐	☐	16
17. I like to share my opinions about products and services by posting reviews and ratings online.	☐	☐	☐	☐	17
18. My favorite grocery store offers low prices on all products every day.	☐	☐	☐	☐	18
19. A celebrity endorsement may influence me to consider or buy a product.	☐	☐	☐	☐	19
20. I only use coupons for those brands I usually buy.	☐	☐	☐	☐	20
21. I am annoyed by all of the signs in the stores.	☐	☐	☐	☐	21
22. I expect the brands I buy to support social causes.	☐	☐	☐	☐	22
23. I often seek the advice of others before making a purchase.	☐	☐	☐	☐	23
24. Before purchasing a product online, I typically read online reviews submitted by others	☐	☐	☐	☐	24
25. I am willing to give up convenience in return for a product that is environmentally safe.	☐	☐	☐	☐	25
26. Shopping used to be more enjoyable.	☐	☐	☐	☐	26
27. I buy brands that reflect my style.	☐	☐	☐	☐	27
28. People often come to me for advice before making a purchase.	☐	☐	☐	☐	28
29. I tend to make impulse purchases.	☐	☐	☐	☐	29
30. I buy the brands I grew up with, the ones my parents used.	☐	☐	☐	☐	30
31. I prefer products that offer the latest in new technology.	☐	☐	☐	☐	31
32. My number one goal when shopping is to save as much money as possible.	☐	☐	☐	☐	32
33. I always check the ingredients and nutritional content of food products before I buy them.	☐	☐	☐	☐	33
34. I often save money by buying previously used items online	☐	☐	☐	☐	34
35. I don't have time to bother clipping or saving coupons.	☐	☐	☐	☐	35
36. My children have a significant impact on the brands I choose.	☐	☐	☐	☐	36
37. I smell personal care and household products in the store before I buy them.	☐	☐	☐	☐	37
38. I would pay extra for a product that is consistent with the image I want to convey.	☐	☐	☐	☐	38
39. My spouse has a significant impact on the brands I choose.	☐	☐	☐	☐	39
40. I like to compare prices across different sites before purchasing something online.	☐	☐	☐	☐	40
41. When I find a brand I like, I stick to it.	☐	☐	☐	☐	41
42. If a product is made by a company I trust, I'll buy it even if it is slightly more expensive.	☐	☐	☐	☐	42
43. I like to change brands often for the sake of variety and novelty.	☐	☐	☐	☐	43
44. I buy natural products because I am concerned about me and my family's health.	☐	☐	☐	☐	44
45. I think if a manufacturer offers a coupon, I am probably being overcharged to begin with.	☐	☐	☐	☐	45
46. I prefer purchasing things online for a fixed price, as opposed to bidding in online auctions	☐	☐	☐	☐	46
47. The service of the personnel at a store is an important part of my decision to shop there.	☐	☐	☐	☐	47
48. I will gladly switch brands to use a coupon.	☐	☐	☐	☐	48
49. I am more likely to purchase brands that support a cause I care about.	☐	☐	☐	☐	49
50. I'm always one of the first of my friends to try new products or services.	☐	☐	☐	☐	50
51. I prefer a store that has a large selection of familiar brands.	☐	☐	☐	☐	51
52. I usually like to wait until other people have tried things before I try them myself.	☐	☐	☐	☐	52
53. Generic or store brand products are as effective as brand-name products.	☐	☐	☐	☐	53
54 I use the Internet to buy hard-to-find products.	☐	☐	☐	☐	54
55. I'd rather receive a sample of a product than a coupon.	☐	☐	☐	☐	55
56. I am willing to pay more for a product that is environmentally safe.	☐	☐	☐	☐	56
57. I prefer to shop at stores that specialize in a specific type or style of product.	☐	☐	☐	☐	57
58. Brand name is the best indication of quality.	☐	☐	☐	☐	58
59. I prefer to buy things my friends or neighbors would approve of.	☐	☐	☐	☐	59
60. I like to connect with brands through social-networking sites.	☐	☐	☐	☐	60
61. I prefer to shop at stores that offer loyalty points.	☐	☐	☐	☐	61

TELEVISION VIEWING

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

	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?	
68A												
EARLY MORNING NEWS	None	1	2	3	4	5	Yes	Full	Most	Some	Your Own Home	Some-where Else
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)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 Good Morning America (Stephanopoulos/Roberts)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 Megyn Kelly Today	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 Today Show (Guthrie/Kotb)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 Today Show (4th Hour) with Hoda Kotb & Kathie Lee Gifford	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
68E												
DAYTIME PROGRAMS												
01 The Bold & The Beautiful	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 The Chew	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 Days of Our Lives	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 General Hospital	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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 Nightly Business Report	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 PBS NewsHour	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
EARLY EVENING WEEKDAY NEWS PROGRAMS (LOCAL)												
16 ABC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 CBS (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 FOX (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19 NBC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4
68M												
LATE EVENING WEEKDAY NEWS PROGRAMS (LOCAL)												
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 Tavis Smiley	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 The Tonight Show Starring Jimmy Fallon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

TELEVISION VIEWING (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?

68F

ONCE A WEEK PROGRAMS

		None	1	2	3	4	Yes	Full	Most	Some	Your Own Home	Some-where Else
01	A.P. Bio	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	A Chef's Life	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	ABC Saturday Movie of the Week	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	After Paradise	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	Alex, Inc.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	The Amazing Race	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	Ambulance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	American Experience	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09	American Grit	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	American Housewife	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	American Idol	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12	American Idol Rewind	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	American Ninja Warrior	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14	America's Funniest Home Videos	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15	America's Got Talent	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16	America's Test Kitchen	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17	Anger Management - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18	Animal Atlas	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19	Antiques Roadshow	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20	Arrow	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21	Ask This Old House	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22	Austin City Limits	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23	Awesome Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24	The Bachelor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25	Bachelor in Paradise	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26	The Bachelorette	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27	Beat Shazam	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28	Better Late Than Never	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29	Beyond the Tank	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30	The Big Bang Theory	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31	The Big Bang Theory - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32	Big Brother (Celebrity Edition)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33	Black Lightning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34	Black-ish	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35	The Blacklist	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36	Blindspot	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37	Blue Bloods	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38	Blue Bloods - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39	Bob's Burgers	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
40	Bob's Burgers - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41	Bones - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42	Boy Band	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
43	Brain Games: Family Edition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
44	The Brave	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
45	Brooklyn Nine-Nine	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
46	Bull	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
47	Call the Midwife	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
48	Castle - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
49	Celebrity Family Feud	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
50	Champion Within	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
51	Champions	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
52	Chicago Fire	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
53	Chicago Med	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
54	Chicago PD	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
55	Child Support	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
56	Civilizations	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
57	Code Black	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
58	Crazy Ex-Girlfriend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
59	Crimetime Saturday	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
60	Criminal Minds	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
61	The Crossing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
62	CSI: Miami	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
63	Dancing With The Stars	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
64	Dateline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
65	Deception	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
66	Designated Survivor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
67	Dog Whisperer: Family Edition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
68	Dr. Chris Pet Vet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
69	Dynasty	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
70	Elementary	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
71	Elementary - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
72	Ellen's Game of Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
73	Empire	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
74	Entertainment Tonight - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
75	The Exorcist	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
76	Extra: Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
77	The F Word with Gordon Ramsay	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
78	Family Feud - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
79	Family Guy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
80	Family Guy - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
81	Finding your Roots with Skip Gates	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
82	The Flash	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
83	Food Flirts	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
84	For the People	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
85	48 Hours	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		X	1	2	3	4	6	8	9	0	5	4

TELEVISION VIEWING (Continued)

68F

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
86	Fresh Off the Boat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
87	Frontline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
88	Genius Jr.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
89	Ghosted	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
90	The Gifted	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
91	Give	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
92	Globe Trekker	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
93	The Goldbergs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
94	Gong Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
95	The Good Doctor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
96	Good Girls	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
97	The Good Place	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
98	GOTHAM	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
99	The Great American Read	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
100	Great British Baking Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
101	Great News	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
102	Grey's Anatomy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
103	Hawaii Five-O	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
104	Hell's Kitchen	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
105	Hollywood Game Night	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
106	How I Met Your Mother - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
107	How to Get Away with Murder	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
108	I, Sniper	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
109	In an Instant	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
110	Innovation Nation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
111	Inside Edition - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
112	The Inspectors	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
113	Instinct	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
114	iZombie	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
115	Jack Hanna's Wild Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
116	Jane the Virgin	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
117	Jeopardy - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
118	Journey with Dylan Dreyer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
119	Just for Laughs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
120	Kevin Can Wait	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
121	Kevin (Probably) Saves the World	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
122	King of Queens - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
123	LA to Vegas	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
124	The Last Man on Earth	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
125	Last Man Standing - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
126	Law & Order: Special Victims Unit	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
127	Legends of Tomorrow	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
128	Lethal Weapon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
129	Lidia's Kitchen	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
130	Life in Pieces	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
131	Life Sentence	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
132	Little Big Shots	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
133	Little Women on Masterpiece	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
134	Living Biblically	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
135	Love Connection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
136	Lucifer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
137	Lucky Dog	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
138	MacGyver	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
139	Madam Secretary	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
140	MADtv	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
141	Making it	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
142	Major Crimes - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
143	Man With a Plan	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
144	Marlon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
145	Marvel's Agents of S.H.I.E.L.D.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
146	Marvel's Inhumans	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
147	MasterChef	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
148	MasterChef Jr.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
149	Masterpiece	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
150	Match Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
151	Matter of Fact	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
152	The Mayor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
153	The Mick	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
154	The Middle	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
155	Mike & Molly - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
156	Modern Family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
157	Modern Family - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
158	Mom	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
159	Mom - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
160	Motor Week	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
161	Naturally with Danny Seo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
162	Nature	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
163	NCIS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
164	NCIS: Los Angeles	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
165	NCIS: New Orleans	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
166	New Girl	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
167	9JKL	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
168	9-1-1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
169	No Passport Required	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
170	NOVA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		X	1	2	3	4	6	8	9	0	5	4

TELEVISION VIEWING (Continued)

68F

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
171 Ocean Treks with Jeff Corwin	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
172 Once Upon a Time	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
173 $100,000 Pyramid	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
174 The 100	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
175 The Open Road with Dr. Chris	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
176 The Originals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
177 The Orville	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
178 Outer Limits	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
179 Page Six TV - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
180 Penn and Teller: Fool Us	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
181 Person of Interest - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
182 Poldark on Masterpiece	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
183 Quantico	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
184 Ransom	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
185 The Resident	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
186 Reverie	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
187 Rick Steves' Europe	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
188 Rise	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
189 Riverdale	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
190 Rizzoli & Isles - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
191 Rock the Park	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
192 Rookie Blue - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
193 Roseanne	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
194 Rules of Engagement - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
195 Running Wild With Bear Grylls	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
196 S.W.A.T.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
197 Safari Tracks	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
198 Salvation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
199 Save My Life: Boston Trauma	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
200 Saving Hope	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
201 Scandal	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
202 Scandal - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
203 Scorpion	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
204 Sea Rescue	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
205 Seal Team	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
206 Seinfeld - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
207 Shades of Blue	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
208 Shark Tank	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
209 Showtime at the Apollo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
210 Simply Ming	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
211 The Simpsons	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
212 60 Minutes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
213 So You Think You Can Dance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
214 Soundstage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
215 Speechless	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
216 Splitting Up Together	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
217 Star	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
218 Stargate: Atlantis	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
219 Stargate: SG1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
220 Sunday Night with Megyn Kelly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
221 Supergirl	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
222 Superhuman	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
223 Superior Donuts	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
224 Supernatural	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
225 Superstore	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
226 Survivor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
227 Taken	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
228 Ten Days in the Valley	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
229 This Is Us	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
230 This Old House	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
231 This Old House: Trade School	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
232 Timeless	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
233 TMZ - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
234 To Tell the Truth	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
235 The Toy Box	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
236 Trial & Error	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
237 20/20	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
238 Two and a Half Men - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
239 2 Broke Girls - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
240 Undercover Boss	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
241 Vacation Creation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
242 Valor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
243 Victoria on Masterpiece	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
244 The Vietnam War	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
245 The Voice	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
246 Voyager with Josh Garcia	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
247 The Wall	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
248 Washington Week	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
249 We'll Meet Again	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
250 What Would You Do?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
251 Wheel of Fortune - Weekend	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
252 Whose Line is it Anyway?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
253 Wilderness Vet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
254 The Wildlife Docs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
255 Will & Grace	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
256 World of Dance	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
257 The X-Files	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
258 Young Sheldon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	6	8	9	0	5	4

TELEVISION VIEWING (Continued)

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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 Hollywood	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 Access Hollywood Live	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 American Dad	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 American Ninja Warrior	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 Anger Management	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 The Big Bang Theory	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 Cash Cab	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 The Cleveland Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 Cops	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 Crime Watch Daily	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 Daily Mail	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 Dateline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 Dish Nation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 Divorce Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 The Doctors	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 The Dr. Oz Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 The Dr. Phil Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 Ellen Degeneres	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19 Entertainment Tonight	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20 Extra	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21 Family Feud (Steve Harvey)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22 Family Guy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23 The Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24 The Goldbergs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25 Golf Magazine TV	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26 Harry Connick Jr. Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27 Hot Bench	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28 How I Met Your Mother	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29 Inside Edition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30 Jeopardy!	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31 The Jerry Springer Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32 Judge Judy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33 Judge Mathis	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34 King of Queens	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35 King of the Hill	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36 The Last Laugh with Jane Lynch	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37 Last Man Standing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38 Law & Order: Criminal Intent	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39 Law & Order: Special Victims Unit	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
40 Live with Kelly and Ryan	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41 Maury	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42 Mike & Molly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
43 Modern Family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
44 Mom	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
45 Page Six TV	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
46 People's Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
47 Pickler and Ben	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
48 Rachael Ray	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
49 The Real	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
50 Relationship Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
51 Right This Minute	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
52 Robert Irvine	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
53 Rules of Engagement	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
54 Seinfeld	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
55 The 700 Club	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
56 Steve Harvey Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
57 The Steve Wilkos Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
58 TMZ	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
59 Top 30	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
60 Two and a Half Men	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
61 2 Broke Girls	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
62 The Wendy Williams Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
63 Wheel of Fortune	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
64 Who Wants To Be A Millionaire	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

TELEVISION VIEWING (Continued)

Listed below are television programs that are shown **once a week.** Please check in the appropriate columns below.

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

68H

	None	1	2	3	4	Yes	Full	Most	Some	Your Own Home	Some-where 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
WEEKEND NEWS/INFORMATION PROGRAMS											
07 ABC This Week with George Stephanopoulos	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 CBS Face the Nation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 CBS Sunday Morning	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 CBS This Morning: Saturday	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 FOX News Sunday	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 Good Morning America Weekend Edition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 NBC Meet the Press with Chuck Todd	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 NBC Saturday Today	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 NBC Sunday Today with Willie Geist	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 Wall Street Journal Report	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	6	8	9	0	5	4
LATE NIGHT PROGRAMS											
17 Saturday Night Live	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	6	8	9	0	5	4

CABLE/SATELLITE/STREAMING TV NETWORKS

66X

	Watched last 30 days	Watched last 7 days	If you watched the program **in the Past 7 days,** how much attention were you paying? Full	Most	Some
A&E					
01 The First 48	☐	☐	☐	☐	☐
02 Leah Remini: Scientology and the Aftermath	☐	☐	☐	☐	☐
03 Live PD	☐	☐	☐	☐	☐
04 60 Days In	☐	☐	☐	☐	☐
05 Wahlburgers	☐	☐	☐	☐	☐
Adult Swim					
06 Bob's Burgers	☐	☐	☐	☐	☐
07 Family Guy	☐	☐	☐	☐	☐
08 Mike Tyson Mysteries	☐	☐	☐	☐	☐
09 Rick & Morty	☐	☐	☐	☐	☐
10 Robot Chicken	☐	☐	☐	☐	☐
Amazon Prime Video					
11 Bosch	☐	☐	☐	☐	☐
12 Goliath	☐	☐	☐	☐	☐
13 The Man in the High Castle	☐	☐	☐	☐	☐
14 Mozart in the Jungle	☐	☐	☐	☐	☐
15 Sneaky Pete	☐	☐	☐	☐	☐
AMC					
16 Better Call Saul	☐	☐	☐	☐	☐
17 Fear the Walking Dead	☐	☐	☐	☐	☐
18 Into the Badlands	☐	☐	☐	☐	☐
19 Preacher	☐	☐	☐	☐	☐
20 The Walking Dead	☐	☐	☐	☐	☐
Animal Planet					
21 I Was Prey	☐	☐	☐	☐	☐
22 Pit Bulls & Parolees	☐	☐	☐	☐	☐
23 Tanked	☐	☐	☐	☐	☐
24 Treehouse Masters	☐	☐	☐	☐	☐
25 The Zoo	☐	☐	☐	☐	☐
	1	6	8	9	0

CABLE/SATELLITE/STREAMING TV NETWORKS (Continued)

66X

	Watched last 30 days	Watched last 7 days	If you watched the program **in the Past 7 days,** how much attention were you paying? Full	Most	Some
BET					
26 Face Value	☐	☐	☐	☐	☐
27 Hit the Floor	☐	☐	☐	☐	☐
28 In Contempt	☐	☐	☐	☐	☐
29 The Quad	☐	☐	☐	☐	☐
30 T.I. Grand Hustle	☐	☐	☐	☐	☐
Bravo					
31 Million Dollar Listing NY	☐	☐	☐	☐	☐
32 Odd Mom Out	☐	☐	☐	☐	☐
33 The Real Housewives of New York City	☐	☐	☐	☐	☐
34 The Real Housewives of Orange County	☐	☐	☐	☐	☐
35 Watch What Happens Live	☐	☐	☐	☐	☐
Cartoon Network					
36 Ben 10	☐	☐	☐	☐	☐
37 Gumball	☐	☐	☐	☐	☐
38 OK KO	☐	☐	☐	☐	☐
39 Teen Titans Go!	☐	☐	☐	☐	☐
40 We Bare Bears	☐	☐	☐	☐	☐
CNBC					
41 Fast Money	☐	☐	☐	☐	☐
42 Mad Money	☐	☐	☐	☐	☐
43 The Profit	☐	☐	☐	☐	☐
44 Shark Tank	☐	☐	☐	☐	☐
45 Squawk Box	☐	☐	☐	☐	☐
	1	6	8	9	0

CABLE/SATELLITE/STREAMING TV NETWORKS

CABLE/SATELLITE/ STREAMING TV NETWORKS (Continued)

66X	Watched last 30 days	Watched last 7 days	If you watched the program **in the Past 7 days,** how much attention were you paying? Full	Most	Some
CNN					
46 Anderson Cooper 360°	☐	☐	☐	☐	☐
47 Anthony Bourdain "Parts Unknown"	☐	☐	☐	☐	☐
48 CNN Tonight with Don Lemon	☐	☐	☐	☐	☐
49 Erin Burnett OutFront	☐	☐	☐	☐	☐
50 New Day with Chris Cuomo and Alisyn Camerota	☐	☐	☐	☐	☐
Comedy Central					
51 Broad City	☐	☐	☐	☐	☐
52 Corporate	☐	☐	☐	☐	☐
53 The Daily Show with Trevor Noah	☐	☐	☐	☐	☐
54 Detroiters	☐	☐	☐	☐	☐
55 The Opposition with Jordan Klepper	☐	☐	☐	☐	☐
Discovery Channel					
56 Alaskan Bush People	☐	☐	☐	☐	☐
57 Deadliest Catch	☐	☐	☐	☐	☐
58 Fast N' Loud	☐	☐	☐	☐	☐
59 Naked & Afraid	☐	☐	☐	☐	☐
60 Street Outlaws	☐	☐	☐	☐	☐
E! (Entertainment Television)					
61 The Arrangement	☐	☐	☐	☐	☐
62 E! News	☐	☐	☐	☐	☐
63 Keeping Up with the Kardashians	☐	☐	☐	☐	☐
64 Live from the Red Carpet	☐	☐	☐	☐	☐
65 The Royals	☐	☐	☐	☐	☐
66 Total Divas	☐	☐	☐	☐	☐
ESPN					
67 Around the Horn	☐	☐	☐	☐	☐
68 College Football Live	☐	☐	☐	☐	☐
69 First Take	☐	☐	☐	☐	☐
70 PTI (Pardon the Interruption)	☐	☐	☐	☐	☐
71 SportsCenter	☐	☐	☐	☐	☐
ESPN2					
72 His & Hers	☐	☐	☐	☐	☐
73 Mike & Mike in the Morning	☐	☐	☐	☐	☐
74 NBA: The Jump	☐	☐	☐	☐	☐
75 NFL Live	☐	☐	☐	☐	☐
76 SportsNation	☐	☐	☐	☐	☐
Food Network					
77 Beat Bobby Flay	☐	☐	☐	☐	☐
78 Chopped	☐	☐	☐	☐	☐
79 Cooks vs. Cons	☐	☐	☐	☐	☐
80 Diners, Drive-ins and Dives	☐	☐	☐	☐	☐
81 Guy's Grocery Games	☐	☐	☐	☐	☐
Fox News Channel					
82 The Five	☐	☐	☐	☐	☐
83 Fox and Friends	☐	☐	☐	☐	☐
84 Hannity	☐	☐	☐	☐	☐
85 Special Report with Bret Baier	☐	☐	☐	☐	☐
86 Tucker Carlson Tonight	☐	☐	☐	☐	☐
	1	6	8	9	0

CABLE/SATELLITE/ STREAMING TV NETWORKS (Continued)

66X	Watched last 30 days	Watched last 7 days	If you watched the program **in the Past 7 days,** how much attention were you paying? Full	Most	Some
Freeform					
87 Beyond	☐	☐	☐	☐	☐
88 The Bold Type	☐	☐	☐	☐	☐
89 Cloak & Dagger	☐	☐	☐	☐	☐
90 The Fosters	☐	☐	☐	☐	☐
91 Young & Hungry	☐	☐	☐	☐	☐
FX					
92 The Americans	☐	☐	☐	☐	☐
93 American Crime Story	☐	☐	☐	☐	☐
94 American Horror Story	☐	☐	☐	☐	☐
95 Better Things	☐	☐	☐	☐	☐
96 Feud	☐	☐	☐	☐	☐
Hallmark Channel					
97 Chesapeake Shores	☐	☐	☐	☐	☐
98 Golden Girls	☐	☐	☐	☐	☐
99 Good Witch	☐	☐	☐	☐	☐
100 Home & Family	☐	☐	☐	☐	☐
101 When Calls the Heart	☐	☐	☐	☐	☐
History Channel					
102 Alone	☐	☐	☐	☐	☐
103 American Pickers	☐	☐	☐	☐	☐
104 Forged In Fire	☐	☐	☐	☐	☐
105 Pawn Stars	☐	☐	☐	☐	☐
106 Swamp People	☐	☐	☐	☐	☐
Home & Garden Television					
107 Good Bones	☐	☐	☐	☐	☐
108 House Hunters	☐	☐	☐	☐	☐
109 Lakefront Bargain Hunt	☐	☐	☐	☐	☐
110 Love It or List It	☐	☐	☐	☐	☐
111 Property Brothers	☐	☐	☐	☐	☐
HLN					
112 How It Really Happened	☐	☐	☐	☐	☐
113 MichaeLA with Michaela Pereira	☐	☐	☐	☐	☐
114 Morning Express with Robin Meade	☐	☐	☐	☐	☐
115 On the Story with Erica Hill	☐	☐	☐	☐	☐
116 Primetime Justice with Ashleigh Banfield	☐	☐	☐	☐	☐
Hulu					
117 Castle Rock	☐	☐	☐	☐	☐
118 The First	☐	☐	☐	☐	☐
119 The Handmaid's Tale	☐	☐	☐	☐	☐
120 Hard Sun	☐	☐	☐	☐	☐
121 The Looming Tower	☐	☐	☐	☐	☐
Investigation Discovery					
122 Deadline Crime with Tamron Hall	☐	☐	☐	☐	☐
123 Disappeared	☐	☐	☐	☐	☐
124 Homicide Hunter Lt. Joe Kenda	☐	☐	☐	☐	☐
125 On the Case with Paula Zahn	☐	☐	☐	☐	☐
126 See No Evil	☐	☐	☐	☐	☐
	1	6	8	9	0

CABLE/SATELLITE/ STREAMING TV NETWORKS (Continued)

66X	Watched last 30 days	Watched last 7 days	If you watched the program **in the Past 7 days,** how much attention were you paying? Full	Most	Some
ION					
127 Blue Bloods	☐	☐	☐	☐	☐
128 Criminal Minds	☐	☐	☐	☐	☐
129 Law & Order	☐	☐	☐	☐	☐
130 Law & Order: Special Victims Unit	☐	☐	☐	☐	☐
131 Private Eyes	☐	☐	☐	☐	☐
Lifetime					
132 Bring It	☐	☐	☐	☐	☐
133 Dance Moms	☐	☐	☐	☐	☐
134 Little Women	☐	☐	☐	☐	☐
135 Married At First Sight	☐	☐	☐	☐	☐
136 Project Runway	☐	☐	☐	☐	☐
MTV					
137 Are You the One?	☐	☐	☐	☐	☐
138 Catfish	☐	☐	☐	☐	☐
139 The Challenge	☐	☐	☐	☐	☐
140 Teen Mom	☐	☐	☐	☐	☐
141 Wild 'N Out	☐	☐	☐	☐	☐
National Geographic Channel					
142 Genius	☐	☐	☐	☐	☐
143 Life Below Zero	☐	☐	☐	☐	☐
144 Mars	☐	☐	☐	☐	☐
145 One Strange Rock	☐	☐	☐	☐	☐
146 Wicked Tuna	☐	☐	☐	☐	☐
Netflix					
147 Fuller House	☐	☐	☐	☐	☐
148 House of Cards	☐	☐	☐	☐	☐
149 Orange Is the New Black	☐	☐	☐	☐	☐
150 Stranger Things	☐	☐	☐	☐	☐
151 13 Reasons Why	☐	☐	☐	☐	☐
NFL Network					
152 A Football Life	☐	☐	☐	☐	☐
153 GameDay Morning	☐	☐	☐	☐	☐
154 Good Morning Football	☐	☐	☐	☐	☐
155 NFL Fantasy Live	☐	☐	☐	☐	☐
156 NFL Total Access	☐	☐	☐	☐	☐
Nickelodeon					
157 Blaze	☐	☐	☐	☐	☐
158 Henry Danger	☐	☐	☐	☐	☐
159 The Loud House	☐	☐	☐	☐	☐
160 Paw Patrol	☐	☐	☐	☐	☐
161 SpongeBob SquarePants	☐	☐	☐	☐	☐
Paramount Network					
162 Bar Rescue	☐	☐	☐	☐	☐
163 Heathers	☐	☐	☐	☐	☐
164 Ink Master	☐	☐	☐	☐	☐
165 Lip Sync Battle	☐	☐	☐	☐	☐
166 Yellowstone	☐	☐	☐	☐	☐
	1	6	8	9	0

CABLE/SATELLITE/ STREAMING TV NETWORKS (Continued)

66X	Watched last 30 days	Watched last 7 days	If you watched the program **in the Past 7 days,** how much attention were you paying? Full	Most	Some
SYFY					
167 The Expanse	☐	☐	☐	☐	☐
168 Face Off	☐	☐	☐	☐	☐
169 Krypton	☐	☐	☐	☐	☐
170 Van Helsing	☐	☐	☐	☐	☐
171 Z Nation	☐	☐	☐	☐	☐
TBS					
172 Drop the Mic	☐	☐	☐	☐	☐
173 Final Space	☐	☐	☐	☐	☐
174 Guest Book	☐	☐	☐	☐	☐
175 The Last OG	☐	☐	☐	☐	☐
176 Miracle Workers	☐	☐	☐	☐	☐
TLC					
177 Little People, Big World	☐	☐	☐	☐	☐
178 Long Island Medium	☐	☐	☐	☐	☐
179 My Big Fat Fabulous Life	☐	☐	☐	☐	☐
180 90 Day Fiance	☐	☐	☐	☐	☐
181 Sister Wives	☐	☐	☐	☐	☐
TNT					
182 The Alienist	☐	☐	☐	☐	☐
183 Animal Kingdom	☐	☐	☐	☐	☐
184 Claws	☐	☐	☐	☐	☐
185 Good Behavior	☐	☐	☐	☐	☐
186 The Last Ship	☐	☐	☐	☐	☐
truTV					
187 Adam Ruins Everything	☐	☐	☐	☐	☐
188 The Carbonaro Effect	☐	☐	☐	☐	☐
189 Hack My Life	☐	☐	☐	☐	☐
190 Impractical Jokers	☐	☐	☐	☐	☐
191 I'm Sorry	☐	☐	☐	☐	☐
USA Network					
192 Chrisley Knows Best	☐	☐	☐	☐	☐
193 Queen of the South	☐	☐	☐	☐	☐
194 Shooter	☐	☐	☐	☐	☐
195 Team Ninja Warrior	☐	☐	☐	☐	☐
196 WWE Raw	☐	☐	☐	☐	☐
197 WWE SmackDown	☐	☐	☐	☐	☐
The Weather Channel					
198 AMHQ	☐	☐	☐	☐	☐
199 SOS: How to Survive	☐	☐	☐	☐	☐
200 Weather Center Live	☐	☐	☐	☐	☐
201 Weather Gone Viral	☐	☐	☐	☐	☐
202 Weekend Recharge	☐	☐	☐	☐	☐
	1	6	8	9	0

SPORTS PROGRAMS

68X

		1. Did you watch any program when it was shown on television **in the past 12 months?** Yes	2. **How many times a month** do you usually watch the following programs? None	One	Two	Three	Four	3. If you watched the program **in the past 12 months,** how much attention were you paying? Full	Most	Some	4. If you watched the program **in the past 12 months,** where did you watch it? Your Own Home	Some-where Else
	BASEBALL											
01	ESPN MLB Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	FOX Saturday Baseball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	TBS MLB Regular Season Baseball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	BASKETBALL											
04	ABC NBA Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	ABC NBA Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	ABC Saturday Night NBA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	ABC WNBA Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	CBS Inside College Basketball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09	CBS NCAA Men's College Basketball Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	ESPN NBA Basketball Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	ESPN NCAA Men's College Basketball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12	FOX College Basketball	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	TNT NBA Basketball Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	FOOTBALL											
14	ABC College Football Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15	ABC College Football Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16	ABC Saturday Night College Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17	AFC Championship on CBS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18	CBS College Football Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19	CBS College Football Today	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20	CBS NFL Regular Season Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21	CBS NFL Thursday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22	CBS NFL Thursday Night Kickoff Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23	CBS The NFL Today	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24	ESPN College Football Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25	ESPN NFL Monday Night Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26	ESPN Sunday NFL Countdown	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27	Football Night in America	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28	FOX College Football Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29	FOX College Saturday Pre-Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30	FOX NFL Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31	FOX NFL Sunday Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32	FOX NFL Thursday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33	FOX NFL Thursday Night Kickoff Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34	NBC NFL Sunday Night Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35	NBC NFL Thursday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36	NBC NFL Thursday Night Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37	NBC Notre Dame Football	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38	NBC Sports Network College Football Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39	NFC Championship on FOX	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
40	NFL Network Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41	NFL Network Thursday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42	NFL Network Thursday Night Pre-Game Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	OTHER											
43	CBS Sports Spectacular	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
44	ESPN Sports Saturday	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
45	NBC Action Sports	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
46	NBC Sports Special	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
47	WWE Monday Night Raw	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		6	X	1	2	3	4	8	9	0	5	4

OLYMPICS

The 2018 Winter Olympics in PyeongChang, South Korea was telecast on NBC in February. 68J-0

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

The Winter Olympics was telecast over 17 days. On about how many of the 17 days did you watch the Olympics? _____ 68K-0

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

68W

	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) 69Q-0

TV
- NBC ☐ 1
- NBC Sports Network ☐ 2
- CNBC ☐ 3
- USA ☐ 4

- Internet ☐ 5
- Mobile Phone/Smartphone or Tablet ☐ 6
- Video on Demand ☐ 7

SEASONAL SPORTS

68N

1. 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	FOX UEFA Champions League	☐	☐	☐	☐	☐	☐	☐	☐	☐
43	NBC Premier League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
44	NBC Sports Network Premier League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
		6	8	9	0	5	1	6	3	4

ANNUAL SPORTS EVENTS/SPECIALS

68P

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		
		Yes	Your Own Home	Someone Else's Home	Some-where Else
	AUTO RACING				
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	☐	☐	☐	☐
		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		
		Yes	Your Own Home	Someone Else's Home	Some-where Else
	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	☐	☐	☐	☐
		6	5	1	4

ANNUAL SPORTS EVENTS/SPECIALS (Continued)

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.)

68P

		Watched Past 12 months	Where Watched		
		Yes	Your Own Home	Someone Else's Home	Some-where Else
	FOOTBALL				
27	AFC/NFC Pro Bowl Game	☐	☐	☐	☐
28	Army vs. Navy Game	☐	☐	☐	☐
29	AT&T ESPN All American Team Show	☐	☐	☐	☐
30	Celebration Bowl	☐	☐	☐	☐
31	Citrus Bowl	☐	☐	☐	☐
32	College Football Playoff National Championship	☐	☐	☐	☐
33	Cotton Bowl	☐	☐	☐	☐
34	ESPN NFL Draft	☐	☐	☐	☐
35	Fiesta Bowl	☐	☐	☐	☐
36	Heisman Trophy	☐	☐	☐	☐
37	Las Vegas Bowl	☐	☐	☐	☐
38	NFL Network NFL Draft	☐	☐	☐	☐
39	Orange Bowl	☐	☐	☐	☐
40	Peach Bowl	☐	☐	☐	☐
41	Pinstripe 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	Dean & Deluca Invitational	☐	☐	☐	☐
54	Dell Technologies Championship	☐	☐	☐	☐
55	Farmers Insurance Open	☐	☐	☐	☐
56	FedEx St. Jude Classic	☐	☐	☐	☐
57	Franklin Templeton Shootout	☐	☐	☐	☐
58	Genesis Open	☐	☐	☐	☐
59	The Greenbrier Classic	☐	☐	☐	☐
60	Hero World Challenge	☐	☐	☐	☐
61	The Honda Classic	☐	☐	☐	☐
62	John Deere Classic	☐	☐	☐	☐
63	LPGA Tour Championship	☐	☐	☐	☐
64	The Masters	☐	☐	☐	☐
65	the Memorial Tournament presented by Nationwide	☐	☐	☐	☐
66	The National	☐	☐	☐	☐
67	The Northern Trust	☐	☐	☐	☐
68	The Open Championship	☐	☐	☐	☐
69	PGA Championship	☐	☐	☐	☐
70	PGA of America Specials	☐	☐	☐	☐
71	PGA Specials	☐	☐	☐	☐
72	PGA Tour on Golf Channel	☐	☐	☐	☐
73	PGA TOUR Specials	☐	☐	☐	☐
74	The Players Championship	☐	☐	☐	☐
75	PNC Father/Son Challenge	☐	☐	☐	☐
76	The President's Cup	☐	☐	☐	☐
77	RBC Canadian Open	☐	☐	☐	☐
78	RBC Heritage	☐	☐	☐	☐
		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.)

	ANNUAL SPORTS EVENTS/SPECIALS (Continued)	Watched Past 12 months	Where Watched		
		Yes	Your Own Home	Someone Else's Home	Some-where Else
	GOLF (Continued)				
79	Ryder Cup	☐	☐	☐	☐
80	Senior British Open	☐	☐	☐	☐
81	Senior PGA Championship	☐	☐	☐	☐
82	Shell Houston Open	☐	☐	☐	☐
83	The Tour Championship	☐	☐	☐	☐
84	Travelers Championship	☐	☐	☐	☐
85	U.S. Amateur Championship	☐	☐	☐	☐
86	U.S. Open	☐	☐	☐	☐
87	U.S. Senior Open	☐	☐	☐	☐
88	U.S. Women's Open	☐	☐	☐	☐
89	Valero Texas Open	☐	☐	☐	☐
90	Valspar Championship	☐	☐	☐	☐
91	Waste Management Phoenix Open	☐	☐	☐	☐
92	Wells Fargo Championship	☐	☐	☐	☐
93	WGC—Bridgestone Invitational	☐	☐	☐	☐
94	WGC—Dell Match Play	☐	☐	☐	☐
95	WGC—Mexico Championship	☐	☐	☐	☐
96	Women's British Open	☐	☐	☐	☐
97	Women's PGA Championship	☐	☐	☐	☐
98	Wyndham Championship	☐	☐	☐	☐
99	Zurich Classic of New Orleans	☐	☐	☐	☐
	HORSE RACING				
100	Belmont Stakes	☐	☐	☐	☐
101	FOX Jockey Club Horse Racing	☐	☐	☐	☐
102	Kentucky Derby	☐	☐	☐	☐
103	NBC Breeder's Cup	☐	☐	☐	☐
104	NBC Sports Network Horse Racing	☐	☐	☐	☐
105	Preakness Stakes	☐	☐	☐	☐
106	Road to the Kentucky Derby	☐	☐	☐	☐
107	Santa Anita Derby	☐	☐	☐	☐
108	Summer at Saratoga/Road to Breeder's Cup	☐	☐	☐	☐
	SKATING				
109	ISU Grand Prix	☐	☐	☐	☐
110	NBC Skating Specials	☐	☐	☐	☐
111	U.S. Figure Skating Championships	☐	☐	☐	☐
112	World Figure Skating Championships	☐	☐	☐	☐
	TENNIS				
113	Australian Open	☐	☐	☐	☐
114	French Open	☐	☐	☐	☐
115	U.S. Open Tennis on ESPN	☐	☐	☐	☐
116	U.S. Open Tennis—Men's Championship	☐	☐	☐	☐
117	U.S. Open Tennis—Women's Championship	☐	☐	☐	☐
118	Wimbledon	☐	☐	☐	☐
119	Wimbledon Highlights	☐	☐	☐	☐
120	WTA (Women's Tennis Association)	☐	☐	☐	☐
	TRACK & FIELD				
121	Adidas Grand Prix	☐	☐	☐	☐
122	Prefontaine Classic	☐	☐	☐	☐
123	U.S. Track & Field Championships	☐	☐	☐	☐
124	World Track & Field Championships	☐	☐	☐	☐
		6	5	1	4

ANNUAL SPORTS EVENTS/SPECIALS (Continued)

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.)

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ANNUAL SPORTS EVENTS SPECIALS (Continued)	Watched Past 12 months: Yes	Where Watched: Your Own Home	Someone Else's Home	Some-where Else
OTHER SPORTS				
125 Alli Dew Tour	☐	☐	☐	☐
126 America's Toughest Mudder	☐	☐	☐	☐
127 CBS Pro Bull Riding (PBR) Series	☐	☐	☐	☐
128 Deer Valley Celebrity Skifest	☐	☐	☐	☐
129 English Premiership Rugby	☐	☐	☐	☐
130 Global Rally Cross Championship	☐	☐	☐	☐
131 Jeep World Adventure	☐	☐	☐	☐
132 Lucas Oil Challenge Cup	☐	☐	☐	☐
133 Lucas Oil Late Model Dirt Series	☐	☐	☐	☐
134 Lucas Oil Off Road Racing Series Pro4 & Pro2	☐	☐	☐	☐
135 Lucas Oil Pro Pulling League	☐	☐	☐	☐
136 Major League Fishing	☐	☐	☐	☐
137 Moto America	☐	☐	☐	☐
138 MotoGP	☐	☐	☐	☐
139 NYC Marathon	☐	☐	☐	☐
140 Red Bull Signature Series	☐	☐	☐	☐
141 Showtime Boxing on CBS Presented by Premier Boxing Champions	☐	☐	☐	☐
142 Summer X Games	☐	☐	☐	☐
143 Tour de France	☐	☐	☐	☐
144 U.S. Open Polo Championship	☐	☐	☐	☐
145 U.S. Swimming Championship	☐	☐	☐	☐
146 UFC on FOX	☐	☐	☐	☐
147 USSA Skiing	☐	☐	☐	☐
148 The VEX Robotics World Championship	☐	☐	☐	☐
149 Winter X Games	☐	☐	☐	☐
150 World Cup Soccer - Men's	☐	☐	☐	☐
151 World Cup Soccer - Women's	☐	☐	☐	☐
152 World Gymnastics Championships	☐	☐	☐	☐
153 World SBK	☐	☐	☐	☐
154 World Swimming Championships	☐	☐	☐	☐
155 WrestleMania	☐	☐	☐	☐
ENTERTAINMENT/NEWS SPECIALS			68R	
01 ABC Academy Awards	☐	☐	☐	☐
02 ABC American Music Awards	☐	☐	☐	☐
03 ABC Annual Country Music Association Awards (CMA)	☐	☐	☐	☐
04 ABC Barbara Walters Specials	☐	☐	☐	☐
05 ABC 20/20 Specials	☐	☐	☐	☐
06 Academy of Country Music Awards	☐	☐	☐	☐
07 A Few Good Men Live	☐	☐	☐	☐
08 An American Celebration at Ford's Theater	☐	☐	☐	☐
09 American Masters	☐	☐	☐	☐
10 American Ninja Warrior Specials	☐	☐	☐	☐
11 Big Brother	☐	☐	☐	☐
12 Bruno Mars 24K Magic Live	☐	☐	☐	☐
13 Candy Crush	☐	☐	☐	☐
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 Daytime Emmy Awards	☐	☐	☐	☐
24 Dick Clark's New Years Rockin' Eve with Ryan Seacrest	☐	☐	☐	☐
25 Dick Van Dyke Special	☐	☐	☐	☐
26 ESPY Awards	☐	☐	☐	☐
27 FOX New Year's Special	☐	☐	☐	☐
28 Frosty the Snowman Specials	☐	☐	☐	☐
29 Golden Globe Awards	☐	☐	☐	☐
30 Grammy Awards	☐	☐	☐	☐
	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.)

68R

ENTERTAINMENT/NEWS SPECIALS (Continued)	Watched Past 12 months: Yes	Where Watched: Your Own Home	Someone Else's Home	Some-where Else
31 Grammy Awards Red Carpet	☐	☐	☐	☐
32 Grammy Salutes 50 Years of Elton John Hits	☐	☐	☐	☐
33 The Great American Baking Show	☐	☐	☐	☐
34 Great Christmas Light Fight	☐	☐	☐	☐
35 Great Performances	☐	☐	☐	☐
36 Gwen Stefani Holiday Special	☐	☐	☐	☐
37 A Home for the Holidays	☐	☐	☐	☐
38 How the Grinch Stole Christmas	☐	☐	☐	☐
39 I Love Lucy Christmas Special	☐	☐	☐	☐
40 Independent Lens	☐	☐	☐	☐
41 It's a Wonderful Life	☐	☐	☐	☐
42 Jesus Christ Superstar Live	☐	☐	☐	☐
43 Jimmy Kimmel Live After The Academy Awards	☐	☐	☐	☐
44 Jimmy Kimmel Live ... Game Night	☐	☐	☐	☐
45 Ken Burns Films	☐	☐	☐	☐
46 The Kennedy Center Mark Twain Prize	☐	☐	☐	☐
47 Late Late Show Carpool Karaoke	☐	☐	☐	☐
48 Live From Lincoln Center	☐	☐	☐	☐
49 Macy's Fourth of July Fireworks Spectacular	☐	☐	☐	☐
50 Macy's Thanksgiving Day Parade	☐	☐	☐	☐
51 Mary Tyler Moore - Love Around Special	☐	☐	☐	☐
52 Michael Jackson's Halloween	☐	☐	☐	☐
53 Miss America	☐	☐	☐	☐
54 Miss Universe Pageant	☐	☐	☐	☐
55 Miss USA Pageant	☐	☐	☐	☐
56 Murray Saves Christmas	☐	☐	☐	☐
57 National Dog Show	☐	☐	☐	☐
58 National Memorial Day Concert	☐	☐	☐	☐
59 New Year's Eve Live	☐	☐	☐	☐
60 New Year's Eve With Carson Daly	☐	☐	☐	☐
61 Oscar's Red Carpet Live	☐	☐	☐	☐
62 People's Choice Awards	☐	☐	☐	☐
63 POV	☐	☐	☐	☐
64 Prep & Landing	☐	☐	☐	☐
65 Primetime Emmy Awards	☐	☐	☐	☐
66 Primetime News Specials	☐	☐	☐	☐
67 Red Nose Day	☐	☐	☐	☐
68 Rent	☐	☐	☐	☐
69 Robbie the Reindeer	☐	☐	☐	☐
70 Rudolph the Red-Nosed Reindeer	☐	☐	☐	☐
71 Rudolph's Shiny New Year	☐	☐	☐	☐
72 Salvation	☐	☐	☐	☐
73 Saturday Night Live Specials	☐	☐	☐	☐
74 Secrets of the Dead	☐	☐	☐	☐
75 Shrek the Halls	☐	☐	☐	☐
76 A 60th Anniversary Grammy Special	☐	☐	☐	☐
77 Soul Train Music Awards	☐	☐	☐	☐
78 The Story of Santa Claus	☐	☐	☐	☐
79 Super Bowl's Greatest Commercials	☐	☐	☐	☐
80 Superbook	☐	☐	☐	☐
81 Teen Choice Awards	☐	☐	☐	☐
82 The Ten Commandments (1956)	☐	☐	☐	☐
83 A Toast to 2017	☐	☐	☐	☐
84 Tony Awards	☐	☐	☐	☐
85 Tournament of Roses Parade	☐	☐	☐	☐
86 Toy Story of Terror	☐	☐	☐	☐
87 Toy Story That Time Forgot	☐	☐	☐	☐
88 Trolls Holiday Special	☐	☐	☐	☐
89 A Very Pentatonix Christmas	☐	☐	☐	☐
90 Victoria's Secret Fashion Show	☐	☐	☐	☐
91 Walt Disney Specials	☐	☐	☐	☐
92 We Day	☐	☐	☐	☐
	6	5	1	4

TELEVISION VIEWING — SPANISH LANGUAGE

SPANISH TELEVISION VIEWING

66A

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

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?

		1. How many times a week						2. Yesterday	3. Attention			4. Where watched			
	NEWS	None	1	2	3	4	5	Yes	Full	Most	Some	Your Own Home	Someone Else's Home	At Work	Some-where Else
01	Noticiero Telemundo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	Noticiero Univision	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	EARLY MORNING PROGRAMS														
03	Despierta América	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	Un Nuevo Dia	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	DAYTIME														
05	Caso Cerrado	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	Como Dice El Dicho	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	Hoy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	Laura	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09	Lo Mejor del Caso Cerrado	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	Mujer Casos De La Vida Real	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	Noticiero Univision: Edicion Digital	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12	Suelta La Sopa	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	MONDAY THROUGH FRIDAY PROGRAMS														
13	Al Rojo Vivo con María Celeste	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14	Caso Cerrado Edición Estelar	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15	El Chavo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16	El Gordo y La Flaca	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17	La C.Q.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18	La Rosa De Guadalupe	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19	Pequeños Gigantes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20	Pokemon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21	Primer Impacto	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22	Veredicto Final	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	LATE NIGHT SHOWS														
23	Cineplex	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24	Decisiones	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25	Desmadrugados	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26	Drug Wars	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27	Estrellados	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28	La Familia P. Luche	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29	Laura	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30	Noticiero Univision: Edición Nocturna	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		X	1	2	3	4	5	6	8	9	0	5	1	2	4

66C

Listed below are television programs that are shown **once a week.** Please check in the appropriate columns below.

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?

		1. How many times a month					2. Yesterday	3. Attention			4. Where watched			
	ONCE A WEEK PROGRAMS	None	1	2	3	4	Yes	Full	Most	Some	Your Own Home	Someone Else's Home	Hotel/ Motel	Some-where Else
01	Al Punto	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	Aquí y Ahora	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	Aventura Animal	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	Calimero	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	El Chapo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	El Chapulin Colorado	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	El Chavo Animado	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	Cine Cantinflas	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09	Cine De Las Estrellas	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	Cine Especial	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	Cine Exclusivo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12	Cine Millonario	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	Cineplex	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14	Como Dice El Dicho	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15	Cortés, Conquistador de México	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16	Crónicas De Sábado	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17	Decontrol	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18	Despierta América Presenta: Dr Juan	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19	Despierta América Presenta: Sin Rollo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20	Don Francisco Te Invita	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21	Enfoque	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22	La Gran Sorpresa	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23	Handy Manny	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24	El Juego De Las Estrellas	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25	Lánzate	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26	Luis Miguel	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27	Master Chef Latino	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28	Mickey Mouse Clubhouse	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29	Mira Quien Baila	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30	Los Mosqueteros	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31	Nuestra Belleza Latina: Belleza Total	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32	Netas Divinas	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33	Nicky Jam: El Ganador	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34	Nosotros Los Guapos	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35	Noticias Telemundo Primera Plana	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36	Noticiero Univision - Fin de Semana	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37	Recuerda y Gana	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38	Reino Animal	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39	Sesame Amigos	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
40	Súper Genios	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41	Todo Queda En Familia	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42	Vecinos	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		X	1	2	3	4	6	8	9	0	5	1	6	4

SPORTS

66E

1. Did you watch any program when it was shown on television **in the past 12 months?**
2. **How many times a month** do you usually watch the following programs?
3. If you watched the program **in the past 12 months,** how much attention were you paying?
4. If you watched the program **in the past 12 months,** where did you watch it?

	SPORTS PROGRAMS	Yes	None	One	Two	Three	Four	Full	Most	Some	Your Own Home	Some-where Else
01	Contacto Deportivo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	Fútbol Central	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	Liga Mexicana De Fútbol	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	República Deportiva	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	Sólo Boxeo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	Titulares y Más	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	Zona NBA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		6	X	1	2	3	4	8	9	0	5	4

66F

1. 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.)

	SEASONAL SPORTS	Yes	Full	Most	Some	Your Own Home	Someone Else's Home	Hotel/ Motel	Bar Restaurant	Some-where Else
01	Boxeo Telemundo	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	CONCACAF Champions League	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	Copa América	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	Copa Oro	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	Fútbol Estelar	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	Major League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	Superliga	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	UEFA Champions League	☐	☐	☐	☐	☐	☐	☐	☐	☐
09	UEFA Europa League	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	UEFA Nations League	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	USA vs Mexico Friendlies	☐	☐	☐	☐	☐	☐	☐	☐	☐
		6	8	9	0	5	1	6	3	4

SOAP OPERAS/ NOVELAS

1. Did you watch any program when it was shown on television **in the past 12 months?**

66H

		Watched Past 12 months Yes
	DAYTIME	
01	*TELEMUNDO:* (Reglas de Juego, Me Robo Mi Vida, La Hija Prodiga)	☐
02	*UNIMAS:* (Abismo De Pasion, Hasta El Fin Del Mundo)	☐
03	*UNIVISION:* (Las Amazonas, Lo Que La Vida Me Robo, Simplemente Maria)	☐
	PRIME TIME	
04	*TELEMUNDO:* (Jose Jose: El Principe de la Cancion, Sangre de Mi Tierra, Al Otro Lado del Muro, Sin Senos Si Hay Paraiso, Señora Acero, El Senor de Los Cielos, La Reina del Sur)	☐
05	*UNIMAS:* (Lady, La Vendedora De Rosas, La Niña, La Tierra Prometida)	☐
06	*UNIVISION:* (Caer En Tentacion, El Rico y Lazaro, Enamorandome De Ramon, La Bella y Las Bestias, Mi Marido Tiene Familia, Papa A Toda Madre, Rey David)	☐
		6

ANNUAL EVENTS/ SPECIALS

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.)

66L

	ANNUAL EVENTS/SPECIALS	Watched Past 12 months Yes	Where Watched: Your Own Home	Where Watched: Someone Else's Home	Where Watched: Some-where Else
01	Alfombra de Premios Tu Mundo	☐	☐	☐	☐
02	La Alfombra Roja de Billboard	☐	☐	☐	☐
03	The Bible	☐	☐	☐	☐
04	Cine Especial	☐	☐	☐	☐
05	El Desfile de las Rosas	☐	☐	☐	☐
06	Detrás de la Fama	☐	☐	☐	☐
07	Feliz Año Nuevo	☐	☐	☐	☐
08	El Grito de México	☐	☐	☐	☐
09	iHeartRadio Fiesta Latina	☐	☐	☐	☐
10	Latin AMA's	☐	☐	☐	☐
11	Latin Billboard Music Awards	☐	☐	☐	☐
12	Latin Grammy	☐	☐	☐	☐
13	Las Mañanitas a la Virgen de Guadalupe	☐	☐	☐	☐
14	Miss Venezuela	☐	☐	☐	☐
15	Nuestra Belleza de México	☐	☐	☐	☐
16	Premio Lo Nuestro	☐	☐	☐	☐
17	Premios Bandamax	☐	☐	☐	☐
18	Premios Billboard: Acceso VIP	☐	☐	☐	☐
19	Premios Juventud	☐	☐	☐	☐
20	Premios Oye	☐	☐	☐	☐
21	Premios Tu Mundo	☐	☐	☐	☐
22	Premios "TV y Novelas"	☐	☐	☐	☐
23	Premios Univision Deportes	☐	☐	☐	☐
24	Teletón USA	☐	☐	☐	☐
		6	5	1	4

TELEVISION NETWORKS

66Y

Network	Did you watch any program from this network ONLINE using a computer, cell phone, etc., in the past 30 days?	Did you watch any program from this network using VIDEO-ON-DEMAND, in the past 30 days?
01 ABC	☐	☐
02 A&E	☐	☐
03 Adult Swim	☐	☐
04 AMC	☐	☐
05 American Heroes Channel	☐	☐
06 Animal Planet	☐	☐
07 ASPiRE	☐	☐
08 Azteca	☐	☐
09 BabyFirst	☐	☐
10 BBC America	☐	☐
11 BBC World News	☐	☐
12 beIN Sports	☐	☐
13 beIN Sports en Espanol	☐	☐
14 BET (Black Entertainment TV)	☐	☐
15 BET Her	☐	☐
16 Bloomberg Television	☐	☐
17 Bounce TV	☐	☐
18 BRAVO	☐	☐
19 Cartoon Network	☐	☐
20 CBS	☐	☐
21 CBS Sports Network	☐	☐
22 Cinemax	☐	☐
23 CMT (Country Music Television)	☐	☐
24 CNBC	☐	☐
25 CNN	☐	☐
26 Comedy Central	☐	☐
27 Cooking Channel	☐	☐
28 COZI TV	☐	☐
29 CW	☐	☐
30 Destination America	☐	☐
31 Discovery Channel	☐	☐
32 Discovery Family	☐	☐
33 Discovery Life Channel	☐	☐
34 Disney Channel	☐	☐
35 Disney Junior	☐	☐
36 Disney XD	☐	☐
37 DIY Network	☐	☐
38 E! (Entertainment Television)	☐	☐
39 El Rey	☐	☐
40 EPIX	☐	☐
41 ESPN	☐	☐
42 ESPN2	☐	☐
43 ESPNU	☐	☐
44 ESPN Classic	☐	☐
45 ESPN News	☐	☐
46 Estrella TV	☐	☐
47 Flix	☐	☐
48 FM	☐	☐
49 Food Network	☐	☐
50 FOX	☐	☐
51 Fox Business Network	☐	☐
52 Fox News Channel	☐	☐
53 Fox Sports 1	☐	☐
54 Fox Sports 2	☐	☐
55 Freeform	☐	☐
56 Fuse	☐	☐
57 FX	☐	☐
58 FXM (FX Movie Channel)	☐	☐
59 FXX	☐	☐
60 FYI	☐	☐
61 Galavision	☐	☐
62 Golf Channel	☐	☐
63 GAC (Great American Country)	☐	☐
64 GSN (Game Show Network)	☐	☐
65 Hallmark Channel	☐	☐
66 Hallmark Movies & Mysteries	☐	☐
67 History Channel	☐	☐
68 HBO	☐	☐
69 HGTV (Home & Garden Television)	☐	☐
70 HLN	☐	☐
	1	2

TELEVISION NETWORKS (Continued)

	Did you watch any program from this network ONLINE using a computer, cell phone, etc., in the past 30 days?	Did you watch any program from this network using VIDEO-ON-DEMAND, in the past 30 days?
71 HSN (Home Shopping Network)	☐	☐
72 IFC TV	☐	☐
73 INSP	☐	☐
74 Investigation Discovery	☐	☐
75 ION	☐	☐
76 Lifetime	☐	☐
77 Lifetime Movies	☐	☐
78 Logo	☐	☐
79 MAVTV	☐	☐
80 MeTV	☐	☐
81 MLB Network	☐	☐
82 MSNBC	☐	☐
83 The Movie Channel	☐	☐
84 MTV (Music Television)	☐	☐
85 MTV Classic	☐	☐
86 MTV 2	☐	☐
87 MTV Live	☐	☐
88 Music Choice	☐	☐
89 Nat Geo Wild	☐	☐
90 National Geographic Channel	☐	☐
91 NBA TV	☐	☐
92 NBC	☐	☐
93 NBC Sports Network	☐	☐
94 NFL Network	☐	☐
95 NHL Network	☐	☐
96 Nick at Nite	☐	☐
97 Nick Jr.	☐	☐
98 Nickelodeon	☐	☐
99 Outdoor Channel	☐	☐
100 Ovation TV	☐	☐
101 OWN (Oprah Winfrey Network)	☐	☐
102 Oxygen	☐	☐
103 Paramount Network	☐	☐
104 PBS	☐	☐
105 PBS KIDS	☐	☐
106 POP	☐	☐
107 QVC	☐	☐
108 Reelz Channel	☐	☐
109 RFD-TV (Rural Free Delivery TV)	☐	☐
110 SCI	☐	☐
111 Showtime	☐	☐
112 Smithsonian Channel	☐	☐
113 Sportsman Channel	☐	☐
114 Starz	☐	☐
115 Starz Encore	☐	☐
116 SundanceTV	☐	☐
117 SYFY	☐	☐
118 TBS	☐	☐
119 TeenNick	☐	☐
120 Tennis Channel	☐	☐
121 TLC	☐	☐
122 TNT	☐	☐
123 Travel Channel	☐	☐
124 truTV	☐	☐
125 TCM (Turner Classic Movies)	☐	☐
126 TV Land	☐	☐
127 TV Land Classic	☐	☐
128 TV One	☐	☐
129 Universal Kids	☐	☐
130 Universo	☐	☐
131 Univision Deportes Network (UDN)	☐	☐
132 UP TV	☐	☐
133 USA Network	☐	☐
134 Velocity	☐	☐
135 Vh1	☐	☐
136 Viceland	☐	☐
137 The Weather Channel	☐	☐
138 WE tv	☐	☐
139 WGN America	☐	☐
	1	2

MOVIE ATTENDANCE

69A-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)?
- Once a week or more ☐ 5
- 2-3 times a month ☐ 6
- Once a month ☐ 7
- Less than once a month ☐ 8

Do you prefer to see a new movie:
- Opening weekend ☐ 9
- After opening weekend, but within the first 2 weeks ☐ 0
- After the second week ☐ X

Theaters you visited in the last 12 months: 69B-0
- AMC ☐ 1
- Carmike ☐ 2
- Cinemark/Century ☐ 3
- Cineplex ☐ 4
- Marcus ☐ 5
- National Amusements ☐ 6
- Regal Cinemas ☐ 7
- Other theater ☐ 8

In the last 12 months did you attend a movie . . .
- In 3D ☐ 9
- In an Imax theater ☐ 0

MOVIE VIEWING

69C

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: Rented past 6 months	Viewed on DVD, Blu-ray or Video Tape: Purchased past 6 months	Viewed with Video On Demand or PPV past 6 months	Down-loaded or Streamed from the Internet, past 6 months
47 Meters Down	☐	☐	☐	☐	☐ 01
A Bad Moms Christmas	☐	☐	☐	☐	☐ 02
A Dog's Purpose	☐	☐	☐	☐	☐ 03
Alien: Covenant	☐	☐	☐	☐	☐ 04
All Eyez on Me	☐	☐	☐	☐	☐ 05
All the Money in the World	☐	☐	☐	☐	☐ 06
American Assassin	☐	☐	☐	☐	☐ 07
American Made	☐	☐	☐	☐	☐ 08
Annabelle: Creation	☐	☐	☐	☐	☐ 09
Atomic Blonde	☐	☐	☐	☐	☐ 10
Baby Driver	☐	☐	☐	☐	☐ 11
Baywatch	☐	☐	☐	☐	☐ 12
Beauty and the Beast (2017)	☐	☐	☐	☐	☐ 13
The Big Sick	☐	☐	☐	☐	☐ 14
Black Panther	☐	☐	☐	☐	☐ 15
Blade Runner 2049	☐	☐	☐	☐	☐ 16
Born in China	☐	☐	☐	☐	☐ 17
The Boss Baby	☐	☐	☐	☐	☐ 18
Call Me by Your Name	☐	☐	☐	☐	☐ 19
Captain Underpants: The First Epic Movie	☐	☐	☐	☐	☐ 20
Cars 3	☐	☐	☐	☐	☐ 21
The Case for Christ	☐	☐	☐	☐	☐ 22
CHiPs	☐	☐	☐	☐	☐ 23
The Circle (2017)	☐	☐	☐	☐	☐ 24
Coco	☐	☐	☐	☐	☐ 25
Daddy's Home 2	☐	☐	☐	☐	☐ 26
The Dark Tower	☐	☐	☐	☐	☐ 27
Darkest Hour	☐	☐	☐	☐	☐ 28
Despicable Me 3	☐	☐	☐	☐	☐ 29
Diary of a Wimpy Kid: The Long Haul	☐	☐	☐	☐	☐ 30
	1	2	3	4	5

Continued in next Column

MOVIE VIEWING (Continued)

Movie Title	Saw at Movie Theater past 6 months	Viewed on DVD, Blu-ray or Video Tape: Rented past 6 months	Viewed on DVD, Blu-ray or Video Tape: Purchased past 6 months	Viewed with Video On Demand or PPV past 6 months	Down-loaded or Streamed from the Internet, past 6 months
The Disaster Artist	☐	☐	☐	☐	☐ 31
Downsizing	☐	☐	☐	☐	☐ 32
Dunkirk	☐	☐	☐	☐	☐ 33
The Emoji Movie	☐	☐	☐	☐	☐ 34
Everything, Everything	☐	☐	☐	☐	☐ 35
The Fate of the Furious	☐	☐	☐	☐	☐ 36
Father Figures	☐	☐	☐	☐	☐ 37
Ferdinand	☐	☐	☐	☐	☐ 38
Fifty Shades Freed	☐	☐	☐	☐	☐ 39
The Foreigner	☐	☐	☐	☐	☐ 40
Geostorm	☐	☐	☐	☐	☐ 41
Get Out	☐	☐	☐	☐	☐ 42
Ghost in the Shell (2017)	☐	☐	☐	☐	☐ 43
Gifted	☐	☐	☐	☐	☐ 44
Girls Trip	☐	☐	☐	☐	☐ 45
Going in Style (2017)	☐	☐	☐	☐	☐ 46
The Great Wall	☐	☐	☐	☐	☐ 47
The Greatest Showman	☐	☐	☐	☐	☐ 48
Guardians of the Galaxy Vol. 2	☐	☐	☐	☐	☐ 49
Happy Death Day	☐	☐	☐	☐	☐ 50
The Hitman's Bodyguard	☐	☐	☐	☐	☐ 51
Home Again	☐	☐	☐	☐	☐ 52
The House	☐	☐	☐	☐	☐ 53
How to be a Latin Lover	☐	☐	☐	☐	☐ 54
It (2017)	☐	☐	☐	☐	☐ 55
Jigsaw	☐	☐	☐	☐	☐ 56
John Wick: Chapter Two	☐	☐	☐	☐	☐ 57
Jumanji: Welcome to the Jungle	☐	☐	☐	☐	☐ 58
Justice League	☐	☐	☐	☐	☐ 59
Kidnap (2017)	☐	☐	☐	☐	☐ 60
King Arthur: Legend of the Sword	☐	☐	☐	☐	☐ 61
Kingsman: The Golden Circle	☐	☐	☐	☐	☐ 62
Kong: Skull Island	☐	☐	☐	☐	☐ 63
Lady Bird	☐	☐	☐	☐	☐ 64
Leap!	☐	☐	☐	☐	☐ 65
The LEGO Batman Movie	☐	☐	☐	☐	☐ 66
The LEGO Ninjago Movie	☐	☐	☐	☐	☐ 67
Life (2017)	☐	☐	☐	☐	☐ 68
Logan	☐	☐	☐	☐	☐ 69
Logan Lucky	☐	☐	☐	☐	☐ 70
The Mountain Between Us	☐	☐	☐	☐	☐ 71
The Mummy (2017)	☐	☐	☐	☐	☐ 72
Murder on the Orient Express (2017)	☐	☐	☐	☐	☐ 73
My Little Pony: The Movie	☐	☐	☐	☐	☐ 74
The Nut Job 2: Nutty by Nature	☐	☐	☐	☐	☐ 75
Only The Brave	☐	☐	☐	☐	☐ 76
Pirates of the Caribbean: Dead Men Tell No Tales	☐	☐	☐	☐	☐ 77
Pitch Perfect 3	☐	☐	☐	☐	☐ 78
The Post	☐	☐	☐	☐	☐ 79
Power Rangers (2017)	☐	☐	☐	☐	☐ 80
Rough Night	☐	☐	☐	☐	☐ 81
The Shack	☐	☐	☐	☐	☐ 82
The Shape of Water	☐	☐	☐	☐	☐ 83
Smurfs: The Lost Village	☐	☐	☐	☐	☐ 84
Snatched	☐	☐	☐	☐	☐ 85
Spider-Man: Homecoming	☐	☐	☐	☐	☐ 86
Split	☐	☐	☐	☐	☐ 87
Star Wars: The Last Jedi	☐	☐	☐	☐	☐ 88
The Star	☐	☐	☐	☐	☐ 89
Thor: Ragnarok	☐	☐	☐	☐	☐ 90
Three Billboards Outside Ebbing, Missouri	☐	☐	☐	☐	☐ 91
Transformers: The Last Knight	☐	☐	☐	☐	☐ 92
Tyler Perry's Boo 2! A Madea Halloween	☐	☐	☐	☐	☐ 93
Valerian and the City of a Thousand Planets	☐	☐	☐	☐	☐ 94
Victoria and Abdul	☐	☐	☐	☐	☐ 95
War for the Planet of the Apes	☐	☐	☐	☐	☐ 96
Wind River	☐	☐	☐	☐	☐ 97
Wonder	☐	☐	☐	☐	☐ 98
Wonder Woman	☐	☐	☐	☐	☐ 99
The Zookeeper's Wife	☐	☐	☐	☐	☐ 100
	1	2	3	4	5

CONSUMER ATTITUDES

YOUR INTENTIONS

69K **IN THE NEXT TWELVE MONTHS, HOW LIKELY ARE YOU OR SOMEONE IN YOUR HOUSEHOLD TO:**

	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
Home:				
Buy your first house/residence	☐	☐	☐	☐ 01
Buy a second house/or vacation home	☐	☐	☐	☐ 02
Sell your house/residence	☐	☐	☐	☐ 03
Take out a 2nd Mortgage or Equity Loan	☐	☐	☐	☐ 04
Remodel your home:				
Remodel Kitchen	☐	☐	☐	☐ 05
Remodel Bathroom	☐	☐	☐	☐ 06
Convert room to home office	☐	☐	☐	☐ 07
Add rooms – Exterior Additions	☐	☐	☐	☐ 08
Other	☐	☐	☐	☐ 09
Buy insurance or financial products:				
Homeowner or personal property	☐	☐	☐	☐ 10
Life insurance	☐	☐	☐	☐ 11
Auto insurance	☐	☐	☐	☐ 12
Invest in stocks, bonds, or mutual funds	☐	☐	☐	☐ 13
Travel: Vacation within the U.S.:				
Hawaii	☐	☐	☐	☐ 14
Florida	☐	☐	☐	☐ 15
Theme Park	☐	☐	☐	☐ 16
Other	☐	☐	☐	☐ 17
Cruise: (for more than 1 day)	☐	☐	☐	☐ 18
Travel: Vacation abroad:				
Europe	☐	☐	☐	☐ 19
Caribbean	☐	☐	☐	☐ 20
Mexico	☐	☐	☐	☐ 21
South America	☐	☐	☐	☐ 22
Other	☐	☐	☐	☐ 23
Vehicle:				
Buy a new vehicle	☐	☐	☐	☐ 24
Buy a used or pre-owned vehicle	☐	☐	☐	☐ 25
Lease a vehicle	☐	☐	☐	☐ 26
Buy/lease vehicle type:				
2-door car	☐	☐	☐	☐ 27
4-door car	☐	☐	☐	☐ 28
Van/Mini-van	☐	☐	☐	☐ 29
Motorcycle	☐	☐	☐	☐ 30
Sport Utility Vehicle	☐	☐	☐	☐ 31
Truck	☐	☐	☐	☐ 32
Hybrid/Alternative Fuel Vehicle	☐	☐	☐	☐ 33
Buy electronics:				
E-reader (e.g. Amazon Kindle)	☐	☐	☐	☐ 34
Tablet (e.g. Apple iPad)	☐	☐	☐	☐ 35
Smartwatch	☐	☐	☐	☐ 36
Home theater system	☐	☐	☐	☐ 37
Large flat screen/HDTV (27" - 42")	☐	☐	☐	☐ 38
Giant flat screen/HDTV (43" or more)	☐	☐	☐	☐ 39
Digital video camera/Digital camera	☐	☐	☐	☐ 40
Desktop computer	☐	☐	☐	☐ 41
Laptop computer	☐	☐	☐	☐ 42
Satellite Radio	☐	☐	☐	☐ 43
Smartphone	☐	☐	☐	☐ 44
Smart Speaker (e.g. Amazon Echo)	☐	☐	☐	☐ 45
"SmartHome" hub	☐	☐	☐	☐ 46
Lifestyle (you personally):				
Get engaged	☐	☐	☐	☐ 47
Become a parent	☐	☐	☐	☐ 48
Become a grandparent	☐	☐	☐	☐ 49
Have a child go away to college	☐	☐	☐	☐ 50
Have a child graduate from college	☐	☐	☐	☐ 51
Have a child get married	☐	☐	☐	☐ 52
Retire from full-time work	☐	☐	☐	☐ 53
Rollover from pension/IRA/401(k)	☐	☐	☐	☐ 54
Collect lump-sum from pension/IRA/401(k)	☐	☐	☐	☐ 55
Start or buy a new business	☐	☐	☐	☐ 56
Start or return to school	☐	☐	☐	☐ 57
Change jobs	☐	☐	☐	☐ 58
Get a dog or cat	☐	☐	☐	☐ 59
	1	2	3	4

CONSUMER CONFIDENCE

69M-0

Thinking of the **last 12 months,** do you believe that you and your household are better off or worse off financially than you were **one year ago?**

Better now ☐ 1 About the same ☐ 2 Worse now ☐ 3

Thinking of the **next 12 months,** do you think you and your household will be better off or worse off financially **one year from now?**

Better ☐ 4 About the same ☐ 5 Worse ☐ 6

Thinking of the **last 12 months,** do you believe that the economy and business conditions in the country as a whole are better or worse now than **one year ago?**

Better now ☐ 7 About the same ☐ 8 Worse now ☐ 9

Thinking of the **next 12 months,** do you think that the economy and business conditions in the country as a whole will be better or worse **one year from now?**

Better ☐ 0 About the same ☐ X Worse ☐ Y

GENERAL ATTITUDES/INTEREST IN ADVERTISING

The following items help us to understand how General Attitudes about lifestyles relate to needs for and use of specific products and services. Please indicate how much you disagree or agree with each of the following statements by circling the number that comes closest to describing how you feel. There are no right or wrong answers — just answers that describe you best. (Please circle one number in each row.)

69E

	DISAGREE		AGREE	
	Mostly	Somewhat	Somewhat	Mostly
1. I am often interested in theories	1	2	3	4
2. I often ask people's advice about clothes, vacations, and other spending decisions	1	2	3	4
3. A good negotiator doesn't just get the food in the bowl, but the bowl itself	1	2	3	4
4. I love to make things I can use everyday	1	2	3	4
5. I follow the latest trends and fashions	1	2	3	4
6. Just as the Bible says, the world literally was created in six days	1	2	3	4
7. I like being in charge of a group	1	2	3	4
8. I like to learn about art, culture, and history	1	2	3	4
9. I often crave excitement	1	2	3	4
10. I am really interested in only a few things	1	2	3	4
11. I would rather make something than buy it	1	2	3	4
12. I dress more fashionably than most people	1	2	3	4
13. The federal government should encourage prayers in public schools	1	2	3	4
14. I have more ability than most people	1	2	3	4
15. I consider myself an intellectual	1	2	3	4
16. Only a fool gives more than they get	1	2	3	4
17. I like trying new things	1	2	3	4
18. I am very interested in how mechanical things, such as engines, work	1	2	3	4
19. I like to dress in the latest fashions	1	2	3	4
20. There is too much sex on television today	1	2	3	4
21. I like to lead others	1	2	3	4
22. People who think too much annoy me	1	2	3	4
23. I like a lot of excitement in my life	1	2	3	4
24. I must admit that my interests are somewhat narrow and limited	1	2	3	4
25. I like making things of wood, metal, or other such material	1	2	3	4
26. I want to be considered fashionable	1	2	3	4
27. Religion is the most important way to know what's morally correct	1	2	3	4
28. I like the challenge of doing something I have never done before	1	2	3	4
29. No matter how much evil I see in the world, my faith in God is strong	1	2	3	4
30. I like to make things with my hands	1	2	3	4
31. I am always looking for a thrill	1	2	3	4
32. I like doing things that are new and different	1	2	3	4
33. I like to look through hardware or automotive stores	1	2	3	4
34. I would like to understand more about how the universe works	1	2	3	4
35. I need to get the news everyday	1	2	3	4
36. I like outrageous people and things	1	2	3	4
37. I like a lot of variety in my life	1	2	3	4
38. I must admit that I like to show off	1	2	3	4
39. I would like to spend a year or more in a foreign country	1	2	3	4
40. A woman's life is fulfilled only if she can provide a happy home for her family.	1	2	3	4
41. I like to learn about things even if they may never be of any use to me	1	2	3	4
42. I like my life to be pretty much the same from week to week	1	2	3	4

ATTITUDES TOWARD ADVERTISING

Please read the following statements and check the box that most closely reflects your opinion.

63B

Attitudes Toward Advertising

	Does not describe your attitude at all									Describes your attitude completely
	1	2	3	4	5	6	7	8	9	10
1. Advertising helps me keep up-to-date about products and services that I need or would like to have	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2. Too many products do not perform as well as the ads claim	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3. Advertising is more manipulative than it is informative	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4. Much of advertising is way too annoying	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5. I like to look at advertising	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
6. On average, brands that are advertised are better in quality than brands that are not advertised	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

PERSONAL VALUES

69N **Please rate on a scale of 1 to 7, with '1' meaning not at all important and '7' meaning extremely important. For each personal value, *please circle the number that best describes how important, if at all, it is to you as a guiding principle in your life.* You should mark values that are of average importance to you towards the middle of the scale.**

	How Important To You?						
	Not at all important			Average importance			Extremely important
1. **Wealth:** Having material possessions, a lot of money	1	2	3	4	5	6	7
2. **Status:** Achieving a higher social status	1	2	3	4	5	6	7
3. **Ambition:** Aspiring to get ahead	1	2	3	4	5	6	7
4. **Honesty:** Being sincere, having integrity	1	2	3	4	5	6	7
5. **Being in tune with nature:** Fitting into nature	1	2	3	4	5	6	7
6. **Preserving the environment:** Helping to preserve nature	1	2	3	4	5	6	7
7. **Creativity:** Being creative, imaginative	1	2	3	4	5	6	7
8. **Freedom:** Having freedom of action and thought	1	2	3	4	5	6	7
9. **Curiosity:** Wanting to explore and learn about new things	1	2	3	4	5	6	7
10. **Public image:** Protecting my reputation, saving face	1	2	3	4	5	6	7
11. **Protecting the family:** Having safety for loved ones	1	2	3	4	5	6	7
12. **Social responsibility:** Working for the welfare of society	1	2	3	4	5	6	7
13. **Equality:** Desiring equal opportunity for all	1	2	3	4	5	6	7
14. **Stable personal relationships:** Maintaining a long-term commitment to friends and loved ones	1	2	3	4	5	6	7
15. **Romance:** Having romance in my life	1	2	3	4	5	6	7
16. **Enjoying life:** Doing things because I like them	1	2	3	4	5	6	7
17. **Having fun:** Having a good time	1	2	3	4	5	6	7
18. **Adventure:** Seeking adventure and risk	1	2	3	4	5	6	7
19. **Sex:** Achieving a fulfilling sexual life	1	2	3	4	5	6	7
20. **Looking good:** Seeking the utmost attractive appearance	1	2	3	4	5	6	7
21. **Duty:** Fulfilling obligations to family, community and country	1	2	3	4	5	6	7
22. **Respecting ancestors:** Showing respect for those who came before us	1	2	3	4	5	6	7
23. **Traditional gender roles:** Following traditional roles for men and women	1	2	3	4	5	6	7
24. **Faith:** Holding to religious faith and belief	1	2	3	4	5	6	7
25. **Learning:** Continuing to learn throughout my life	1	2	3	4	5	6	7
26. **Helpfulness:** Making the effort to assist others	1	2	3	4	5	6	7
27. **Friendship:** Having close, supportive friends	1	2	3	4	5	6	7
28. **Power:** Having control over people and resources	1	2	3	4	5	6	7
29. **Open-mindedness:** Being broad-minded	1	2	3	4	5	6	7
30. **Social tolerance:** Respecting ethnic, religious, and racial differences	1	2	3	4	5	6	7
31. **Authenticity:** Being true to myself	1	2	3	4	5	6	7
32. **Self-reliance:** Being self reliant, choosing my own goals	1	2	3	4	5	6	7
33. **Tradition:** Preserving time-honored customs	1	2	3	4	5	6	7
34. **Being youthful:** Feeling young	1	2	3	4	5	6	7
35. **Excitement:** Having stimulating experiences	1	2	3	4	5	6	7
36. **Self-interest:** Putting my interests ahead of others'	1	2	3	4	5	6	7
37. **Knowledge:** Being well educated	1	2	3	4	5	6	7
38. **Simplicity:** Keeping your life and mind as uncluttered as possible	1	2	3	4	5	6	7
39. **Cultural purity:** Keeping my culture free from outside influences	1	2	3	4	5	6	7
40. **Working hard:** Always giving my best effort	1	2	3	4	5	6	7
41. **Modesty:** Being modest, self-effacing	1	2	3	4	5	6	7
42. **Thrift:** Being economical or careful with money and avoiding excesses	1	2	3	4	5	6	7

YOUR ATTITUDES

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.

62Y	DISAGREE Completely	DISAGREE Somewhat	AGREE Somewhat	AGREE Completely	
	1	2	3	4	
1. I try to eat dinner with my family almost every night	☐	☐	☐	☐	01
2. I am so busy, I often can't finish everything I need to in a day	☐	☐	☐	☐	02
3. I strive to achieve a high social status	☐	☐	☐	☐	03
4. The government should pay more attention to environmental issues	☐	☐	☐	☐	04
5. I like to shower my loved ones with gifts	☐	☐	☐	☐	05
6. I like to give the impression that my life is under control	☐	☐	☐	☐	06
7. Given the choice, I would be my own boss	☐	☐	☐	☐	07
8. Prayer is a part of my daily life	☐	☐	☐	☐	08
9. Marriage should only be legal between a man and a woman	☐	☐	☐	☐	09
10. I am interested in finding out how I can help the environment	☐	☐	☐	☐	10
11. I don't mind giving up my personal time for work	☐	☐	☐	☐	11
12. Risk-taking is exciting to me	☐	☐	☐	☐	12
13. I am very interested in the fine arts	☐	☐	☐	☐	13
14. I purchase products to help organize my life	☐	☐	☐	☐	14
15. Religion should be the pillar of our society	☐	☐	☐	☐	15
16. I often find myself in a leadership position	☐	☐	☐	☐	16
17 I like to live a lifestyle that impresses others	☐	☐	☐	☐	17
18. Spending time with my family is my top priority	☐	☐	☐	☐	18
19. I work primarily for the salary	☐	☐	☐	☐	19
20. I prefer a set routine in my daily life	☐	☐	☐	☐	20
21. Global warming is a serious threat	☐	☐	☐	☐	21
22. I enjoy showing off my home to guests	☐	☐	☐	☐	22
23. I feel really good about seeing celebrities in the media that share my ethnic background	☐	☐	☐	☐	23
24. I like to learn about foreign cultures	☐	☐	☐	☐	24
25. Keeping a neat, organized home is a top priority for me	☐	☐	☐	☐	25
26. I feel I am more environmentally conscious than most people	☐	☐	☐	☐	26
27. Even if things look messy, I know where everything is	☐	☐	☐	☐	27
28. I consider myself sophisticated	☐	☐	☐	☐	28
29. I must admit, I work most weekends	☐	☐	☐	☐	29
30. Children have a right to be spoiled	☐	☐	☐	☐	30
31. I attend religious services regularly	☐	☐	☐	☐	31
32. My philosophy is "Life should be as much fun as possible."	☐	☐	☐	☐	32
33. I am typically willing to pay more for high-quality items	☐	☐	☐	☐	33
34. I'd rather prepare a meal than eat in a restaurant	☐	☐	☐	☐	34
35. A company's environmental record is important to me in my purchasing decisions	☐	☐	☐	☐	35
36. I consider myself a spiritual person	☐	☐	☐	☐	36
37. My friends are the most important thing in my life	☐	☐	☐	☐	37
38. I often feel like my life is slipping out of control	☐	☐	☐	☐	38
39. I enjoy being the center of attention	☐	☐	☐	☐	39
40 My goal is to make it to the top of my profession	☐	☐	☐	☐	40
41. I seek out variety in my everyday life	☐	☐	☐	☐	41
42. It's important to me that my children continue my family's cultural traditions	☐	☐	☐	☐	42
43. Family is important to me, but I have other interests that are equally important	☐	☐	☐	☐	43
44. I consider myself to be very sociable	☐	☐	☐	☐	44
45. People who are worried about the environment are overreacting	☐	☐	☐	☐	45
46. My cultural/ethnic heritage is an important part of who I am	☐	☐	☐	☐	46
47. I frequently wish I had more time to spend with my family	☐	☐	☐	☐	47
48. I would continue working even if I won the lottery	☐	☐	☐	☐	48
49. I make sure I take time for myself each day	☐	☐	☐	☐	49
50. Juggling family and work demands is very stressful for me	☐	☐	☐	☐	50
51. I see myself as somewhat of a loner	☐	☐	☐	☐	51
52. My home is an expression of my personal style	☐	☐	☐	☐	52
53. I consider myself outspoken	☐	☐	☐	☐	53
54. I enjoy maintaining traditions	☐	☐	☐	☐	54
55. I'm more connected to my ethnic heritage than my parents are	☐	☐	☐	☐	55
56. I love keeping up with celebrity news and gossip	☐	☐	☐	☐	56
57. To me, it is important to keep up-to-date with news and current affairs	☐	☐	☐	☐	57
58. Pets deserve to be pampered	☐	☐	☐	☐	58
59. I choose to have a small group of friends rather than a large group of acquaintances	☐	☐	☐	☐	59
60. I avoid confrontation whenever possible	☐	☐	☐	☐	60
61. I consider my work to be a career, not just a job	☐	☐	☐	☐	61
62. I am willing to take charge to get things done	☐	☐	☐	☐	62
63. I can tell my home is clean by the way it smells	☐	☐	☐	☐	63
64. I like to buy gifts as a way of expressing gratitude	☐	☐	☐	☐	64

YOUR OPINION

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.

AUTOMOTIVE

69F

	DISAGREE Completely 1	DISAGREE Somewhat 2	AGREE Somewhat 3	AGREE Completely 4	
1. I want a vehicle that has both the comforts of a car and the capabilities of a truck.	☐	☐	☐	☐	01
2. I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced.	☐	☐	☐	☐	02
3. The vehicle a person owns says a lot about him or her.	☐	☐	☐	☐	03
4. I often take the opportunity to discuss my knowledge of automobiles with others.	☐	☐	☐	☐	04
5. I'm loyal to my vehicle brands and stick with them	☐	☐	☐	☐	05
6. I consider myself to be an automotive enthusiast.	☐	☐	☐	☐	06
7. I buy vehicles that reflect my commitment to support the environment.	☐	☐	☐	☐	07
8. I seek out vehicles with bold, innovative designs that stand apart from others on the road.	☐	☐	☐	☐	08
9. I think of vehicles as basic transportation.	☐	☐	☐	☐	09
10. I look forward to technology advances in new vehicles.	☐	☐	☐	☐	10
11. The quality of workmanship/construction of a vehicle is more important than anything else.	☐	☐	☐	☐	11
12. I enjoy learning about automobiles from others.	☐	☐	☐	☐	12
13. I research and compare as many vehicles as possible before making my final purchase decision.	☐	☐	☐	☐	13
14. When I find a vehicle that I like, I typically recommend it to people I know.	☐	☐	☐	☐	14
15. My first consideration in choosing a vehicle is its exterior styling.	☐	☐	☐	☐	15
16. I look for vehicles that offer spirited performance and powerful acceleration.	☐	☐	☐	☐	16
17. I typically look at several vehicle brands when shopping for a new vehicle	☐	☐	☐	☐	17
18. Having a vehicle that is fun to drive is a top consideration in my purchasing decision.	☐	☐	☐	☐	18
19. I enjoy personalizing my vehicle to reflect my individual tastes.	☐	☐	☐	☐	19
20. I often ask the advice of others when it comes to automobiles.	☐	☐	☐	☐	20
21. I prefer buying models of vehicles that I or people I know have owned and like.	☐	☐	☐	☐	21
22. I want the cheapest and easiest to maintain vehicle I can find.	☐	☐	☐	☐	22
23. I generally purchase the most expensive model with all the luxury appointments and options.	☐	☐	☐	☐	23
24. People often ask my advice when it comes to automobiles.	☐	☐	☐	☐	24
25. Having a versatile vehicle to accommodate my busy lifestyle is important to me.	☐	☐	☐	☐	25
26. Rebates and incentives strongly influence my new vehicle purchase decisions.	☐	☐	☐	☐	26
27. I consider safety first when shopping for a new vehicle.	☐	☐	☐	☐	27
28. I always follow the advice of my mechanic.	☐	☐	☐	☐	28
29. I always maintain my vehicle as recommended by the manufacturer's manual.	☐	☐	☐	☐	29

69H-0

30. If you had to make a decision today, what new (not used) CAR or TRUCK would you buy or lease? Make _____ (Write In) Model _____ (Write In)

VACATION TRAVEL

69L

	DISAGREE Completely 1	DISAGREE Somewhat 2	AGREE Somewhat 3	AGREE Completely 4	
1. On my vacations, I prefer traveling to places I've never been.	☐	☐	☐	☐	01
2. Concerns about security issues have made me less likely to travel.	☐	☐	☐	☐	02
3. Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay.	☐	☐	☐	☐	03
4. I often take the opportunity to discuss knowledge of vacation options with others.	☐	☐	☐	☐	04
5. In general, price is more important to me than convenience when making travel plans	☐	☐	☐	☐	05
6. I'd rather book a trip over the Internet than meet with a travel agent.	☐	☐	☐	☐	06
7. Packaged deals are great, because I don't have to plan out the details too much.	☐	☐	☐	☐	07
8. I love doing research on a location before I go on vacation.	☐	☐	☐	☐	08
9. When I learn about a great vacation, I typically recommend it to people I know.	☐	☐	☐	☐	09
10. I'd rather travel by myself or with just a small group of people.	☐	☐	☐	☐	10
11. I frequently choose active vacations with lots to do.	☐	☐	☐	☐	11
12. It's worth it to me to pay more for high quality hotel accommodations	☐	☐	☐	☐	12
13. I'm happy to do very little, if any, sightseeing on my vacations.	☐	☐	☐	☐	13
14. I enjoy learning about vacation options from others.	☐	☐	☐	☐	14
15. When I find a vacation spot I like, I go back whenever I can.	☐	☐	☐	☐	15
16. I am willing to pay more for a flight in order to travel on my favorite airline.	☐	☐	☐	☐	16
17. The best vacation is restful without too much physical exercise.	☐	☐	☐	☐	17
18. Group tours are fun and a good way to meet people.	☐	☐	☐	☐	18
19. People often ask my advice when it comes to vacation travel.	☐	☐	☐	☐	19
20. I'd rather travel in the U.S. than to a foreign location.	☐	☐	☐	☐	20
21. The Internet is not a secure way to make travel plans.	☐	☐	☐	☐	21
22. I often ask the advice of others when it comes to vacation travel.	☐	☐	☐	☐	22
23. Last-minute travel specials are a great way to get a bargain	☐	☐	☐	☐	23
24. Traveling to foreign places is a great way for me to learn about other cultures.	☐	☐	☐	☐	24
25. I'd rather take a few weekend vacations than one long vacation.	☐	☐	☐	☐	25
26. I prefer guided tours to traveling independently.	☐	☐	☐	☐	26
27. Planning a vacation is just as much fun as the trip itself.	☐	☐	☐	☐	27

YOUR OPINION

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

69R	DISAGREE Completely	DISAGREE Somewhat	AGREE Somewhat	AGREE Completely	
	1	2	3	4	
1. I try to eat healthy these days and pay attention to my nutrition	☐	☐	☐	☐	01
2. I rarely eat frozen dinners	☐	☐	☐	☐	02
3. I typically celebrate special occasions at restaurants	☐	☐	☐	☐	03
4. During a given week, I cook meals frequently	☐	☐	☐	☐	04
5. If a food item is on sale, I buy multiple units to stock up	☐	☐	☐	☐	05
6. Often, I eat my meals on the run	☐	☐	☐	☐	06
7. I rely on product labels to help me make decisions when food shopping	☐	☐	☐	☐	07
8. I enjoy being creative in the kitchen	☐	☐	☐	☐	08
9. I try to eat a healthy breakfast every day	☐	☐	☐	☐	09
10. I only buy food items that are name-brand, not generic brands	☐	☐	☐	☐	10
11. I evaluate the nutrition of menu items when ordering at a restaurant	☐	☐	☐	☐	11
12. When I find a food product I like, I typically recommend it to people I know	☐	☐	☐	☐	12
13. I don't allow junk food in my home	☐	☐	☐	☐	13
14. When I find a restaurant I like, I stick with it	☐	☐	☐	☐	14
15. Frozen dinners are a convenient alternative for a meal	☐	☐	☐	☐	15
16. Eating at a fast food restaurant is fun	☐	☐	☐	☐	16
17. If generic brands are on sale, I will purchase them over my normal name-brand	☐	☐	☐	☐	17
18. I'm willing to spend more for a quality bottle of wine	☐	☐	☐	☐	18
19. I don't have very much interest in cooking	☐	☐	☐	☐	19
20. I try to buy foods that are grown or produced locally (in the region where I live)	☐	☐	☐	☐	20
21. I enjoy trying different types of food	☐	☐	☐	☐	21
22. I indulge my cravings for sweets	☐	☐	☐	☐	22
23. Fast food is junk food	☐	☐	☐	☐	23
24. I typically drink wine with dinner	☐	☐	☐	☐	24
25. People often ask my advice when it comes to food	☐	☐	☐	☐	25
26. I prefer picking up quick meals to cooking meals	☐	☐	☐	☐	26
27. I'm fine with eating at a restaurant by myself	☐	☐	☐	☐	27
28. I don't pay much attention to my intake of fat	☐	☐	☐	☐	28
29. Dinners in my home are usually planned ahead of time	☐	☐	☐	☐	29
30. I only eat fast food when I'm in a rush	☐	☐	☐	☐	30
31. I prefer cooking with fresh food rather than canned or frozen	☐	☐	☐	☐	31
32. I'm a creature of habit, and stick to the food I know I like	☐	☐	☐	☐	32
33. I let my children make their own decisions when ordering at a restaurant	☐	☐	☐	☐	33
34. I regularly eat organic foods	☐	☐	☐	☐	34
35. Food is a comfort to me	☐	☐	☐	☐	35
36. I often use recipes when preparing a meal	☐	☐	☐	☐	36
37. I'm always on the lookout for quick and easy meal options	☐	☐	☐	☐	37
38. I like to see healthier options at fast food restaurants	☐	☐	☐	☐	38
39. I use food to bring family together	☐	☐	☐	☐	39
40. I am loyal to my food brands and stick with them	☐	☐	☐	☐	40
41. I enjoy celebrating special occasions at home with family and friends	☐	☐	☐	☐	41
42. I rely on mobile coupons for deals while food shopping	☐	☐	☐	☐	42
43. I snack often	☐	☐	☐	☐	43
44. I like to try new recipes when I entertain	☐	☐	☐	☐	44

GENERAL ATTITUDES (Hispanic/Latino respondents only)

69T	DISAGREE Completely	DISAGREE Somewhat	AGREE Somewhat	AGREE Completely	
	1	2	3	4	
1. It is important for Hispanic parents to teach Spanish to their children to help maintain Hispanic culture	☐	☐	☐	☐	01
2. In my home, speaking Spanish is a priority	☐	☐	☐	☐	02
3. When a product or service is advertised in Spanish, I am more likely to pay attention to the advertisement and remember it later	☐	☐	☐	☐	03
4. I keep objects in my home that remind me of my Hispanic heritage	☐	☐	☐	☐	04
5. Advertisements in Spanish are the best source of information when I'm purchasing products or services	☐	☐	☐	☐	05
6. Family reunions are important to me	☐	☐	☐	☐	06
7. I believe that companies who advertise in Spanish respect my culture and want my business	☐	☐	☐	☐	07
8. I like traditional Hispanic/Spanish foods	☐	☐	☐	☐	08
9. I am more likely to be loyal to a company that makes an effort to advertise in Spanish	☐	☐	☐	☐	09
10. I tend to buy more Hispanic/Spanish foods and products than I do American foods and products	☐	☐	☐	☐	10
11. I stay up-to-date with the latest in Latin music, news or sports from Hispanic countries	☐	☐	☐	☐	11
12. I am more likely to visit a website if I know it is available in Spanish	☐	☐	☐	☐	12
13. I enjoy sharing my Hispanic/Latino heritage with other Hispanic/Latinos	☐	☐	☐	☐	13
14. I tend to make more Hispanic friends than non-Hispanic friends	☐	☐	☐	☐	14
15. I stay up-to-date on the latest in American music, news and sports	☐	☐	☐	☐	15
16. Being part of American culture is important to me	☐	☐	☐	☐	16
17. In my home, speaking English is a priority	☐	☐	☐	☐	17
18. I'd like to feel more "Hispanic" and closer to my roots	☐	☐	☐	☐	18
19. I'd like to feel more "American" and closer to American culture	☐	☐	☐	☐	19

MEDIA

For each of the following statements, please check off which media you think it describes — TV, radio, mobile internet, internet on computer, magazines, newspapers. You can check off as many as you'd like. For example, if you think the statement describes all of them, check off all six.

69X	TV	RADIO	MOBILE INTERNET	INTERNET ON COMPUTER	MAGAZINES	NEWSPAPERS	
	1	2	3	4	5	6	
1. A good source of learning	☐	☐	☐	☐	☐	☐	01
2. Pure entertainment	☐	☐	☐	☐	☐	☐	02
3. Makes me think	☐	☐	☐	☐	☐	☐	03
4. Keeps me informed/up to date	☐	☐	☐	☐	☐	☐	04
5. A good escape	☐	☐	☐	☐	☐	☐	05
6. Relaxes me	☐	☐	☐	☐	☐	☐	06
7. Puts me in a good mood	☐	☐	☐	☐	☐	☐	07
8. Gives me good ideas	☐	☐	☐	☐	☐	☐	08
9. Keeps me up-to-date with the latest styles and trends	☐	☐	☐	☐	☐	☐	09

69Y-0

The one I trust the most (pick one) . . . . . TV ☐ 1 Radio ☐ 2 Mobile Internet ☐ 3 Internet on Computer ☐ 4 Magazines ☐ 5 Newspapers ☐ 6

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?

699	A. You Personally: Have seen in last 6 months	A. You Personally: Have seen in last 30 days	B. How much Interest do you have? 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 bars/pubs	☐	☐	☐	☐	☐	24
Video Ads in fast food or family restaurants	☐	☐	☐	☐	☐	25
Video Ads in coffee shops, cafes or delis	☐	☐	☐	☐	☐	26
Video Ads in gyms/health clubs	☐	☐	☐	☐	☐	27
Video Ads in medical offices	☐	☐	☐	☐	☐	28
Video Ads in airports	☐	☐	☐	☐	☐	29
Video Ads in taxis	☐	☐	☐	☐	☐	30
Video Ads at gas stations	☐	☐	☐	☐	☐	31
Video Ads in office building lobbies	☐	☐	☐	☐	☐	32
Video Ads in office building elevators	☐	☐	☐	☐	☐	33
Video Ads in movie theater lobbies	☐	☐	☐	☐	☐	34
Infomercials	☐	☐	☐	☐	☐	35
Offers or Ads sent to your home by mail	☐	☐	☐	☐	☐	36
Product placement in video games	☐	☐	☐	☐	☐	37
Product placement in TV shows	☐	☐	☐	☐	☐	38
Product placement in movies	☐	☐	☐	☐	☐	39
	1	2	3	4	5	

TECHNOLOGY

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.

69W

	DISAGREE Completely 1	DISAGREE Somewhat 2	AGREE Somewhat 3	AGREE Completely 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 and colleagues 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 could invade my privacy	☐	☐	☐	☐	24

INTERNET/ONLINE

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.

69S

	DISAGREE Completely 1	DISAGREE Somewhat 2	AGREE Somewhat 3	AGREE Completely 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 is a great way to communicate with family/friends	☐	☐	☐	☐	04
5. The Internet is a main source of entertainment for me	☐	☐	☐	☐	05
6. I like to keep my personal Internet pages updated with information about my life	☐	☐	☐	☐	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. I think people put too much private information about their lives on the Internet	☐	☐	☐	☐	12
13. The Internet has little impact on my daily life	☐	☐	☐	☐	13
14. In general, I'd rather shop online than go to a store	☐	☐	☐	☐	14

FINANCE

69J

	DISAGREE Completely 1	DISAGREE Somewhat 2	AGREE Somewhat 3	AGREE Completely 4	
1. I regularly read financial news or financial publications	☐	☐	☐	☐	01
2. I hate to borrow money; I would much rather save up in advance of a purchase	☐	☐	☐	☐	02
3. My parents tend/tended to be savers	☐	☐	☐	☐	03
4. I would be happy to use the Internet to carry out day to day banking transactions	☐	☐	☐	☐	04
5. I often take the opportunity to discuss my knowledge of financial products or services with others	☐	☐	☐	☐	05
6. I always know broadly how much is in my bank account at any one time	☐	☐	☐	☐	06
7. There are one or two financial institutions that I always turn to first	☐	☐	☐	☐	07
8. It is better for me to put my money in a low-risk investment, even if the return may not be as great	☐	☐	☐	☐	08
9. The way I deal with my finances reflects how my parents dealt with theirs	☐	☐	☐	☐	09
10. When I find a financial product or service that I like, I typically recommend it to people I know	☐	☐	☐	☐	10
11. You are better off having what you want now as you never know what tomorrow brings	☐	☐	☐	☐	11
12. I like to take risks when investing for the chance of a high return	☐	☐	☐	☐	12
13. I enjoy learning about financial products or services from others	☐	☐	☐	☐	13
14. I only save for a specific purpose	☐	☐	☐	☐	14
15. Borrowing money makes me feel uncomfortable	☐	☐	☐	☐	15
16. People often ask my advice when it comes to financial matters	☐	☐	☐	☐	16
17. I hate having to go to the branch of my bank or savings institution	☐	☐	☐	☐	17
18. I find the ups and downs of the financial markets exciting	☐	☐	☐	☐	18
19. I often ask the advice of others when it comes to financial products or services	☐	☐	☐	☐	19
20. I'm happy to use the phone to carry out day to day banking transactions	☐	☐	☐	☐	20
21. Investing in the stock market is too risky for me	☐	☐	☐	☐	21
22. The economy has a direct effect on my spending habits	☐	☐	☐	☐	22
23. I feel overwhelmed by financial burdens	☐	☐	☐	☐	23
24. Investing for the future is very important to me	☐	☐	☐	☐	24

WATCHING TV

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

66T

	More often than last year	Same amount as last year	Less often than last year	Don't watch this way
On a TV	☐	☐	☐	☐ 01
On a desktop computer	☐	☐	☐	☐ 02
On a laptop computer	☐	☐	☐	☐ 03
On a tablet	☐	☐	☐	☐ 04
On a smartphone	☐	☐	☐	☐ 05
At the time of airing (live)	☐	☐	☐	☐ 06
Using a DVR	☐	☐	☐	☐ 07
Using VOD (Video-On-Demand)	☐	☐	☐	☐ 08
"Binge-watching" (3 or more episodes in a sitting)	☐	☐	☐	☐ 09
Through my TV service provider's website	☐	☐	☐	☐ 10
Through my TV service provider's app	☐	☐	☐	☐ 11
Through a TV network's website	☐	☐	☐	☐ 12
Through a TV network's app	☐	☐	☐	☐ 13
Through another online streaming TV service	☐	☐	☐	☐ 14
	1	2	3	4

Thinking of how you prefer to watch TV programs, how important to you are the following items? 66U

	Very Important	Somewhat Important	Not Very Important	Not Important at all
Screen size	☐	☐	☐	☐ 01
Little/no commercials	☐	☐	☐	☐ 02
Watching "on the go"	☐	☐	☐	☐ 03
Watching whenever I want	☐	☐	☐	☐ 04
Easy access/log-in	☐	☐	☐	☐ 05
Watching alone	☐	☐	☐	☐ 06
Watching with others	☐	☐	☐	☐ 07
"Binge-watching"	☐	☐	☐	☐ 08
Quality of programs	☐	☐	☐	☐ 09
Wide variety of programs	☐	☐	☐	☐ 10
Access to older episodes or seasons of a show	☐	☐	☐	☐ 11
Access to series no longer on the air	☐	☐	☐	☐ 12
Watching an episode live when it first airs	☐	☐	☐	☐ 13
Talking about shows with my friends	☐	☐	☐	☐ 14
	1	2	3	4

Which of the following ways do you typically learn about new TV programs to watch? 66V-0

- Family and friends (via social networking posts/blogs) ☐ 1
- Family and friends (other ways/"word of mouth") ☐ 2
- "Liking" or "following" a network's social networking site ☐ 3
- Reading or watching reviews ☐ 4
- "Channel-surfing" ☐ 5
- Advertising/promotions ☐ 6
- TV service provider's website/app ☐ 7
- TV network's website/app ☐ 8
- Another online streaming TV service's website /app ☐ 9

MORE TV WATCHING

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.

66W

	DISAGREE Completely	DISAGREE Somewhat	AGREE Somewhat	AGREE Completely
1. I will often turn to my favorite TV channels, just to see what's on	☐	☐	☐	☐ 01
2. It's important to me to be able to watch TV programs when I want and where I want	☐	☐	☐	☐ 02
3. I turn on TV only to watch my favorite shows	☐	☐	☐	☐ 03
4. I subscribe to online streaming TV services just for the original programming	☐	☐	☐	☐ 04
5. Subscribing to online video services is totally worth the money	☐	☐	☐	☐ 05
6. Online access to TV programs means there's always something for me to watch	☐	☐	☐	☐ 06
7. Hooking my TV set up to the Internet to get more TV programming is too much of a hassle	☐	☐	☐	☐ 07
8. I watch more TV now overall than I did one year ago	☐	☐	☐	☐ 08
9. TV is more addictive now than ever before	☐	☐	☐	☐ 09
10. TV is more interesting now than ever before	☐	☐	☐	☐ 10
11. There's just too much junk on TV nowadays	☐	☐	☐	☐ 11
12. The quality of TV programming has improved in the last few years	☐	☐	☐	☐ 12
13. When I can't fast forward through commercials, I feel frustrated	☐	☐	☐	☐ 13
14. "Binge watching" episodes of a TV program is a great way to watch a series	☐	☐	☐	☐ 14
15. There are shows that I want to watch, but I just don't have time	☐	☐	☐	☐ 15
16. I like to "save up" episodes of my favorite shows to watch more than one in a sitting	☐	☐	☐	☐ 16
17. I would consider dropping my cable subscription if I could view my favorite programs online for less money	☐	☐	☐	☐ 17
18. I would watch TV programs on my cell phone more often, if the screen size was bigger.	☐	☐	☐	☐ 18
19. I only watch TV when I know I can skip commercials	☐	☐	☐	☐ 19
20. I often talk about TV shows with my friends	☐	☐	☐	☐ 20
21. I like watching shows that everyone's talking about	☐	☐	☐	☐ 21
22. It's important for me to watch TV programs when they first air so I don't accidentally hear any "spoilers"	☐	☐	☐	☐ 22
23. I'm more likely to buy products or services advertised on networks I like	☐	☐	☐	☐ 23
24. I pay more attention to commercials on networks I like	☐	☐	☐	☐ 24
25. I often feel like I'm overwhelmed with choice when it comes to watching TV	☐	☐	☐	☐ 25
26. My family often watches different programs on different "screens", but in the same room	☐	☐	☐	☐ 26
27. I like watching TV together with my friends and family	☐	☐	☐	☐ 27
	1	2	3	4

YOUR INTERESTS

Please read the following questions/ statements and check any box that applies.

Which, if any, of the following topics are:

A. Areas you feel **you have a great deal of experience or knowledge** in?

B. Topics **your friends and family often ask for and trust your advice** about?

62J

	A. I have a great deal of knowledge/ experience in this topic	B. My family/ friends often ask for and trust my advice on this topic
	1	2
Healthcare	☐	☐ 01
Physical Fitness	☐	☐ 02
Healthy Lifestyle	☐	☐ 03
Environmentally-Friendly products	☐	☐ 04
Prescription Drugs	☐	☐ 05
Dieting	☐	☐ 06
Cooking	☐	☐ 07
Snacks	☐	☐ 08
New Food items	☐	☐ 09
Grocery Shopping	☐	☐ 10
Cleaning products	☐	☐ 11
Beauty	☐	☐ 12
Fashion - Clothes	☐	☐ 13
Fashion - Shoes	☐	☐ 14
Other Fashion	☐	☐ 15
Shopping	☐	☐ 16
Wine	☐	☐ 17
Beer	☐	☐ 18
Other Alcoholic Beverages	☐	☐ 19
Coffee	☐	☐ 20
Soft Drinks	☐	☐ 21
Automobiles	☐	☐ 22
Other Vehicles	☐	☐ 23
Automotive Products	☐	☐ 24
Business Travel	☐	☐ 25
Vacation Travel	☐	☐ 26
Restaurants	☐	☐ 27
Finance/Investments	☐	☐ 28
Real Estate	☐	☐ 29
Insurance	☐	☐ 30
Business	☐	☐ 31
Home Remodeling	☐	☐ 32
Household Furnishings	☐	☐ 33
Interior Decorating	☐	☐ 34
Gardening	☐	☐ 35
Computers	☐	☐ 36
Home Electronics	☐	☐ 37
New Technology	☐	☐ 38
Mobile/Cell phones	☐	☐ 39
Photography	☐	☐ 40
Video Games	☐	☐ 41
Books	☐	☐ 42
Movies	☐	☐ 43
TV Shows	☐	☐ 44
Radio	☐	☐ 45
Newspapers	☐	☐ 46
Magazines	☐	☐ 47
Internet	☐	☐ 48
Music	☐	☐ 49
Other Entertainment	☐	☐ 50
News	☐	☐ 51
Politics	☐	☐ 52
Sports	☐	☐ 53
Sporting Equipment	☐	☐ 54
Fishing	☐	☐ 55
Hunting	☐	☐ 56
Parenting	☐	☐ 57
Education	☐	☐ 58
Products for Babies or Children	☐	☐ 59
Pets	☐	☐ 60
	1	2

Continued in next Column

YOUR INTERESTS (Continued)

C. Which, if any, of these people have **you recommended any product or service to** in the past 12 months?

62K-0

Family Members	☐ 1
Friends	☐ 2
Colleagues or people you know through work	☐ 3
Neighbors	☐ 4
People who share a hobby or interest of yours	☐ 5
People you know through a community group or other activity	☐ 6
People you know through your kids' activities	☐ 7
People you don't necessarily know, but ran into at a store or point of sale	☐ 8
People you don't necessarily know, but have made a recommendation to online (e.g. via chat room, online bulletin board, etc.)	☐ 9

D. For each of the following categories, which, if any, of these people have **you recommended any product or service to** in the past 12 months?

62L

	Family/ Friends	Neighbors/ Colleagues	People you Don't Necessarily Know (in stores, online, etc.)
	1	2	3
Automotive	☐	☐	☐ 01
Finance	☐	☐	☐ 02
Technology	☐	☐	☐ 03
Food	☐	☐	☐ 04
Vacation Travel	☐	☐	☐ 05
Healthcare	☐	☐	☐ 06

ACTIVITIES

69P

About how many **hours per week** do you typically spend at each of these activities? If none, please mark "0":

	Number of hours/ week	
With kids or grandkids at home or outside the home	_____	01
With your spouse or significant other	_____	02
Watching television or movies at home	_____	03
At your personal computer, including the Internet	_____	04
Reading	_____	05
Doing fun and exciting things	_____	06
Learning new things or expanding your knowledge	_____	07
Gardening or yard work	_____	08
Housework (cleaning, washing, etc.)	_____	09
Cooking	_____	10
Working on your automobile	_____	11
Alone	_____	12
Commuting to and from work	_____	13
At schools or any organizations other than church	_____	14
Socializing/doing things with friends around town	_____	15
Working at a paid job outside of home	_____	16
Working at a paid job at home	_____	17
Exercising	_____	18

	Number of hours/ night	
On average, about how many hours of sleep do you get **each night?**	_____	19

The remainder of this questionnaire refers to products used by or for the entire household.

It should be completed by the person who does most of the shopping for groceries and household items, and who is:

First Name Last Name

For each product bought by you for household use:

Place an “X” in the top “TOTAL” box if you have used the product in the last 6 months, and then place “X’s” in the boxes for each type, brand, etc. you have used.

Then write on the top line the total amount of the product you have used in the specified time period and write in below the amount of each type, brand, etc. you used.

Please read the full **INSTRUCTIONS** at the beginning of the booklet carefully, before starting to answer the questions.

BREAD

Your Household: Used in last 6 months | Loaves/ last 7 days

710

TOTAL: ☐ _____ 00

TYPES:
- Bran ☐ _____ 01
- Cinnamon ☐ _____ 02
- Egg ☐ _____ 03
- French ☐ _____ 04
- Garlic ☐ _____ 05
- Italian ☐ _____ 06
- Multi-grain ☐ _____ 07
- Oat ☐ _____ 08
- Pita ☐ _____ 09
- Potato ☐ _____ 10
- Pumpernickel ☐ _____ 11
- Raisin ☐ _____ 12
- Rye ☐ _____ 13
- Sourdough ☐ _____ 14
- Wheat ☐ _____ 15
- White ☐ _____ 16
- Other ☐ _____ 17

KINDS:
- Reduced Calorie/Light ☐ _____ 18
- Regular ☐ _____ 19

BRANDS:
- Arnold ☐ _____ 20
- Aunt Millie's ☐ _____ 21
- Beefsteak ☐ _____ 22
- Bimbo ☐ _____ 23
- Brownberry ☐ _____ 24
- Bunny ☐ _____ 25
- Butternut ☐ _____ 26
- Colonial ☐ _____ 27
- Country Hearth ☐ _____ 28
- Dave's Killer Bread ☐ _____ 29
- D'Italiano ☐ _____ 30
- EarthGrains ☐ _____ 31
- Flatout ☐ _____ 32
- Francisco ☐ _____ 33
- Freihofer's ☐ _____ 34
- Holsum ☐ _____ 35
- Home Pride ☐ _____ 36
- Iron Kids ☐ _____ 37
- King's Hawaiian ☐ _____ 38
- Maier's ☐ _____ 39
- Merita ☐ _____ 40
- Mrs Baird's ☐ _____ 41
- Nature's Harvest ☐ _____ 42
- Nature's Own ☐ _____ 43
- Nature's Pride ☐ _____ 44
- Oroweat ☐ _____ 45
- Pepperidge Farm Farmhouse ☐ _____ 46
- Other Pepperidge Farm ☐ _____ 47
- Roman Meal ☐ _____ 48
- Sahara ☐ _____ 49
- Sara Lee Delightful ☐ _____ 50
- Sara Lee Soft & Smooth ☐ _____ 51
- Other Sara Lee ☐ _____ 52
- Stroehmann ☐ _____ 53
- Sunbeam ☐ _____ 54
- Sun-Maid Raisin Bread ☐ _____ 55
- Wonder ☐ _____ 56
- Generic (No Label) ☐ _____ 57
- Store's Own Brand (Packaged) ☐ _____ 58
- Store's Own Bakery Style ☐ _____ 59
- _____ ☐ _____ 999

OTHER (Write In)

ENGLISH MUFFINS

Your Household: Used in last 6 months | Number/ last 7 days

711

TOTAL: ☐ _____ 00

TYPES:
- Pre-Sliced ☐ _____ 01
- Other ☐ _____ 02

BRANDS:
- Bays ☐ _____ 03
- Oroweat ☐ _____ 04
- Sun-Maid Raisin ☐ _____ 05
- Thomas' ☐ _____ 06
- Store's Own Brand ☐ _____ 07
- _____ ☐ _____ 999

OTHER (Write In)

BAGELS

Your Household: Used in last 6 months | Packages/ last 30 days

712

TOTAL: ☐ _____ 00

BRANDS:
- Bagel-fuls ☐ _____ 01
- Lender's Bagels ☐ _____ 02
- Lender's New York Style ☐ _____ 03
- Pepperidge Farm ☐ _____ 04
- Sara Lee Bagels ☐ _____ 05
- Thomas' Bagels ☐ _____ 06
- Thomas' Bagel Thins ☐ _____ 07
- Thomas' Mini Bagels ☐ _____ 08
- Store's Own Brand ☐ _____ 09
- _____ ☐ _____ 999

OTHER (Write In)

PIZZA SHELLS/CRUSTS

Your Household: Used in last 6 months | Packages/ last 30 days

713

TOTAL: ☐ _____ 00

TYPES:
- Fresh ☐ _____ 01
- Refrigerated ☐ _____ 02
- Frozen ☐ _____ 03

BRANDS:
- Betty Crocker ☐ _____ 04
- Boboli Pizza Crust ☐ _____ 05
- Jiffy Pizza Crust Mix ☐ _____ 06
- Mama Mary's ☐ _____ 07
- MaMa Rosa's ☐ _____ 08
- Pillsbury Pizza Crust ☐ _____ 09
- Store's Own Brand ☐ _____ 10
- _____ ☐ _____ 999

OTHER (Write In)

REFRIGERATED/ FROZEN BREAD AND DOUGH PRODUCTS

Your Household: Used in last 6 months | Packages/ last 30 days

715

TOTAL: ☐ _____ 00

TYPES:
- Biscuits ☐ _____ 01
- Breads (Not Garlic) ☐ _____ 02
- Brownies ☐ _____ 03
- Cookies ☐ _____ 04
- Croissants ☐ _____ 05
- Dinner Rolls ☐ _____ 06
- Garlic Bread ☐ _____ 07
- Sweet Rolls ☐ _____ 08

BRANDS:
- Cole's ☐ _____ 09
- Nestlé Toll House Refrigerated Cookie Dough ☐ _____ 10
- New York Brand Texas Toast ☐ _____ 11
- Pepperidge Farm Garlic Bread ☐ _____ 12
- Pepperidge Farm Puff Pastry ☐ _____ 13
- Pepperidge Farm Texas Toast ☐ _____ 14
- Other Pepperidge Farm ☐ _____ 15
- Pillsbury Cinnamon Rolls with Icing ☐ _____ 16
- Pillsbury Cookie Dough ☐ _____ 17
- Pillsbury Crescent Rolls ☐ _____ 18
- Pillsbury Crusty French Loaf ☐ _____ 19
- Pillsbury Grands! Biscuits ☐ _____ 20
- Pillsbury Ready to Bake! ☐ _____ 21
- Pillsbury Breadsticks ☐ _____ 22
- Other Pillsbury Biscuits ☐ _____ 23
- Other Pillsbury Dinner Rolls ☐ _____ 24
- Other Pillsbury Sweet Rolls ☐ _____ 25
- Rhodes Frozen Bread Dough ☐ _____ 26
- Rhodes Frozen Roll Dough ☐ _____ 27
- Sara Lee Cinnamon Rolls ☐ _____ 28
- Sara Lee Croissants ☐ _____ 29
- Sister Schubert's ☐ _____ 30
- Store's Own Brand ☐ _____ 31
- _____ ☐ _____ 999

OTHER (Write In)

OTHER BREAD PRODUCTS

Your Household: Used in last 6 months | Packages/ last 30 days

716

TOTAL: ☐ _____ 00

TYPES:
- Biscuits ☐ _____ 01
- Breadsticks ☐ _____ 02
- Croissants/Crescent Rolls ☐ _____ 03
- Dinner Rolls ☐ _____ 04
- Garlic Bread ☐ _____ 05
- Hamburger Rolls/Buns ☐ _____ 06
- Hot Dog Rolls/Buns ☐ _____ 07
- Kaiser Rolls ☐ _____ 08
- Parkerhouse Rolls ☐ _____ 09
- Sandwich Thin/Flat Rolls ☐ _____ 10
- Scones ☐ _____ 11
- _____ ☐ _____ 999

OTHER (Write In)

SALT

Your Household: Used in last 6 months | Containers/ last 6 months

717

TOTAL: ☐ _____ 00

BRANDS:
- Diamond Crystal (Regular) ☐ _____ 01
- Diamond Crystal Salt Sense ☐ _____ 02
- Hain ☐ _____ 03
- McCormick ☐ _____ 04
- Morton ☐ _____ 05
- Morton Lite Salt ☐ _____ 06
- Generic (No Label) ☐ _____ 07
- Store's Own Brand ☐ _____ 08
- _____ ☐ _____ 999 OTHER (Write In)

SALT ALTERNATIVES

Your Household: Used in last 6 months | Containers/ last 6 months

718

TOTAL: ☐ _____ 00

BRANDS:
- Lawry's ☐ _____ 01
- McCormick ☐ _____ 02
- Morton Salt Substitute ☐ _____ 03
- Other Morton ☐ _____ 04
- Mrs. Dash ☐ _____ 05
- NoSalt ☐ _____ 06
- _____ ☐ _____ 999 OTHER (Write In)

SUGAR

Your Household: Used in last 6 months | Pounds/ last 30 days

719

TOTAL: ☐ _____ 00

TYPES:
- Cubes ☐ _____ 01
- Dark Brown ☐ _____ 02
- Light Brown ☐ _____ 03
- Confectioners ☐ _____ 04
- Corn Syrup ☐ _____ 05
- White Granulated ☐ _____ 06
- Turbinado ☐ _____ 07

BRANDS:
- C&H ☐ _____ 08
- Crystal ☐ _____ 09
- Dixie Crystals ☐ _____ 10
- Domino ☐ _____ 11
- Florida Crystals ☐ _____ 12
- GW ☐ _____ 13
- Imperial ☐ _____ 14
- Sugar In The Raw ☐ _____ 15
- Zulka ☐ _____ 16
- Generic (No Label) ☐ _____ 17
- Store's Own Brand ☐ _____ 18
- _____ ☐ _____ 999 OTHER (Write In)

YEAST

Your Household: Used in last 6 months | Packs/ last 30 days

720

TOTAL: ☐ _____ 00

BRANDS:
- Fleischmann's ☐ _____ 01
- Red Star ☐ _____ 02
- _____ ☐ _____ 999 OTHER (Write In)

MARGARINE

Your Household: Used in last 6 months | Pounds/ last 30 days

722

TOTAL: ☐ _____ 00

TYPES:
- Butter Blend ☐ _____ 01
- Canola Oil ☐ _____ 02
- Corn Oil (100%) ☐ _____ 03
- Olive Oil ☐ _____ 04
- Safflower/Sunflower (100%) ☐ _____ 05
- Soybean Oil ☐ _____ 06
- Other Vegetable Oil ☐ _____ 07

KINDS:
- Sticks ☐ _____ 08
- Bowls/Tubs ☐ _____ 09
- Spray ☐ _____ 10
- Squeeze ☐ _____ 11
- Other ☐ _____ 12

BRANDS:
- Blue Bonnet Light ☐ _____ 13
- Blue Bonnet (Regular) ☐ _____ 14
- Brummel & Brown ☐ _____ 15
- Country Crock—Churn Style ☐ _____ 16
- Country Crock Light ☐ _____ 17
- Country Crock (Regular) ☐ _____ 18
- Other Country Crock ☐ _____ 19
- Earth Balance ☐ _____ 20
- Fleischmann's ☐ _____ 21
- I Can't Believe It's Not Butter! Light ☐ _____ 22
- I Can't Believe It's Not Butter! (Regular) ☐ _____ 23
- Imperial ☐ _____ 24
- Land O'Lakes Fresh Buttery Taste ☐ _____ 25
- Land O'Lakes (Regular) ☐ _____ 26
- Olivio Spread ☐ _____ 27
- Parkay Light ☐ _____ 28
- Parkay (Regular) ☐ _____ 29
- Parkay Spread (Regular) ☐ _____ 30
- Promise Light ☐ _____ 31
- Promise (Regular) ☐ _____ 32
- Smart Balance ☐ _____ 33
- Store's Own Brand ☐ _____ 34
- _____ ☐ _____ 999 OTHER (Write In)

Used for: 723-0
- Baking ☐ 1
- Cooking ☐ 2
- Table spread ☐ 3

EGGS

Your Household: Used in last 6 months | Dozens/ last 30 days

724

TOTAL: ☐ _____ 00

TYPES:
- Organic ☐ _____ 01
- Regular ☐ _____ 02
- _____ ☐ _____ 999 OTHER (Write In)

EGG ALTERNATIVES

Your Household: Used in last 6 months | Packages/ last 30 days

725

TOTAL: ☐ _____ 00

TYPES:
- Refrigerated ☐ _____ 01
- Frozen ☐ _____ 02

BRANDS:
- All Whites ☐ _____ 03
- Better'n Eggs ☐ _____ 04
- Egg Beaters ☐ _____ 05
- Eggland's Best Egg Whites ☐ _____ 06
- Store's Own Brand ☐ _____ 07
- _____ ☐ _____ 999 OTHER (Write In)

BUTTER

Your Household: Used in last 6 months | Pounds/ last 30 days

726

TOTAL: ☐ _____ 00

BRANDS:
- Breakstone's ☐ _____ 01
- Challenge ☐ _____ 02
- Country Crock Spreadable Butter ☐ _____ 03
- Crystal Farms ☐ _____ 04
- Darigold ☐ _____ 05
- Hotel Bar ☐ _____ 06
- Keller's ☐ _____ 07
- Kerrygold ☐ _____ 08
- Land O'Lakes Light ☐ _____ 09
- Land O'Lakes (Regular) ☐ _____ 10
- Land O'Lakes Spreadable Butter with Canola Oil ☐ _____ 11
- Organic Valley ☐ _____ 12
- Smart Balance Butter & Canola Blend ☐ _____ 13
- Tillamook ☐ _____ 14
- Store's Own Brand ☐ _____ 15
- _____ ☐ _____ 999 OTHER (Write In)

FLOUR/ CORNMEAL

Your Household: Used in last 6 months | Pounds/ last 30 days

728

TOTAL: ☐ _____ 00

TYPES:
- All Purpose/White Flour ☐ _____ 01
- Unbleached Flour ☐ _____ 02
- Whole Wheat Flour ☐ _____ 03
- Cornmeal ☐ _____ 04

KINDS:
- Bread/Pastry ☐ _____ 05
- Self-Rising ☐ _____ 06

BRANDS:
- Aunt Jemima ☐ _____ 07
- Bob's Red Mill ☐ _____ 08
- Gold Medal ☐ _____ 09
- Hodgson Mill ☐ _____ 10
- King Arthur ☐ _____ 11
- Martha White ☐ _____ 12
- Maseca ☐ _____ 13
- Pillsbury Best ☐ _____ 14
- Quaker ☐ _____ 15
- White Lily ☐ _____ 16
- Wondra ☐ _____ 17
- Store's Own Brand ☐ _____ 18
- _____ ☐ _____ 999 OTHER (Write In)

SPRAY NON-STICK COOKING PRODUCTS

729

	Your Household: Used in last 6 months	Cans/ last 6 months	
TOTAL:	☐	_____	00
BRANDS:			
Baker's Joy	☐	_____	01
Crisco Butter Flavored	☐	_____	02
Crisco Regular (Original)	☐	_____	03
I Can't Believe It's Not Butter!	☐	_____	04
Mazola	☐	_____	05
Pam Baking	☐	_____	06
Pam Butter Flavor	☐	_____	07
Pam Grilling	☐	_____	08
Pam Olive Oil	☐	_____	09
Pam Regular (Original)	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

BAKING POWDER AND SODA

730

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Powder	☐	_____	01
Soda	☐	_____	02
BRANDS:			
Argo	☐	_____	03
Arm & Hammer	☐	_____	04
Calumet	☐	_____	05
Clabber Girl	☐	_____	06
Davis	☐	_____	07
Rumford	☐	_____	08
_____ OTHER (Write In)	☐	_____	999

SHORTENING

731

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Crisco Regular	☐	_____	01
Crisco Butter Flavor	☐	_____	02
Store's Own Brand	☐	_____	03
_____ OTHER (Write In)	☐	_____	999

SOUR CREAM

733

	Your Household: Used in last 6 months	Containers/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Regular	☐	_____	01
Low Fat	☐	_____	02
Non-Fat/Fat Free	☐	_____	03
BRANDS:			
Axelrod	☐	_____	04
Breakstone's	☐	_____	05
Breakstone's Reduced Fat	☐	_____	06
Daisy	☐	_____	07
Daisy Light	☐	_____	08
Dean's	☐	_____	09
Friendship	☐	_____	10
Hood	☐	_____	11
Kemps	☐	_____	12
Knudsen	☐	_____	13
Simply Kraft	☐	_____	14
Store's Own Brand	☐	_____	15
_____ OTHER (Write In)	☐	_____	999

FRESH MILK

734

	Your Household: Used in last 6 months	Quarts/ last 7 days	
TOTAL:	☐	_____	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
BRANDS:			
DairyPure	☐	_____	16
Fairlife	☐	_____	17
TruMoo	☐	_____	18
Store's Own Brand	☐	_____	19
_____ OTHER (Write In)	☐	_____	999

EVAPORATED/ CONDENSED MILK

736

	Your Household: Used in last 6 months	Cans/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Low Fat	☐	_____	01
Regular	☐	_____	02
Skim	☐	_____	03
KINDS:			
Condensed	☐	_____	04
Evaporated	☐	_____	05
BRANDS:			
Carnation	☐	_____	06
Eagle Brand (Borden)	☐	_____	07
Nestlé La Lechera	☐	_____	08
Pet	☐	_____	09
Store's Own Brand	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

NON-DAIRY CREAM SUBSTITUTES

737

	Your Household: Used in last 6 months	Servings/ average day	
TOTAL:	☐	_____	00
TYPES:			
Liquid or Frozen	☐	_____	01
Powder	☐	_____	02
BRANDS:			
Borden Cremora	☐	_____	03
Coffee Rich	☐	_____	04
Dunkin' Donuts	☐	_____	05
International Delight	☐	_____	06
Nestlé Coffee-Mate Liquid	☐	_____	07
Nestlé Coffee-Mate Powder	☐	_____	08
Store's Own Brand	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

YOGURT

738

	Your Household: Used in last 6 months	Containers/ last 7 days	
TOTAL:	☐	_____	00
FORMS:			
With Fruit—premixed	☐	_____	01
With Fruit—not premixed	☐	_____	02
Other Flavor	☐	_____	03
Plain (Unflavored)	☐	_____	04
TYPES:			
Organic	☐	_____	05
Non-organic	☐	_____	06
KINDS:			
Low Fat	☐	_____	07
Non Fat/Fat Free	☐	_____	08
Regular	☐	_____	09
BRANDS:			
Chobani	☐	_____	10
DanActive	☐	_____	11
Dannon Activia	☐	_____	12
Dannon Activia Greek	☐	_____	13
Dannon All Natural	☐	_____	14
Dannon Danimals	☐	_____	15
Dannon Fruit on the Bottom	☐	_____	16
Dannon Light & Fit	☐	_____	17
Dannon Light & Fit Greek	☐	_____	18
Fage	☐	_____	19
Horizon Organic	☐	_____	20
La Yogurt	☐	_____	21
Mountain High	☐	_____	22
Müller	☐	_____	23
Oikos (Dannon)	☐	_____	24
Stonyfield	☐	_____	25
Stonyfield Greek	☐	_____	26
Trix	☐	_____	27
Voskos	☐	_____	28
YoCrunch	☐	_____	29
Yoplait Go-Gurt	☐	_____	30
Yoplait Greek	☐	_____	31
Yoplait Light	☐	_____	32
Yoplait Original	☐	_____	33
Yoplait Thick & Creamy	☐	_____	34
Yoplait Whips!	☐	_____	35
Store's Own Brand	☐	_____	36
_____ OTHER (Write In)	☐	_____	999

FROZEN YOGURT

739

	Your Household: Used in last 6 months	Pints/ last 7 days	
TOTAL:	☐	_____	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

ICE CREAM, GELATO & SHERBET

740

	Your Household: Used in last 6 months	Pints/ last 7 days	
TOTAL:	☐	_____	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

WHIPPED TOPPING

743

	Your Household: Used in last 12 months	Containers/ last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Aerosol	☐	_____	01
Frozen/Refrigerated	☐	_____	02
BRANDS:			
Cool Whip	☐	_____	03
Cool Whip Extra Creamy	☐	_____	04
Cool Whip Free	☐	_____	05
Cool Whip Lite	☐	_____	06
Cool Whip Sugar Free	☐	_____	07
Dean's Whipping Cream	☐	_____	08
Dream Whip	☐	_____	09
Reddi-wip Original	☐	_____	10
Reddi-wip Extra Creamy	☐	_____	11
Reddi-wip Fat Free	☐	_____	12
Other Reddi-wip	☐	_____	13
Store's Own Brand	☐	_____	14
_____ (OTHER (Write In))	☐	_____	999

NUTS FOR COOKING

852

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Shelled	☐	_____	01
Unshelled	☐	_____	02
BRANDS:			
Blue Diamond Almonds	☐	_____	03
Diamond	☐	_____	04
Fisher	☐	_____	05
Planters	☐	_____	06
Store's Own Brand	☐	_____	07
_____ (OTHER (Write In))	☐	_____	999

ICE CREAM BARS, SANDWICHES & BON BONS

742

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	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 SNACKS (Not Frozen Yogurt or Ice Cream)

741

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Bomb Pop	☐	_____	01
Fla • Vor • Ice	☐	_____	02
FrozFruit	☐	_____	03
Fruttare	☐	_____	04
Fudgsicle	☐	_____	05
Fudgsicle—No Sugar Added	☐	_____	06
Luigi's	☐	_____	07
Minute Maid	☐	_____	08
Nestlé Outshine Fruit Bars	☐	_____	09
Pop-Ice	☐	_____	10
Popsicle Ice Pops	☐	_____	11
Popsicle—Sugar Free	☐	_____	12
Push-Up	☐	_____	13
Store's Own Brand	☐	_____	14
_____ (OTHER (Write In))	☐	_____	999

DESSERT TOPPINGS

744

	Your Household: Used in last 12 months	Jars/ Containers last 12 months	
TOTAL:	☐	_____	00
BRANDS:			
Hershey's	☐	_____	01
Mrs. Richardson's	☐	_____	02
Nestlé Nesquik	☐	_____	03
Smucker's	☐	_____	04
Store's Own Brand	☐	_____	05
_____ (OTHER (Write In))	☐	_____	999

FROZEN DESSERTS

745

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Banquet Pies	☐	_____	01
Bertolli	☐	_____	02
Edwards Pies	☐	_____	03
Eli's Cheesecake	☐	_____	04
Marie Callender's Pies	☐	_____	05
Mrs. Smith's Cobblers	☐	_____	06
Mrs. Smith's (Other Pies)	☐	_____	07
Pepperidge Farm 3-Layer Cake	☐	_____	08
Pepperidge Farm Turnovers	☐	_____	09
Pepperidge Farm (Other Desserts)	☐	_____	10
Sara Lee Cheesecake	☐	_____	11
Sara Lee Coffee Cake	☐	_____	12
Sara Lee Pies	☐	_____	13
Sara Lee Pound Cake	☐	_____	14
Sara Lee (Other Desserts)	☐	_____	15
Weight Watchers Smart Ones	☐	_____	16
Store's Own Brand	☐	_____	17
_____ (OTHER (Write In))	☐	_____	999

BAR BAKING CHOCOLATE

747

	Your Household: Used in last 6 months	Boxes/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Unsweetened	☐	_____	01
Bittersweet	☐	_____	02
Semi-Sweet	☐	_____	03
German Sweet	☐	_____	04
White Chocolate	☐	_____	05
BRANDS:			
Baker's	☐	_____	06
Ghirardelli	☐	_____	07
Hershey's	☐	_____	08
Nestlé	☐	_____	09
_____ (OTHER (Write In))	☐	_____	999

BAKING CHIPS

Your Household: Used in last 6 months | Bags/ last 30 days

748

TOTAL: ☐ _____ 00

TYPES:
- Butterscotch ☐ _____ 01
- Peanut Butter ☐ _____ 02
- Milk Chocolate ☐ _____ 03
- Semi-Sweet Chocolate ☐ _____ 04
- White Chocolate ☐ _____ 05

KINDS:
- Mini ☐ _____ 06
- Regular ☐ _____ 07
- Chunks ☐ _____ 08

BRANDS:
- Baker's Chunks ☐ _____ 09
- Ghirardelli ☐ _____ 10
- Hershey's ☐ _____ 11
- M & M's Mini Baking Bits ☐ _____ 12
- Nestlé Toll House ☐ _____ 13
- Reese's ☐ _____ 14
- Store's Own Brand ☐ _____ 15
- _____ ☐ _____ 999 OTHER (Write In)

BAKING COCONUT

Your Household: Used in last 6 months | Containers/ last 30 days

749

TOTAL: ☐ _____ 00

BRANDS:
- Baker's ☐ _____ 01
- Mounds ☐ _____ 02
- Store's Own Brand ☐ _____ 03
- _____ ☐ _____ 999 OTHER (Write In)

FROSTINGS

Your Household: Used in last 6 months | Packages/ last 30 days

750

TOTAL: ☐ _____ 00

TYPES:
- Decorating icings ☐ _____ 01
- Ready to spread ☐ _____ 02
- Package frosting mix ☐ _____ 03

BRANDS:
- Betty Crocker Rich & Creamy ☐ _____ 04
- Betty Crocker Whipped ☐ _____ 05
- Duncan Hines Creamy Home-Style ☐ _____ 06
- Duncan Hines Whipped ☐ _____ 07
- Jiffy Frosting Mix ☐ _____ 08
- Pillsbury Creamy Supreme ☐ _____ 09
- Pillsbury Funfetti ☐ _____ 10
- Store's Own Brand ☐ _____ 11
- _____ ☐ _____ 999 OTHER (Write In)

EXTRACTS

Your Household: Used in last 6 months | Bottles/ last 6 months

848

TOTAL: ☐ _____ 00

BRANDS:
- Durkee ☐ _____ 01
- McCormick ☐ _____ 02
- Tone's ☐ _____ 03
- Watkins ☐ _____ 04
- Generic (No Label) ☐ _____ 05
- Store's Own Brand ☐ _____ 06
- _____ ☐ _____ 999 OTHER (Write In)

BAKING MIXES (Excluding cake mixes)

Your Household: Used in last 6 months | Packages/ last 30 days

751

TOTAL: ☐ _____ 00

BRANDS:
- Betty Crocker Wild Blueberry Muffins ☐ _____ 01
- Other Betty Crocker Muffins ☐ _____ 02
- Bisquick ☐ _____ 03
- Bisquick Heart Smart ☐ _____ 04
- Duncan Hines Simple Mornings Blueberry Muffins ☐ _____ 05
- Other Duncan Hines Simple Mornings Muffins ☐ _____ 06
- Fleischmann's Simply Homemade ☐ _____ 07
- Jiffy ☐ _____ 08
- Krusteaz ☐ _____ 09
- Martha White Cornbread ☐ _____ 10
- Martha White Muffins ☐ _____ 11
- Pillsbury Muffin Mix ☐ _____ 12
- Pillsbury Quick Bread ☐ _____ 13
- Store's Own Brand ☐ _____ 14
- _____ ☐ _____ 999 OTHER (Write In)

DRY CAKE MIXES

Your Household: Used in last 6 months | Packages/ last 30 days

752

TOTAL: ☐ _____ 00

BRANDS:
- Betty Crocker Angel Food ☐ _____ 01
- Betty Crocker Pound Cake ☐ _____ 02
- Betty Crocker Super Moist ☐ _____ 03
- Duncan Hines Angel Food ☐ _____ 04
- Duncan Hines Classic Mixes ☐ _____ 05
- Other Duncan Hines Cake ☐ _____ 06
- Jell-O No Bake Cheesecake ☐ _____ 07
- Jiffy ☐ _____ 08
- Pillsbury Funfetti ☐ _____ 09
- Pillsbury Moist Supreme ☐ _____ 10
- Pillsbury Sugar Free ☐ _____ 11
- Store's Own Brand ☐ _____ 12
- _____ ☐ _____ 999 OTHER (Write In)

SEASONINGS & SPICES

Your Household: Used in last 6 months | Packages or containers/ last 6 months

847

TOTAL: ☐ _____ 00

BRANDS:
- Accent ☐ _____ 01
- Adolph's ☐ _____ 02
- Badia ☐ _____ 03
- Durkee ☐ _____ 04
- Goya Adobo ☐ _____ 05
- Other Goya Spices ☐ _____ 06
- Herb-Ox ☐ _____ 07
- Hidden Valley ☐ _____ 08
- Kitchen Bouquet ☐ _____ 09
- Lawry's ☐ _____ 10
- McCormick ☐ _____ 11
- Morton ☐ _____ 12
- Mrs. Dash ☐ _____ 13
- Spice Classics ☐ _____ 14
- Spice Islands ☐ _____ 15
- Spice World ☐ _____ 16
- Tone's ☐ _____ 17
- Weber ☐ _____ 18
- Wyler's ☐ _____ 19
- Store's Own Brand ☐ _____ 20
- _____ ☐ _____ 999 OTHER (Write In)

BROWNIE & COOKIE MIXES

Your Household: Used in last 6 months | Packages/ last 30 days

754

TOTAL: ☐ _____ 00

BRANDS:
- Betty Crocker Cookie Mix ☐ _____ 01
- Betty Crocker Brownies ☐ _____ 02
- Duncan Hines Brownies ☐ _____ 03
- Other Duncan Hines ☐ _____ 04
- Ghirardelli Brownies ☐ _____ 05
- Pillsbury Cookie Mix ☐ _____ 06
- Pillsbury Brownies ☐ _____ 07
- Store's Own Brand ☐ _____ 08
- _____ ☐ _____ 999 OTHER (Write In)

PACKAGED PIE CRUST

Your Household: Used in last 6 months | Boxes or packs/last 30 days

755

TOTAL: ☐ _____ 00

TYPES:
- Graham Cracker Crumbs ☐ _____ 01
- Frozen Pastry ☐ _____ 02
- Pre-formed Crumb ☐ _____ 03
- Refrigerated Pastry ☐ _____ 04

BRANDS:
- Keebler Ready Crust ☐ _____ 05
- Nabisco ☐ _____ 06
- Pillsbury ☐ _____ 07
- Store's Own Brand ☐ _____ 08
- _____ ☐ _____ 999 OTHER (Write In)

PUDDINGS & PIE FILLINGS

Your Household: Used in last 6 months | Containers/ last 30 days

756

TOTAL: ☐ _____ 00

TYPES:
- Powdered Instant ☐ _____ 01
- Powdered Regular ☐ _____ 02
- Ready to Eat ☐ _____ 03

KINDS:
- Regular ☐ _____ 04
- Sugar-Free ☐ _____ 05
- Fat-Free ☐ _____ 06

FORMS:
- Refrigerated ☐ _____ 07
- Shelf-Stable ☐ _____ 08

BRANDS:
- Duncan Hines Comstock ☐ _____ 09
- Jell-O Pudding ☐ _____ 10
- Jell-O Pudding (Fat/Sugar Free) ☐ _____ 11
- Jell-O Pudding Snacks ☐ _____ 12
- Jell-O Pudding Snacks (Fat Free) ☐ _____ 13
- Jell-O Pudding Snacks (Sugar Free) ☐ _____ 14
- Kozy Shack Pudding ☐ _____ 15
- Libby's 100% Pure Pumpkin ☐ _____ 16
- Lucky Leaf ☐ _____ 17
- Minute Tapioca ☐ _____ 18
- Mousse Temptations by Jell-O ☐ _____ 19
- My-T-Fine ☐ _____ 20
- Royal ☐ _____ 21
- Snack Pack ☐ _____ 22
- Swiss Miss Pudding ☐ _____ 23
- Store's Own Brand ☐ _____ 24
- _____ ☐ _____ 999 OTHER (Write In)

COOKIES (Ready to Eat)

757

	Your Household: Used in last 6 months	Boxes or packages/ last 30 days	
TOTAL:	☐	_____	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

READY TO EAT MUFFINS

765

	Your Household: Used in last 6 months	Packages/ Boxes last 30 days	
TOTAL:	☐	_____	00
PACKAGE SIZE:			
100 Calorie Pack	☐	_____	01
Other Package Size	☐	_____	02
BRANDS:			
Entenmann's	☐	_____	03
Hostess	☐	_____	04
Little Debbie	☐	_____	05
Otis Spunkmeyer	☐	_____	06
Bakery	☐	_____	07
Store's Own Bakery	☐	_____	08
_____ OTHER (Write In)	☐	_____	999

GELATIN AND GELATIN DESSERTS

759

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Refrigerated/Ready to Eat	☐	_____	01
Powder/Mix	☐	_____	02
BRANDS:			
Jell-O Gelatin	☐	_____	03
Jell-O Gelatin Snacks	☐	_____	04
Jell-O Gelatin Sugar Free Snacks	☐	_____	05
Jell-O Sugar Free Gelatin	☐	_____	06
Knox	☐	_____	07
Royal	☐	_____	08
Store's Own Brand	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

SNACK CAKES

753

	Your Household: Used in last 6 months	Boxes or Packages/ last 30 days	
TOTAL:	☐	_____	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

TOASTER PRODUCTS

761

	Your Household: Used in last 6 months	Packages last 30 days	
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
_____ OTHER (Write In)	☐	_____	999

READY TO EAT DOUGHNUTS

758

	Your Household: Used in last 6 months	Packages/ Boxes last 30 days	
TOTAL	☐	_____	00
BRANDS:			
Dunkin' Donuts	☐	_____	01
Entenmann's	☐	_____	02
Hostess	☐	_____	03
Krispy Kreme	☐	_____	04
Little Debbie	☐	_____	05
Tastykake	☐	_____	06
Fresh Doughnut Shop	☐	_____	07
Bakery	☐	_____	08
Store's Own Bakery	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

BREAKFAST/ CEREAL/ GRANOLA BARS

763

	Your Household: Used in last 6 months	Bars/ last 30 days	
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
Quaker Real Medleys Bar	☐	_____	15
Other Quaker	☐	_____	16
Sunbelt Fruit & Grain Bars	☐	_____	17
Sunbelt Granola Bars	☐	_____	18
Store's Own Brand	☐	_____	19
_____ OTHER (Write In)	☐	_____	999

FRUIT SNACKS

995

	Your Household: Used in last 6 months	Snacks/ last 30 days	
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
_____ OTHER (Write In)	☐	_____	999

READY TO EAT SWEET ROLLS & PASTRIES

770

	Your Household: Used in last 6 months	Packages/ Boxes last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Cinnamon Rolls	☐	_____	01
Coffee Cake	☐	_____	02
Cupcakes	☐	_____	03
Danish Rolls	☐	_____	04
Honey Buns	☐	_____	05
Pies	☐	_____	06
Turnovers	☐	_____	07
BRANDS:			
Entenmann's	☐	_____	08
Hostess	☐	_____	09
Little Debbie	☐	_____	10
Mrs. Freshley's	☐	_____	11
Tastykake	☐	_____	12
Store's Own Brand	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

BREAKFAST CEREALS (Cold)

766

	Your Household: Used in last 6 months	Individual portions/ last 7 days	
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

Continued in next Column

BREAKFAST CEREALS (Cold) (Continued)

	Your Household: Used in last 6 months	Individual portions/ last 7 days	
Oatmeal Crisp Crunchy Almond	☐	_____	60
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
_____ (OTHER (Write In))	☐	_____	999

BREAKFAST CEREALS (Hot)

764

	Your Household: Used in last 6 months	Individual portions/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Aunt Jemima Grits	☐	_____	01
Better Oats	☐	_____	02
Cream of Rice	☐	_____	03
Cream of Wheat Instant	☐	_____	04
Cream of Wheat Regular/Stovetop	☐	_____	05
Farina	☐	_____	06
Malt-O-Meal	☐	_____	07
Quaker Instant Oatmeal	☐	_____	08
Quaker Oat Bran	☐	_____	09
Quaker Quick Oats	☐	_____	10
Quaker Real Medleys	☐	_____	11
Quaker Weight Control	☐	_____	12
Old Fashioned Quaker Oats	☐	_____	13
Quaker Instant Grits	☐	_____	14
Quaker Quick Grits	☐	_____	15
Store's Own Brand	☐	_____	16
_____ (OTHER (Write In))	☐	_____	999

FROZEN BREAKFASTS

768

	Your Household: Used in last 6 months	Packages/ last 30 days	
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 Skillets	☐	_____	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
_____ (OTHER (Write In))	☐	_____	999

FROZEN WAFFLES

769

	Your Household: Used in last 6 months	Packages/ last 30 days	
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 Wafflers	☐	_____	10
Other Eggo Waffles	☐	_____	11
Kashi	☐	_____	12
Van's	☐	_____	13
Store's Own Brand	☐	_____	14
_____ (OTHER (Write In))	☐	_____	999

FROZEN PANCAKES/ FRENCH TOAST

767

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Buttermilk	☐	_____	01
Regular	☐	_____	02
BRANDS:			
De Wafelbakkers	☐	_____	03
Eggo French Toaster Sticks	☐	_____	04
Eggo Pancakes	☐	_____	05
Farm Rich French Toast Sticks	☐	_____	06
Krusteaz French Toast/ Pancakes	☐	_____	07
Pillsbury Pancakes	☐	_____	08
Van's	☐	_____	09
Store's Own Brand	☐	_____	10
_____ (OTHER (Write In))	☐	_____	999

WAFFLE OR PANCAKE MIX

Your Household: Used in last 6 months | Containers/ last 30 days

771

TOTAL: ☐ _____ 00

TYPES:
- Dry Mix ☐ _____ 01
- Ready to Pour ☐ _____ 02

BRANDS:
- Aunt Jemima Complete ☐ _____ 03
- Other Aunt Jemima ☐ _____ 04
- Bisquick ☐ _____ 05
- Bisquick Heart Smart ☐ _____ 06
- Bisquick Shake 'n Pour ☐ _____ 07
- Hungry Jack ☐ _____ 08
- Jiffy ☐ _____ 09
- Krusteaz Buttermilk Complete Pancake Mix ☐ _____ 10
- Mrs. Butterworth's ☐ _____ 11
- Store's Own Brand ☐ _____ 12
- _____ ☐ _____ 999

OTHER (Write In)

TABLE SYRUP, MOLASSES & AGAVE

Your Household: Used in last 6 months | Bottles or containers/ last 30 days

772

TOTAL: ☐ _____ 00

TYPES:
- Lite/Low calorie ☐ _____ 01
- Regular ☐ _____ 02
- Sugar Free ☐ _____ 03

FORMS:
- Table Syrup ☐ _____ 04
- Molasses ☐ _____ 05
- Agave Nectar ☐ _____ 06

BRANDS:
- Agave in the Raw ☐ _____ 07
- Aunt Jemima Lite ☐ _____ 08
- Aunt Jemima Original ☐ _____ 09
- Aunt Jemima Butter Lite ☐ _____ 10
- Aunt Jemima Butter Rich ☐ _____ 11
- Aunt Jemima Country Rich ☐ _____ 12
- Brer Rabbit Molasses ☐ _____ 13
- Cary's ☐ _____ 14
- Country Kitchen ☐ _____ 15
- Golden Griddle ☐ _____ 16
- Grandma's Molasses ☐ _____ 17
- Hungry Jack Lite ☐ _____ 18
- Hungry Jack Original ☐ _____ 19
- Hungry Jack Butter Flavored ☐ _____ 20
- Karo Pancake ☐ _____ 21
- Log Cabin Lite ☐ _____ 22
- Log Cabin Original ☐ _____ 23
- Other Log Cabin ☐ _____ 24
- Maple Grove Farms ☐ _____ 25
- Mrs. Butterworth's Lite ☐ _____ 26
- Mrs. Butterworth's Original ☐ _____ 27
- Mrs. Butterworth's Sugar Free ☐ _____ 28
- Vermont Maid ☐ _____ 29
- Store's Own Brand ☐ _____ 30
- _____ ☐ _____ 999

OTHER (Write In)

JAMS & JELLIES

Your Household: Used in last 6 months | Jars/ last 30 days

774

TOTAL: ☐ _____ 00

TYPES:
- Regular ☐ _____ 01
- Light ☐ _____ 02
- Sugar Free/No Sugar Added ☐ _____ 03

FORMS:
- Jam ☐ _____ 04
- Jelly ☐ _____ 05
- Preserves ☐ _____ 06
- Marmalade ☐ _____ 07
- All Fruit ☐ _____ 08

KINDS:
- Grape ☐ _____ 09
- Strawberry ☐ _____ 10
- Other ☐ _____ 11

BRANDS:
- Bama ☐ _____ 12
- Bonne Maman ☐ _____ 13
- Knott's Berry Farm ☐ _____ 14
- Polaner ☐ _____ 15
- Smucker's ☐ _____ 16
- Welch's ☐ _____ 17
- Store's Own Brand ☐ _____ 18
- _____ ☐ _____ 999

OTHER (Write In)

PEANUT BUTTER & OTHER NUT SPREADS

Your Household: Used in last 6 months | Jars/ last 30 days

776

TOTAL: ☐ _____ 00

TYPES:
- Creamy ☐ _____ 01
- Crunchy ☐ _____ 02

KINDS:
- Natural ☐ _____ 03

BRANDS:
- Jif ☐ _____ 04
- Jif Natural ☐ _____ 05
- Jif Reduced Fat ☐ _____ 06
- Jif Omega-3 ☐ _____ 07
- Jif Whips ☐ _____ 08
- Simply Jif ☐ _____ 09
- Nutella ☐ _____ 10
- Peter Pan Regular ☐ _____ 11
- Reese's ☐ _____ 12
- Skippy Natural ☐ _____ 13
- Skippy Regular ☐ _____ 14
- Skippy Reduced Fat ☐ _____ 15
- Skippy Roasted Honey Nut ☐ _____ 16
- Smart Balance ☐ _____ 17
- Smucker's ☐ _____ 18
- Store's Own Brand ☐ _____ 19
- _____ ☐ _____ 999

OTHER (Write In)

HONEY

Your Household: Used in last 6 months | Containers or jars/last 6 months

773

TOTAL: ☐ _____ 00

BRANDS:
- Burleson's ☐ _____ 01
- Golden Blossom ☐ _____ 02
- Sue Bee ☐ _____ 03
- Generic (No Label) ☐ _____ 04
- Store's Own Brand ☐ _____ 05
- _____ ☐ _____ 999

OTHER (Write In)

READY TO SERVE DIPS

Your Household: Used in last 6 months | Containers/ last 30 days

777

TOTAL: ☐ _____ 00

FLAVORS:
- Bacon & Horseradish ☐ _____ 01
- Bean ☐ _____ 02
- Blue Cheese ☐ _____ 03
- Other Cheese ☐ _____ 04
- Caramel ☐ _____ 05
- Chocolate ☐ _____ 06
- Hummus ☐ _____ 07
- French Onion ☐ _____ 08
- Green Onion ☐ _____ 09
- Guacamole/Avocado ☐ _____ 10
- Jalapeño ☐ _____ 11
- Ranch ☐ _____ 12
- Other ☐ _____ 13

BRANDS:
- Athenos ☐ _____ 14
- Boar's Head ☐ _____ 15
- Cedar's ☐ _____ 16
- Cheez Whiz ☐ _____ 17
- Dean's ☐ _____ 18
- Frito-Lay ☐ _____ 19
- Heluva Good! ☐ _____ 20
- Kraft ☐ _____ 21
- Lay's ☐ _____ 22
- Marzetti ☐ _____ 23
- Sabra ☐ _____ 24
- Tostitos ☐ _____ 25
- Tribe ☐ _____ 26
- Wholly Guacamole ☐ _____ 27
- Store's Own Brand ☐ _____ 28
- _____ ☐ _____ 999

OTHER (Write In)

AMERICAN PASTEURIZED PROCESSED CHEESE

Your Household: Used in last 6 months | Pounds/ last 30 days

778

TOTAL: ☐ _____ 00

TYPES:
- Light/Lite ☐ _____ 01
- Low Fat ☐ _____ 02
- Fat Free ☐ _____ 03
- Regular ☐ _____ 04

FORMS:
- Chunk ☐ _____ 05
- Shredded ☐ _____ 06
- Individually Wrapped Slices ☐ _____ 07
- Other Pre-Sliced ☐ _____ 08
- Loaf/Brick/Boxed ☐ _____ 09

KINDS:
- Pre-Packaged ☐ _____ 10
- Deli ☐ _____ 11

BRANDS:
- Alpine Lace ☐ _____ 12
- Boar's Head ☐ _____ 13
- Borden 2% Milk ☐ _____ 14
- Borden Fat Free Singles ☐ _____ 15
- Borden Singles ☐ _____ 16
- Crystal Farms ☐ _____ 17
- Kraft Deli Deluxe ☐ _____ 18
- Kraft Fat Free Singles ☐ _____ 19
- Kraft 2% Milk Singles ☐ _____ 20
- Kraft Singles ☐ _____ 21
- Other Kraft ☐ _____ 22
- Land O'Lakes ☐ _____ 23
- Velveeta ☐ _____ 24
- Velveeta 2% Milk ☐ _____ 25
- Velveeta Mexican Mild ☐ _____ 26
- Store's Own Brand ☐ _____ 27
- _____ ☐ _____ 999

OTHER (Write In)

NATURAL OR IMPORTED CHEESE

779

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
FORMS:			
Chunk	☐	_____	01
Loaf	☐	_____	02
Pre-Sliced	☐	_____	03
Shredded	☐	_____	04
String	☐	_____	05
Cheese Stick	☐	_____	06
TYPES:			
Fat Free	☐	_____	07
Low Fat/Low Cholesterol	☐	_____	08
Low Sodium	☐	_____	09
Regular	☐	_____	10
KINDS:			
Blue Cheese	☐	_____	11
Brie	☐	_____	12
Cheddar	☐	_____	13
Colby	☐	_____	14
Edam	☐	_____	15
Feta	☐	_____	16
Goat	☐	_____	17
Gouda	☐	_____	18
Havarti	☐	_____	19
Jarlsberg	☐	_____	20
Monterey Jack	☐	_____	21
Mozzarella	☐	_____	22
Muenster	☐	_____	23
Parmesan	☐	_____	24
Pepper Jack	☐	_____	25
Provolone	☐	_____	26
Ricotta	☐	_____	27
Romano	☐	_____	28
Swiss	☐	_____	29
Cheese Blends	☐	_____	30
BRANDS:			
Alpine Lace	☐	_____	31
Athenos	☐	_____	32
Babybel	☐	_____	33
BelGioioso	☐	_____	34
Borden	☐	_____	35
Boursin	☐	_____	36
Cabot	☐	_____	37
Cracker Barrel	☐	_____	38
Crystal Farms	☐	_____	39
Frigo	☐	_____	40
Galbani	☐	_____	41
Heluva Good!	☐	_____	42
Kraft	☐	_____	43
Land O'Lakes	☐	_____	44
The Laughing Cow	☐	_____	45
Polly-O	☐	_____	46
Président	☐	_____	47
Sargento	☐	_____	48
Tillamook	☐	_____	49
Store's Own Brand	☐	_____	50
_____ OTHER (Write In)	☐	_____	999

GRATED CHEESE

780

	Your Household: Used in last 6 months	Containers/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Deli — Pre-Packaged	☐	_____	01
Deli — Fresh	☐	_____	02
Dry/Canned	☐	_____	03
KINDS:			
Parmesan	☐	_____	04
Romano	☐	_____	05
Parmesan/Romano Blend	☐	_____	06
BRANDS:			
4C	☐	_____	07
Kraft	☐	_____	08
Store's Own Brand	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

COTTAGE CHEESE

781

	Your Household: Used in last 6 months	Containers/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Low Fat	☐	_____	01
Non Fat/Fat Free	☐	_____	02
Regular	☐	_____	03
BRANDS:			
Axelrod	☐	_____	04
Breakstone's	☐	_____	05
Daisy	☐	_____	06
Dean's	☐	_____	07
Friendship	☐	_____	08
Hood	☐	_____	09
Knudsen	☐	_____	10
Prairie Farms	☐	_____	11
Simply Kraft	☐	_____	12
Store's Own Brand	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

CREAM CHEESE

782

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Flavored	☐	_____	01
Regular/Unflavored	☐	_____	02
FORMS:			
Brick	☐	_____	03
Soft	☐	_____	04
Whipped	☐	_____	05
KINDS:			
Fat Free	☐	_____	06
Reduced Fat	☐	_____	07
Regular	☐	_____	08
BRANDS:			
Philadelphia Regular	☐	_____	09
Philadelphia 1/3 Less Fat	☐	_____	10
Temp Tee	☐	_____	11
Weight Watchers	☐	_____	12
Store's Own Brand	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

Used For: 783-0

Cooking/Baking	☐	1
Spreading	☐	2

SPREAD CHEESE/ CHEESE SAUCE

784

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Aerosol Can	☐	_____	01
Balls/Logs	☐	_____	02
Crock/Tub	☐	_____	03
Jar/Cup	☐	_____	04
Squeeze Bottle	☐	_____	05
KINDS:			
Sauce	☐	_____	06
Spread	☐	_____	07
BRANDS:			
Alouette	☐	_____	08
Boursin Spreadable	☐	_____	09
Cheez Whiz	☐	_____	10
Easy Cheese	☐	_____	11
Kaukauna	☐	_____	12
Price*s	☐	_____	13
WisPride	☐	_____	14
Store's Own Brand	☐	_____	15
_____ OTHER (Write In)	☐	_____	999

CRACKERS

785

	Your Household: Used in last 6 months	Boxes/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Butter-Flavored	☐	_____	01
Cheese	☐	_____	02
Crispbread	☐	_____	03
Graham	☐	_____	04
Oat/Oat Bran	☐	_____	05
Saltines	☐	_____	06
Sandwich	☐	_____	07
Sesame	☐	_____	08
Wheat/Rye	☐	_____	09
Other Flavored Snack	☐	_____	10
FORMS:			
Low Fat	☐	_____	11
Fat Free	☐	_____	12
Regular	☐	_____	13
PACKAGE SIZE:			
100 Calorie Pack	☐	_____	14
Other Package Size	☐	_____	15
BRANDS:			
Annie's Bunnies	☐	_____	16
Austin Cracker Sandwiches	☐	_____	17
Blue Diamond Nut-Thins	☐	_____	18
Carr's	☐	_____	19
Combos (cracker varieties)	☐	_____	20
Kashi Crackers	☐	_____	21
Keebler Club	☐	_____	22
Keebler Club Multi-Grain	☐	_____	23
Keebler Grahams	☐	_____	24
Keebler Sandwich Crackers	☐	_____	25
Keebler Town House	☐	_____	26
Keebler Zesta Saltines	☐	_____	27
Other Keebler	☐	_____	28
Kellogg's Special K Crackers	☐	_____	29
Lance Sandwich Crackers	☐	_____	30
Nabisco Better Cheddars	☐	_____	31
Nabisco Cheese Nips	☐	_____	32
Nabisco Good Thins	☐	_____	33
Nabisco Honey Maid Grahams	☐	_____	34
Nabisco Premium Saltines	☐	_____	35
Nabisco Ritz	☐	_____	36
Nabisco Ritz Bits Cheese Sandwiches	☐	_____	37
Nabisco Ritz Bits Peanut Butter Sandwiches	☐	_____	38
Nabisco Ritz Fresh Stacks	☐	_____	39
Nabisco Triscuit	☐	_____	40
Nabisco Wheat Thins	☐	_____	41
Other Nabisco	☐	_____	42
Pepperidge Farm Crackers	☐	_____	43
Pepperidge Farm Goldfish	☐	_____	44
Pepperidge Farm Goldfish Grahams	☐	_____	45
Pepperidge Farm Flavor Blasted Goldfish	☐	_____	46
Stoned Wheat Thins	☐	_____	47
Sunshine Cheez-It	☐	_____	48
Sunshine Krispy Saltines	☐	_____	49
Van's	☐	_____	50
Wasa	☐	_____	51
Store's Own Brand	☐	_____	52
_____ OTHER (Write In)	☐	_____	999

RICE CAKES

786

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Quaker	☐	_____	01
Store's Own Brand	☐	_____	02
_____ OTHER (Write In)	☐	_____	999

PRETZELS

789

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	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

POTATO CHIPS

787

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	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 Kettle Cooked	☐	_____	16
Lay's Oven Baked	☐	_____	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

POPPING CORN & POPCORN SNACKS

791

	Your Household: Used in last 6 months	Packages/ Bowls served/ last 30 days	
TOTAL:	☐	_____	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

CORN, TORTILLA & OTHER CHIPS & CHEESE SNACKS

790

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	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 Oven Baked	☐	_____	09
Combos	☐	_____	10
Corn Nuts	☐	_____	11
Doritos Nacho Cheese	☐	_____	12
Doritos Cool Ranch	☐	_____	13
Other Doritos	☐	_____	14
Fritos Regular	☐	_____	15
Fritos Bar-B-Q	☐	_____	16
Fritos Chili Cheese	☐	_____	17
Fritos Scoops!	☐	_____	18
Other Fritos	☐	_____	19
Funyuns	☐	_____	20
Mission Tortilla Chips	☐	_____	21
On the Border	☐	_____	22
Pirate's Booty	☐	_____	23
Santitas	☐	_____	24
Stacy's Pita Chips	☐	_____	25
SunChips	☐	_____	26
Tostitos Oven Baked	☐	_____	27
Tostitos Crispy Rounds	☐	_____	28
Tostitos Restaurant Style	☐	_____	29
Tostitos Scoops!	☐	_____	30
Other Tostitos	☐	_____	31
Utz	☐	_____	32
Store's Own Brand	☐	_____	33
_____ OTHER (Write In)	☐	_____	999

CANNED OR JARRED SOUP/BROTH

796

	Your Household: Used in last 6 months	Cans/jars last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Condensed	☐	_____	01
Ready to Serve	☐	_____	02
Refrigerated	☐	_____	03
Frozen	☐	_____	04
KINDS:			
Low Sodium	☐	_____	05
Regular	☐	_____	06
BRANDS:			
Campbell's Chunky	☐	_____	07
Campbell's Go	☐	_____	08
Campbell's Homestyle	☐	_____	09
Campbell's Slow Kettle	☐	_____	10
Other Campbell's Ready to Serve	☐	_____	11
Campbell's Condensed Chicken Noodle Soup	☐	_____	12
Campbell's Condensed Cream of Mushroom	☐	_____	13
Campbell's Condensed Tomato Soup	☐	_____	14
Other Campbell's Condensed Soup	☐	_____	15
Campbell's Healthy Request	☐	_____	16
College Inn Broth	☐	_____	17
Dole Garden Soup	☐	_____	18
Healthy Choice	☐	_____	19
Kitchen Basics	☐	_____	20
Progresso	☐	_____	21
Progresso Light	☐	_____	22
Progresso Rich & Hearty	☐	_____	23
Swanson Broth	☐	_____	24
Wolfgang Puck	☐	_____	25
Store's Own Brand	☐	_____	26
_____ OTHER (Write In)	☐	_____	999

DRY SOUP & BOUILLON

792

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Bear Creek Soup Mix	☐	_____	01
Goya Bouillon	☐	_____	02
Herb-Ox Bouillon	☐	_____	03
Knorr Bouillon	☐	_____	04
Knorr Recipe Mix	☐	_____	05
Lipton Cup-a-Soup	☐	_____	06
Lipton Recipe Secrets	☐	_____	07
Lipton Soup Secrets	☐	_____	08
Maggi	☐	_____	09
Maruchan Instant Lunch	☐	_____	10
Maruchan Ramen Soup	☐	_____	11
Mrs. Grass Soup & Recipe Mix	☐	_____	12
Nissin Cup Noodles	☐	_____	13
Nissin Top Ramen	☐	_____	14
Nongshim Bowl Noodle Soup	☐	_____	15
Wyler's Bouillon	☐	_____	16
Store's Own Brand	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

PIZZA MIXES AND SAUCES

793

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Boboli	☐	_____	01
Chef Boyardee	☐	_____	02
Contadina	☐	_____	03
Ragú Pizza Quick Sauce	☐	_____	04
Ragú Pizza Sauce	☐	_____	05
_____ OTHER (Write In)	☐	_____	999

MEXICAN FOODS

794

	Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Burritos	☐	_____	01
Chilies	☐	_____	02
Chili Mixes	☐	_____	03
Enchiladas	☐	_____	04
Enchilada Sauce	☐	_____	05
Fajitas	☐	_____	06
Nachos	☐	_____	07
Refried Beans	☐	_____	08
Seasonings	☐	_____	09
Soft Tortillas	☐	_____	10
Taco Dinner Kit	☐	_____	11
Taco Sauce	☐	_____	12
Taco Shells	☐	_____	13
Tortilla Mix	☐	_____	14
Tostados	☐	_____	15
KINDS:			
Canned	☐	_____	16
Dry Mix	☐	_____	17
Frozen	☐	_____	18
Refrigerated	☐	_____	19
BRANDS:			
Azteca	☐	_____	20
Chi-Chi's	☐	_____	21
El Monterey	☐	_____	22
Goya	☐	_____	23
Guerrero	☐	_____	24
José Olé	☐	_____	25
La Banderita	☐	_____	26
Las Palmas	☐	_____	27
Lawry's	☐	_____	28
McCormick	☐	_____	29
Mission	☐	_____	30
Old El Paso	☐	_____	31
Ortega	☐	_____	32
Rosarita	☐	_____	33
Taco Bell	☐	_____	34
Store's Own Brand	☐	_____	35
_____ OTHER (Write In)	☐	_____	999

SALSA OR PICANTE SAUCE

795

	Used in last 6 months	Jars or Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Chi-Chi's	☐	_____	01
Herdez	☐	_____	02
La Victoria	☐	_____	03
Newman's Own	☐	_____	04
Old El Paso	☐	_____	05
Ortega	☐	_____	06
Pace	☐	_____	07
Taco Bell	☐	_____	08
Tostitos	☐	_____	09
Store's Own Brand	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

KETCHUP/CATSUP

844

	Used in last 6 months	Bottles or jars/last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Del Monte	☐	_____	01
Heinz	☐	_____	02
Hunt's	☐	_____	03
Store's Own Brand	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

BOTTLED BARBECUE & SEASONING SAUCES

845

	Used in last 6 months	Bottles/ last 3 months	
TOTAL:	☐	_____	00
TYPES:			
Barbecue Sauce	☐	_____	01
Chili Sauce	☐	_____	02
Horseradish	☐	_____	03
Hot Sauce	☐	_____	04
Marinade	☐	_____	05
Seafood Cocktail Sauce	☐	_____	06
Sriracha Sauce	☐	_____	07
Steak Sauce	☐	_____	08
Tartar Sauce	☐	_____	09
Teriyaki Sauce	☐	_____	10
Worcestershire Sauce	☐	_____	11
Other	☐	_____	12
BRANDS:			
A.1. Bold & Spicy	☐	_____	13
A.1. Marinade	☐	_____	14
A.1. Original Sauce	☐	_____	15
Bull's-Eye Barbecue Sauce	☐	_____	16
Cattlemen's Barbecue Sauce	☐	_____	17
Cholula	☐	_____	18
Frank's RedHot Sauce	☐	_____	19
French's	☐	_____	20
Heinz 57 Sauce	☐	_____	21
Other Heinz	☐	_____	22
Hunt's Barbecue Sauce	☐	_____	23
Jack Daniel's Barbecue Sauce	☐	_____	24
KC Masterpiece Barbecue Sauce	☐	_____	25
KC Masterpiece Marinade	☐	_____	26
Kikkoman Teriyaki	☐	_____	27
Kraft Barbecue Sauce (Original)	☐	_____	28
Kraft Thick'n Spicy	☐	_____	29
Other Kraft	☐	_____	30
Lawry's Marinade	☐	_____	31
Lea & Perrins Worcestershire	☐	_____	32
Louisiana Hot Sauce	☐	_____	33
McCormick Grill Mates	☐	_____	34
Open Pit Barbecue Sauce	☐	_____	35
Soy Vay	☐	_____	36
Stubb's	☐	_____	37
Sweet Baby Ray's Barbecue Sauce	☐	_____	38
Tabasco Sauce (McIlhenny)	☐	_____	39
Texas Pete	☐	_____	40
Store's Own Brand	☐	_____	41
_____ OTHER (Write In)	☐	_____	999

SOY SAUCE

846

	Used in last 6 months	Bottles/ last 6 months	
TOTAL:	☐	_____	00
TYPES:			
Low Sodium	☐	_____	01
Regular	☐	_____	02
BRANDS:			
Kikkoman	☐	_____	03
La Choy	☐	_____	04
Store's Own Brand	☐	_____	05
_____ OTHER (Write In)	☐	_____	999

CANNED BEANS WITH SAUCE

799

	Used in last 6 months	Cans/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
B&M Baked Beans	☐	_____	01
Brooks Chili Beans	☐	_____	02
Bush's Best Baked Beans	☐	_____	03
Bush's Best Chili Beans	☐	_____	04
Bush's Best Chili Magic Chili Starter	☐	_____	05
Bush's Best Grillin' Beans	☐	_____	06
Campbell's Pork & Beans	☐	_____	07
Goya Beans in Sauce	☐	_____	08
Hanover Baked Beans	☐	_____	09
Heinz Vegetarian Beans	☐	_____	10
Ranch Style Beans	☐	_____	11
S&W Baked Beans	☐	_____	12
Showboat Pork & Beans	☐	_____	13
Van Camp's Baked Beans	☐	_____	14
Van Camp's Beanee Weenee	☐	_____	15
Van Camp's Pork & Beans	☐	_____	16
Store's Own Brand	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

CHILI

801

	Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Regular	☐	_____	01
Without Beans	☐	_____	02
BRANDS:			
Armour Chili	☐	_____	03
Campbell's Chunky Chili	☐	_____	04
Dennison's	☐	_____	05
Hormel	☐	_____	06
Nalley	☐	_____	07
Stagg	☐	_____	08
Wolf Brand Chili	☐	_____	09
Store's Own Brand	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

CANNED OR JARRED FRUIT

760

	Used in last 6 months	Cans or Jars/last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Applesauce	☐	_____	01
Cherries	☐	_____	02
Cranberries/Cranberry Sauce	☐	_____	03
Fruit Cocktail	☐	_____	04
Grapefruit	☐	_____	05
Oranges	☐	_____	06
Peaches	☐	_____	07
Pears	☐	_____	08
Pineapple	☐	_____	09
BRANDS:			
Del Monte	☐	_____	10
Dole	☐	_____	11
Libby's	☐	_____	12
Mott's	☐	_____	13
Musselman's	☐	_____	14
Ocean Spray	☐	_____	15
Polar	☐	_____	16
White House	☐	_____	17
Store's Own Brand	☐	_____	18
_____ OTHER (Write In)	☐	_____	999

CANNED TOMATOES

802

	Your Household: Used in last 6 months	Cans/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Crushed	☐	_____	01
Diced/Chunky/Wedge	☐	_____	02
Paste	☐	_____	03
Sauce	☐	_____	04
Stewed	☐	_____	05
Whole	☐	_____	06
Other	☐	_____	07
BRANDS:			
Contadina	☐	_____	08
Del Monte	☐	_____	09
Hunt's	☐	_____	10
Muir Glen	☐	_____	11
Red Gold	☐	_____	12
Redpack	☐	_____	13
Ro*Tel	☐	_____	14
S&W	☐	_____	15
Tuttorosso	☐	_____	16
Store's Own Brand	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

CANNED OR JARRED VEGETABLES

803

	Your Household: Used in last 6 months	Cans or jars/last 30 days	
TOTAL:	☐	_____	00
KINDS:			
Beans	☐	_____	01
Carrots	☐	_____	02
Corn	☐	_____	03
Mixed	☐	_____	04
Mushrooms	☐	_____	05
Peas	☐	_____	06
Spinach	☐	_____	07
FORMS:			
Canned	☐	_____	08
Jarred	☐	_____	09
BRANDS:			
Allens	☐	_____	10
Bush's Best	☐	_____	11
Del Monte	☐	_____	12
Food Club	☐	_____	13
Freshlike	☐	_____	14
Giorgio	☐	_____	15
Glory	☐	_____	16
Goya	☐	_____	17
Green Giant	☐	_____	18
Hanover	☐	_____	19
Le Sueur	☐	_____	20
Libby's	☐	_____	21
Pennsylvania Dutchman	☐	_____	22
Stokely's	☐	_____	23
S&W	☐	_____	24
Veg-All	☐	_____	25
Store's Own Brand	☐	_____	26
_____ OTHER (Write In)	☐	_____	999

CANNED STEWS

804

	Your Household: Used in last 6 months	Cans/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Dinty Moore	☐	_____	01
Store's Own Brand	☐	_____	02
_____ OTHER (Write In)	☐	_____	999

CANNED OR JARRED SPAGHETTI & MACARONI

805

	Your Household: Used in last 6 months	Cans/jars last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Chef Boyardee	☐	_____	01
SpaghettiOs	☐	_____	02
Store's Own Brand	☐	_____	03
_____ OTHER (Write In)	☐	_____	999

SPAGHETTI/PASTA SAUCE

806

	Your Household: Used in last 6 months	Containers/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Canned	☐	_____	01
Jarred	☐	_____	02
KINDS:			
Low Fat/Low Sugar	☐	_____	03
Regular	☐	_____	04
FORMS:			
Refrigerated	☐	_____	05
Non-Refrigerated	☐	_____	06
BRANDS:			
Barilla	☐	_____	07
Bertolli	☐	_____	08
Classico	☐	_____	09
Del Monte	☐	_____	10
Francesco Rinaldi	☐	_____	11
Hunt's	☐	_____	12
Muir Glen	☐	_____	13
Newman's Own	☐	_____	14
Prego Chunky Garden	☐	_____	15
Prego Meat Sauce	☐	_____	16
Prego Traditional	☐	_____	17
Other Prego	☐	_____	18
Ragú Cheese Creations	☐	_____	19
Ragú Chunky	☐	_____	20
Ragú Homestyle	☐	_____	21
Ragú Old World Style	☐	_____	22
Ragú Organic	☐	_____	23
Other Ragú	☐	_____	24
Store's Own Brand	☐	_____	25
_____ OTHER (Write In)	☐	_____	999

CANNED TUNA

797

	Your Household: Used in last 6 months	Cans/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Low Sodium	☐	_____	01
Regular	☐	_____	02
FORMS:			
Packed in water	☐	_____	03
Packed in oil	☐	_____	04
KINDS:			
Solid white	☐	_____	05
Chunk light	☐	_____	06
Chunk white	☐	_____	07
BRANDS:			
Ace of Diamonds	☐	_____	08
Bumble Bee	☐	_____	09
Chicken of the Sea	☐	_____	10
Genova	☐	_____	11
StarKist	☐	_____	12
Store's Own Brand	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

PACKAGED, FROZEN, REFRIGERATED PASTA

808

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Dry	☐	_____	01
Frozen	☐	_____	02
Refrigerated (Fresh)	☐	_____	03
FORMS:			
Long	☐	_____	04
Stuffed	☐	_____	05
Other	☐	_____	06
KINDS:			
Regular	☐	_____	07
Whole Wheat/Whole Grain	☐	_____	08
Gluten Free	☐	_____	09
Other	☐	_____	10
BRANDS:			
American Beauty	☐	_____	11
Barilla	☐	_____	12
Barilla Protein Plus	☐	_____	13
Buitoni	☐	_____	14
Celentano	☐	_____	15
Creamette	☐	_____	16
De Cecco	☐	_____	17
Dreamfields	☐	_____	18
Golden Grain	☐	_____	19
Light 'n Fluffy	☐	_____	20
Mueller's	☐	_____	21
No Yolks	☐	_____	22
Pennsylvania Dutch	☐	_____	23
Prince	☐	_____	24
Ronzoni	☐	_____	25
Rosetto	☐	_____	26
San Giorgio	☐	_____	27
Skinner	☐	_____	28
Stouffer's	☐	_____	29
Wacky Mac	☐	_____	30
Store's Own Brand	☐	_____	31
_____ OTHER (Write In)	☐	_____	999

LUNCH COMBINATIONS/ KITS

810

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Armour LunchMakers	☐	_____	01
Bumble Bee Lunch on the Run	☐	_____	02
Lunchables (Oscar Mayer)	☐	_____	03
Lunchables Uploaded (Oscar Mayer)	☐	_____	04
Oscar Mayer P3	☐	_____	05
Oscar Mayer Sandwich	☐	_____	06
StarKist Lunch To-Go	☐	_____	07
Store's Own Brand	☐	_____	08
_____ OTHER (Write In)	☐	_____	999

PACKAGED DINNERS & SIDE DISHES (MIXES OR PREPARED)

Your Household: Used in last 6 months | Packages/ last 30 days

811

TOTAL: ☐ _____ 00

TYPES:
- Microwave ☐ _____ 01
- Regular ☐ _____ 02

BRANDS:
- Annie's Macaroni & Cheese ☐ _____ 03
- Barilla Italian Entrées ☐ _____ 04
- Betty Crocker Suddenly Pasta Salad ☐ _____ 05
- Bob Evans Macaroni & Cheese ☐ _____ 06
- Bowl Appétit ☐ _____ 07
- Cracker Barrel Macaroni & Cheese ☐ _____ 08
- Chef Boyardee Microwavable Meals ☐ _____ 09
- Homestyle Bakes ☐ _____ 10
- Hormel Compleats ☐ _____ 11
- Knorr Pasta Sides ☐ _____ 12
- Kraft Deluxe Macaroni & Cheese ☐ _____ 13
- Kraft Macaroni & Cheese ☐ _____ 14
- Kraft Macaroni & Cheese (Kid's Shapes) ☐ _____ 15
- Kraft Macaroni & Cheese (Microwaveable Cups) ☐ _____ 16
- Other Kraft Macaroni & Cheese ☐ _____ 17
- Kraft Pasta Salad ☐ _____ 18
- La Choy ☐ _____ 19
- Nissin Chow Mein ☐ _____ 20
- Pasta Roni ☐ _____ 21
- Velveeta Shells & Cheese ☐ _____ 22
- Store's Own Brand ☐ _____ 23
- _____ ☐ _____ 999

OTHER (Write In)

PACKAGED INSTANT POTATOES

Your Household: Used in last 6 months | Packages/ last 30 days

812

TOTAL: ☐ _____ 00

TYPES:
- Au Gratin ☐ _____ 01
- Hash Brown ☐ _____ 02
- Mashed ☐ _____ 03
- Scalloped ☐ _____ 04
- Other ☐ _____ 05

BRANDS:
- Betty Crocker Au Gratin Potatoes ☐ _____ 06
- Betty Crocker Flavored Mashed Potatoes ☐ _____ 07
- Betty Crocker Potato Buds ☐ _____ 08
- Betty Crocker Scalloped Potatoes ☐ _____ 09
- Other Betty Crocker ☐ _____ 10
- Hungry Jack Mashed Potatoes ☐ _____ 11
- Idaho Spuds ☐ _____ 12
- Idahoan Potatoes ☐ _____ 13
- Velveeta Cheesy Potatoes ☐ _____ 14
- Store's Own Brand ☐ _____ 15
- _____ ☐ _____ 999

OTHER (Write In)

DINNER MIXES AND KITS

Your Household: Used in last 6 months | Packages/ last 30 days

841

TOTAL: ☐ _____ 00

TYPES:
- Canned ☐ _____ 01
- Dry Mix ☐ _____ 02

BRANDS:
- Chicken Helper ☐ _____ 03
- Del Monte Sloppy Joe Sauce ☐ _____ 04
- Hamburger Helper ☐ _____ 05
- Heinz Sloppy Joe Sauce ☐ _____ 06
- Manwich ☐ _____ 07
- Not-So-Sloppy-Joe Sloppy Joe Sauce ☐ _____ 08
- Old El Paso ☐ _____ 09
- Tuna Helper ☐ _____ 10
- Velveeta Cheesy Skillets ☐ _____ 11
- Store's Own Brand ☐ _____ 12
- _____ ☐ _____ 999

OTHER (Write In)

STUFFING MIXES AND STUFFING PRODUCTS

Your Household: Used in last 6 months | Packages/ last 3 months

814

TOTAL: ☐ _____ 00

KINDS:
- Plain (Unseasoned) ☐ _____ 01
- Seasoned ☐ _____ 02

FLAVORS:
- Beef ☐ _____ 03
- Chicken ☐ _____ 04
- Cornbread ☐ _____ 05
- Herb ☐ _____ 06
- Pork ☐ _____ 07
- Turkey ☐ _____ 08

BRANDS:
- Arnold Stuffing ☐ _____ 09
- Betty Crocker Stuffing ☐ _____ 10
- Brownberry ☐ _____ 11
- Mrs. Cubbison's ☐ _____ 12
- Pepperidge Farm Stuffing ☐ _____ 13
- Stove Top ☐ _____ 14
- Store's Own Brand ☐ _____ 15
- _____ ☐ _____ 999

OTHER (Write In)

BREAD CRUMBS & COATING MIXES

Your Household: Used in last 6 months | Packages/ last 30 days

813

TOTAL: ☐ _____ 00

TYPES:
- Bread Crumbs ☐ _____ 01
- Coatings ☐ _____ 02

BRANDS:
- Contadina ☐ _____ 03
- 4C ☐ _____ 04
- Kellogg's Corn Flake Crumbs ☐ _____ 05
- Kikkoman ☐ _____ 06
- Louisiana Fish Fry ☐ _____ 07
- Oven Fry for Chicken ☐ _____ 08
- Oven Fry for Pork ☐ _____ 09
- Progresso ☐ _____ 10
- Shake 'N Bake Original for Chicken ☐ _____ 11
- Shake 'N Bake Original for Pork ☐ _____ 12
- Other Shake 'N Bake ☐ _____ 13
- Zatarain's ☐ _____ 14
- Store's Own Brand ☐ _____ 15
- _____ ☐ _____ 999

OTHER (Write In)

RICE

Your Household: Used in last 6 months | Packages/ last 30 days

815

TOTAL: ☐ _____ 00

TYPES:
- Boil In Bag ☐ _____ 01
- Instant ☐ _____ 02
- Regular (Long Cooking) ☐ _____ 03

KINDS:
- Brown ☐ _____ 04
- White ☐ _____ 05

BRANDS:
- Blue Ribbon ☐ _____ 06
- Canilla ☐ _____ 07
- Carolina ☐ _____ 08
- Goya ☐ _____ 09
- Lundberg ☐ _____ 10
- Mahatma Brown ☐ _____ 11
- Mahatma White ☐ _____ 12
- Other Mahatma ☐ _____ 13
- Minute Instant Brown ☐ _____ 14
- Minute Original ☐ _____ 15
- Minute Multi-Grain Medley ☐ _____ 16
- Minute Premium ☐ _____ 17
- Riceland ☐ _____ 18
- Success Boil-in-Bag ☐ _____ 19
- Texmati ☐ _____ 20
- Uncle Ben's Boil-in-Bag ☐ _____ 21
- Uncle Ben's Instant Brown Rice ☐ _____ 22
- Uncle Ben's Whole Grain Brown Rice ☐ _____ 23
- Uncle Ben's Original Converted ☐ _____ 24
- Store's Own Brand ☐ _____ 25
- _____ ☐ _____ 999

OTHER (Write In)

FLAVORED & SEASONED RICE

Your Household: Used in last 6 months | Packages/ last 30 days

816

TOTAL: ☐ _____ 00

BRANDS:
- Goya ☐ _____ 01
- Knorr Rice Sides ☐ _____ 02
- Mahatma Rice Mixes ☐ _____ 03
- Minute Ready to Serve ☐ _____ 04
- Near East ☐ _____ 05
- Rice-A-Roni ☐ _____ 06
- Uncle Ben's Country Inn ☐ _____ 07
- Uncle Ben's Long Grain & Wild Rice ☐ _____ 08
- Uncle Ben's Ready Rice ☐ _____ 09
- Other Uncle Ben's ☐ _____ 10
- Vigo ☐ _____ 11
- Zatarain's ☐ _____ 12
- Store's Own Brand ☐ _____ 13
- _____ ☐ _____ 999

OTHER (Write In)

FROZEN/ REFRIGERATED POTATO PRODUCTS

818

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
French Fried Potatoes	☐	_____	01
Mashed Potatoes	☐	_____	02
Other Potatoes	☐	_____	03
BRANDS:			
Alexia	☐	_____	04
Birds Eye	☐	_____	05
Bob Evans	☐	_____	06
Hormel	☐	_____	07
Larry's Mashed Potatoes	☐	_____	08
McCain French Fries	☐	_____	09
Other McCain	☐	_____	10
Ore-Ida Easy Fries	☐	_____	11
Ore-Ida Frozen French Fries	☐	_____	12
Ore-Ida Frozen Hash Browns	☐	_____	13
Ore-Ida Frozen Tater Tots	☐	_____	14
Ore-Ida Roasted	☐	_____	15
Ore-Ida Steam n' Mash	☐	_____	16
Other Ore-Ida	☐	_____	17
Simply Potatoes	☐	_____	18
Store's Own Brand	☐	_____	19
_____ OTHER (Write In)	☐	_____	999

FROZEN VEGETABLES

819

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Box	☐	_____	01
Plastic Bag	☐	_____	02
KINDS:			
Plain	☐	_____	03
With Sauce/Seasoning	☐	_____	04
FORMS:			
Single Vegetable	☐	_____	05
Mixed Vegetables	☐	_____	06
BRANDS:			
Birds Eye	☐	_____	07
Cascadian Farm	☐	_____	08
Flav-R-Pac	☐	_____	09
Freshlike	☐	_____	10
Green Giant	☐	_____	11
Goya	☐	_____	12
Hanover	☐	_____	13
Libby's	☐	_____	14
Pictsweet Farms	☐	_____	15
Store's Own Brand	☐	_____	16
_____ OTHER (Write In)	☐	_____	999

GRAVY/SAUCE MIXES AND COOKING SAUCES

842

	Your Household: Used in last 6 months	Packages or containers/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Dry gravy mixes	☐	_____	01
Liquid gravy (ready to heat)	☐	_____	02
Other sauce mixes	☐	_____	03
BRANDS:			
Campbell's	☐	_____	04
Durkee	☐	_____	05
Gravy Master	☐	_____	06
Heinz	☐	_____	07
Knorr	☐	_____	08
Lawry's	☐	_____	09
McCormick	☐	_____	10
Pioneer	☐	_____	11
Store's Own Brand	☐	_____	12
_____ OTHER (Write In)	☐	_____	999

FROZEN MAIN COURSES (Entrees or Casseroles)

821

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Low Calorie	☐	_____	01
Regular	☐	_____	02
KINDS:			
Single Serving	☐	_____	03
Family Size	☐	_____	04
BRANDS:			
Amy's	☐	_____	05
Atkins	☐	_____	06
Banquet	☐	_____	07
Gorton's	☐	_____	08
Healthy Choice	☐	_____	09
Hot Pockets	☐	_____	10
Hot Pockets Croissant Crust	☐	_____	11
Lean Cuisine Entrees	☐	_____	12
Lean Pockets	☐	_____	13
Marie Callender's	☐	_____	14
Michelina's	☐	_____	15
On-Cor	☐	_____	16
Smucker's Uncrustables	☐	_____	17
Stouffer's Entrees	☐	_____	18
Swanson Pot Pies	☐	_____	19
Tyson	☐	_____	20
Weight Watchers Smart Ones	☐	_____	21
Store's Own Brand	☐	_____	22
_____ OTHER (Write In)	☐	_____	999

FROZEN PIZZA

824

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	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
Palermo's	☐	_____	12
Red Baron Deep Dish Singles	☐	_____	13
Red Baron Classic Crust	☐	_____	14
Screamin' Sicilian	☐	_____	15
Stouffer's French Bread Pizza	☐	_____	16
Tombstone Original	☐	_____	17
Tony's	☐	_____	18
Totino's Party Pizza	☐	_____	19
Store's Own Brand	☐	_____	20
_____ OTHER (Write In)	☐	_____	999

VEGETARIAN FROZEN BURGERS

984

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Boca Burger	☐	_____	01
Gardenburger	☐	_____	02
Lightlife	☐	_____	03
Morningstar Farms	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

FROZEN COMPLETE DINNERS

823

	Your Household: Used in last 6 months	Number/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Low Calorie	☐	_____	01
Regular	☐	_____	02
KINDS:			
Single Serving	☐	_____	03
Family Size	☐	_____	04
BRANDS:			
Banquet	☐	_____	05
Bertolli	☐	_____	06
Birds Eye Voila!	☐	_____	07
Boston Market Frozen Meal	☐	_____	08
Buitoni	☐	_____	09
Healthy Choice Complete Meals	☐	_____	10
Hungry-Man	☐	_____	11
Kid Cuisine	☐	_____	12
Lean Cuisine	☐	_____	13
Marie Callender's	☐	_____	14
Michelina's	☐	_____	15
Stouffer's Dinners	☐	_____	16
Weight Watchers Smart Ones	☐	_____	17
Store's Own Brand	☐	_____	18
_____ OTHER (Write In)	☐	_____	999

FROZEN HOT SNACKS

822

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Bagel Bites	☐	_____	01
Farm Rich Cheese Sticks	☐	_____	02
Other Farm Rich Snacks	☐	_____	03
Pagoda	☐	_____	04
Poppers	☐	_____	05
SuperPretzel	☐	_____	06
TGI Friday's	☐	_____	07
Totino's Pizza Rolls	☐	_____	08
White Castle Hamburgers	☐	_____	09
Store's Own Brand	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

REFRIGERATED MEALS, ENTREES, SNACKS & SIDES

825

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Hormel Macaroni & Cheese	☐	_____	01
Other Hormel Side Dishes (non-potato)	☐	_____	02
Hormel Entrees	☐	_____	03
Hormel Rev	☐	_____	04
Jack Daniel's	☐	_____	05
John Soules Foods	☐	_____	06
Lloyd's Barbecue	☐	_____	07
Perdue	☐	_____	08
Tyson	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

FISH & SEAFOOD FRESH OR FROZEN

826

	Your Household: Used in last 6 months	Pounds last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Crab	☐	_____	01
Coated/Breaded Fillets	☐	_____	02
Raw Fillets	☐	_____	03
Fish Sticks	☐	_____	04
Lobster Tails	☐	_____	05
Scallops	☐	_____	06
Shrimp (Breaded)	☐	_____	07
Shrimp (Raw)	☐	_____	08
(Imitation Seafood) Surimi	☐	_____	09
FORMS:			
Fresh	☐	_____	10
Frozen	☐	_____	11
BRANDS:			
Gorton's	☐	_____	12
Louis Kemp	☐	_____	13
Mrs. Paul's	☐	_____	14
SeaPak	☐	_____	15
Van de Kamp's	☐	_____	16
Store's Own Brand	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

CHICKEN & TURKEY FRESH OR FROZEN

827

	Your Household: Used in last 6 months	Pounds last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Chicken Breast (Fresh)	☐	_____	01
Chicken Breast (Frozen)	☐	_____	02
Chicken Breasts (Fully Cooked)	☐	_____	03
Chicken Strips (Fully Cooked)	☐	_____	04
Chicken Whole (Fresh)	☐	_____	05
Chicken Whole (Frozen)	☐	_____	06
Chicken Wings Fully Cooked (Frozen)	☐	_____	07
Other Chicken (Fresh)	☐	_____	08
Other Chicken (Frozen)	☐	_____	09
Cornish Hen (Fresh)	☐	_____	10
Cornish Hen (Frozen)	☐	_____	11
Turkey Boneless (Fresh)	☐	_____	12
Turkey Boneless (Frozen)	☐	_____	13
Turkey Breast (Fresh—Bone In)	☐	_____	14
Turkey Breast (Frozen—Bone In)	☐	_____	15
Turkey Whole (Fresh)	☐	_____	16
Turkey Whole (Frozen)	☐	_____	17
Other Fresh Turkey	☐	_____	18
Other Frozen Turkey	☐	_____	19
BRANDS:			
Butterball Turkey	☐	_____	20
Country Pride	☐	_____	21
Foster Farms	☐	_____	22
Gold'n Plump	☐	_____	23
Honeysuckle White Turkey	☐	_____	24
Jennie-O Turkey Store	☐	_____	25
Nature Raised Farms	☐	_____	26
Perdue	☐	_____	27
Pilgrim's	☐	_____	28
Sanderson Farms	☐	_____	29
Shady Brook Farms	☐	_____	30
Tender Bird	☐	_____	31
Tyson	☐	_____	32
Store's Own Brand	☐	_____	33
_____ OTHER (Write In)	☐	_____	999

FROZEN BREADED CHICKEN

828

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Banquet Crispy Chicken	☐	_____	01
Banquet Patties	☐	_____	02
Banquet Tenders, Nuggets, Wings	☐	_____	03
Barber Foods	☐	_____	04
Foster Farms	☐	_____	05
Perdue Nuggets	☐	_____	06
Tyson Any'tizers	☐	_____	07
Tyson Breast Patties	☐	_____	08
Tyson Nuggets	☐	_____	09
Other Tyson	☐	_____	10
Weaver	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

BEEF FRESH/FROZEN

829

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Lean	☐	_____	01
Regular	☐	_____	02
FORMS:			
Fresh	☐	_____	03
Frozen	☐	_____	04
KINDS:			
Ground Beef	☐	_____	05
Steaks	☐	_____	06
Roasts	☐	_____	07
_____ OTHER (Write In)	☐	_____	999

OTHER MEAT FRESH/FROZEN

830

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Lean	☐	_____	01
Regular	☐	_____	02
FORMS:			
Fresh	☐	_____	03
Frozen	☐	_____	04
KINDS:			
Lamb	☐	_____	05
Pork (Chops)	☐	_____	06
Pork (Roasts)	☐	_____	07
Other Pork	☐	_____	08
Veal	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

COOKED HAMS

831

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Canned	☐	_____	01
Wrapped	☐	_____	02
KINDS:			
Low Salt	☐	_____	03
Regular	☐	_____	04
BRANDS:			
Cook's	☐	_____	05
Farmland	☐	_____	06
Hillshire Farm	☐	_____	07
HoneyBaked	☐	_____	08
Hormel	☐	_____	09
Hormel Cure 81	☐	_____	10
Smithfield	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

BACON AND BREAKFAST STRIPS

834

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Low Sodium	☐	_____	01
Regular	☐	_____	02
Thick Cut	☐	_____	03
KINDS:			
Regular (Ready to Cook)	☐	_____	04
Microwaveable	☐	_____	05
Fully Cooked	☐	_____	06
BRANDS:			
Applegate	☐	_____	07
Armour	☐	_____	08
Bar S	☐	_____	09
Butterball Turkey Bacon	☐	_____	10
Corn King	☐	_____	11
Eckrich	☐	_____	12
Farmer John	☐	_____	13
Farmland	☐	_____	14
Gwaltney	☐	_____	15
Hormel Black Label	☐	_____	16
Hormel Microwave Ready	☐	_____	17
Other Hormel Bacon	☐	_____	18
Jennie-O Turkey Bacon	☐	_____	19
Jimmy Dean	☐	_____	20
Oscar Mayer	☐	_____	21
Plumrose	☐	_____	22
Smithfield	☐	_____	23
Thorn Apple Valley	☐	_____	24
Tyson	☐	_____	25
Wright	☐	_____	26
Store's Own Brand	☐	_____	27
_____ OTHER (Write In)	☐	_____	999

CANNED MEATS

840

	Your Household: Used in last 6 months	Cans/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Hormel	☐	_____	01
Libby's Corned Beef	☐	_____	02
SPAM	☐	_____	03
Treet	☐	_____	04
Store's Own Brand	☐	_____	05
_____ OTHER (Write In)	☐	_____	999

CANNED CHICKEN

807

	Your Household: Used in last 6 months	Cans/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Hormel	☐	_____	01
Swanson	☐	_____	02
Valley Fresh	☐	_____	03
Store's Own Brand	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

BRATWURST

832

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Hillshire Farm	☐	_____	01
Johnsonville	☐	_____	02
Store's Own Brand	☐	_____	03
_____ OTHER (Write In)	☐	_____	999

FRANKFURTERS & HOT DOGS

836

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Beef	☐	_____	01
Chicken	☐	_____	02
Turkey	☐	_____	03
Other meats	☐	_____	04
KINDS:			
Fat Free	☐	_____	05
Light/Reduced Fat	☐	_____	06
Low Sodium	☐	_____	07
Regular	☐	_____	08
BRANDS:			
Applegate	☐	_____	09
Ball Park	☐	_____	10
Bar S	☐	_____	11
Bryan	☐	_____	12
Eckrich	☐	_____	13
Farmer John	☐	_____	14
Gwaltney	☐	_____	15
Hebrew National	☐	_____	16
Hillshire Farms	☐	_____	17
Jennie-O Turkey Franks	☐	_____	18
John Morrell	☐	_____	19
Kahn's	☐	_____	20
Nathan's	☐	_____	21
Oscar Mayer (Regular)	☐	_____	22
Oscar Mayer Selects	☐	_____	23
Store's Own Brand	☐	_____	24
_____ OTHER (Write In)	☐	_____	999

SAUSAGE

837

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Breakfast	☐	_____	01
Dinner	☐	_____	02
Other	☐	_____	03
FORMS:			
Link	☐	_____	04
Patties	☐	_____	05
Roll	☐	_____	06
KINDS:			
Smoked	☐	_____	07
Non-Smoked	☐	_____	08
BRANDS:			
Aidells	☐	_____	09
Al Fresco	☐	_____	10
Armour	☐	_____	11
Banquet Brown 'N Serve	☐	_____	12
Bar S	☐	_____	13
Bob Evans	☐	_____	14
Bryan	☐	_____	15
Butterball	☐	_____	16
Eckrich	☐	_____	17
Farmer John	☐	_____	18
Farmland	☐	_____	19
Hillshire Farm	☐	_____	20
Hormel Little Sizzlers	☐	_____	21
Jennie-O Turkey Sausage	☐	_____	22
Jimmy Dean	☐	_____	23
John Morrell	☐	_____	24
Johnsonville	☐	_____	25
Jones Dairy Farm	☐	_____	26
Oscar Mayer	☐	_____	27
Owens	☐	_____	28
Premio	☐	_____	29
Tennessee Pride	☐	_____	30
Store's Own Brand	☐	_____	31
_____ OTHER (Write In)	☐	_____	999

COLD CUTS

838

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Fat Free	☐	_____	01
Low Fat	☐	_____	02
Low Sodium	☐	_____	03
Regular	☐	_____	04
KINDS:			
Bologna	☐	_____	05
Chicken Cold Cuts	☐	_____	06
Ham	☐	_____	07
Roast Beef	☐	_____	08
Salami/Summer Sausage	☐	_____	09
Turkey Bologna	☐	_____	10
Turkey Breast	☐	_____	11
Turkey Ham	☐	_____	12
Other Red Meat Cold Cuts	☐	_____	13
Other Turkey Cold Cuts	☐	_____	14
FORMS:			
Packaged	☐	_____	15
Fresh cut/Deli	☐	_____	16
BRANDS:			
Armour	☐	_____	17
Bar S	☐	_____	18
Boar's Head	☐	_____	19
Bryan	☐	_____	20
Buddig	☐	_____	21
Butterball	☐	_____	22
Dietz & Watson	☐	_____	23
Eckrich	☐	_____	24
Farmland	☐	_____	25
Gallo	☐	_____	26
Gwaltney	☐	_____	27
Healthy Ones	☐	_____	28
Hillshire Farm/Deli Select	☐	_____	29
Hormel	☐	_____	30
Hormel Natural Choice	☐	_____	31
Jennie-O	☐	_____	32
Land O'Frost	☐	_____	33
Oscar Mayer Deli Fresh	☐	_____	34
Other Oscar Mayer	☐	_____	35
Sara Lee	☐	_____	36
Store's Own Brand	☐	_____	37
_____ OTHER (Write In)	☐	_____	999

MUSTARD

843

	Your Household: Used in last 6 months	Jars or squeeze bottles/last 3 months	
TOTAL:	☐	_____	00
TYPES:			
Brown/Spicy	☐	_____	01
Dijon	☐	_____	02
Dijonnaise	☐	_____	03
Honey	☐	_____	04
Yellow	☐	_____	05
Other	☐	_____	06
BRANDS:			
Best Foods	☐	_____	07
French's Classic Yellow	☐	_____	08
Other French's	☐	_____	09
Grey Poupon Dijon	☐	_____	10
Other Grey Poupon	☐	_____	11
Gulden's	☐	_____	12
Heinz	☐	_____	13
Hellmann's	☐	_____	14
Jack Daniel's	☐	_____	15
Koops	☐	_____	16
Plochman's Premium	☐	_____	17
Store's Own Brand	☐	_____	18
_____ OTHER (Write In)	☐	_____	999

MEAT SNACKS

833

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	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

PICKLES

849

	Your Household: Used in last 6 months	Jars/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Dill (Refrigerated in store)	☐	_____	01
Dill (Shelf in store)	☐	_____	02
Low Salt	☐	_____	03
Sweet	☐	_____	04
KINDS:			
Slices	☐	_____	05
Spears	☐	_____	06
Whole	☐	_____	07
BRANDS:			
Claussen	☐	_____	08
Del Monte	☐	_____	09
Heinz	☐	_____	10
Mt. Olive	☐	_____	11
Vlasic	☐	_____	12
Store's Own Brand	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

PICKLE RELISH

850

	Your Household: Used in last 6 months	Bottles or jars/last 3 months	
TOTAL:	☐	_____	00
BRANDS:			
Del Monte	☐	_____	01
Heinz	☐	_____	02
Mt. Olive	☐	_____	03
Vlasic	☐	_____	04
Store's Own Brand	☐	_____	05
_____ OTHER (Write In)	☐	_____	999

VINEGAR

854

	Your Household: Used in last 6 months	Bottles/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Balsamic	☐	_____	01
Cider	☐	_____	02
Rice	☐	_____	03
White Distilled	☐	_____	04
Wine	☐	_____	05
Other	☐	_____	06
BRANDS:			
Heinz	☐	_____	07
Nakano	☐	_____	08
Pompeian	☐	_____	09
Progresso	☐	_____	10
Regina	☐	_____	11
Star	☐	_____	12
White House	☐	_____	13
Store's Own Brand	☐	_____	14
_____ OTHER (Write In)	☐	_____	999

SALAD OR COOKING OIL

855

	Your Household: Used in last 6 months	Pints/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Canola Oil	☐	_____	01
Corn Oil	☐	_____	02
Olive Oil	☐	_____	03
Peanut Oil	☐	_____	04
Safflower Oil	☐	_____	05
Sunflower Oil	☐	_____	06
Vegetable Oil	☐	_____	07
Other	☐	_____	08
BRANDS:			
Bertolli	☐	_____	09
Carapelli	☐	_____	10
Colavita	☐	_____	11
Crisco Blends	☐	_____	12
Crisco Pure Canola	☐	_____	13
Crisco Vegetable Oil	☐	_____	14
Other Crisco	☐	_____	15
Filippo Berio	☐	_____	16
Goya	☐	_____	17
LouAna	☐	_____	18
Mazola	☐	_____	19
Pompeian	☐	_____	20
Wesson Best Blend	☐	_____	21
Wesson Vegetable Oil	☐	_____	22
Store's Own Brand	☐	_____	23
_____ OTHER (Write In)	☐	_____	999

Used for: 856-0

- Baking ☐ 1
- Frying ☐ 2
- Salad ☐ 3
- Sautéing/Stir Frying ☐ 4
- Other ☐ 5

MAYONNAISE AND MAYONNAISE TYPE SPREAD/ DRESSING

857

	Your Household: Used in last 6 months	Jars/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Low Fat	☐	_____	01
Fat Free	☐	_____	02
Regular	☐	_____	03
KINDS:			
Jar	☐	_____	04
Squeeze	☐	_____	05
BRANDS:			
Best Foods Light	☐	_____	06
Best Foods Real Mayonnaise	☐	_____	07
Best Foods w/ Olive Oil	☐	_____	08
Blue Plate	☐	_____	09
Duke's	☐	_____	10
Hellmann's Light	☐	_____	11
Hellmann's Real Mayonnaise	☐	_____	12
Hellmann's Low Fat	☐	_____	13
Hellmann's w/Olive Oil	☐	_____	14
Other Hellmann's	☐	_____	15
Kraft Real Mayonnaise	☐	_____	16
Kraft Fat Free Mayonnaise	☐	_____	17
Kraft Light Mayonnaise	☐	_____	18
Kraft Miracle Whip Fat Free	☐	_____	19
Kraft Miracle Whip Light	☐	_____	20
Kraft Miracle Whip (Regular)	☐	_____	21
Other Kraft	☐	_____	22
Store's Own Brand	☐	_____	23
_____ OTHER (Write In)	☐	_____	999

SALAD DRESSING

858

	Your Household: Used in last 6 months	Bottles or packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Fat Free	☐	_____	01
Low Fat/Light	☐	_____	02
Regular	☐	_____	03
KINDS:			
Dry Mix	☐	_____	04
Bottle (Shelf in store)	☐	_____	05
Bottle (Refrigerated in store)	☐	_____	06
FLAVORS:			
Bacon	☐	_____	07
Buttermilk	☐	_____	08
Caesar/Creamy Caesar	☐	_____	09
Creamy Cucumber	☐	_____	10
Dijon/Mustard	☐	_____	11
French	☐	_____	12
Greek Yogurt	☐	_____	13
Italian/Creamy Italian	☐	_____	14
Oil & Vinegar	☐	_____	15
Ranch	☐	_____	16
Roquefort/Blue Cheese	☐	_____	17
1000 Island/Russian	☐	_____	18
Vinaigrette	☐	_____	19
Other	☐	_____	20
BRANDS:			
Briannas	☐	_____	21
Girard's	☐	_____	22
Good Seasons	☐	_____	23
Hidden Valley Ranch Dry Mix	☐	_____	24
Hidden Valley Regular Bottled	☐	_____	25
Hidden Valley Ranch Fat Free Bottled	☐	_____	26
Hidden Valley Ranch Light Bottled	☐	_____	27
Hidden Valley Simply Ranch	☐	_____	28
Ken's	☐	_____	29
Kraft Free	☐	_____	30
Kraft Light	☐	_____	31
Kraft (Regular)	☐	_____	32
Litehouse	☐	_____	33
Marie's	☐	_____	34
Marzetti	☐	_____	35
Newman's Own	☐	_____	36
Newman's Own Lite	☐	_____	37
Western Salad Dressing	☐	_____	38
Wish-Bone Fat Free	☐	_____	39
Wish-Bone Light	☐	_____	40
Wish-Bone (Regular)	☐	_____	41
Store's Own Brand	☐	_____	42
_____ OTHER (Write In)	☐	_____	999

SALAD TOPPINGS

853

	Your Household: Used in last 6 months	Bottles or packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
French's French Fried Onions	☐	_____	01
Fresh Gourmet	☐	_____	02
Hidden Valley Salad Crispins	☐	_____	03
Hormel Real Bacon Bits	☐	_____	04
Hormel Real Bacon Pieces	☐	_____	05
McCormick Bac'n Pieces	☐	_____	06
Mrs. Cubbison's Croutons	☐	_____	07
New York Texas Toast Croutons	☐	_____	08
Oscar Mayer Real Bacon Bits	☐	_____	09
Store's Own Brand	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

PACKAGED FRESH SALAD

996

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Dole	☐	_____	01
Earthbound Farm	☐	_____	02
Fresh Express	☐	_____	03
Ready Pac	☐	_____	04
Taylor Farms	☐	_____	05
Store's Own Brand	☐	_____	06
_____ OTHER (Write In)	☐	_____	999

FRESH FRUIT & VEGETABLES

861

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
KINDS:			
Organic	☐	_____	01
Non-organic	☐	_____	02
TYPES:			
Apples	☐	_____	03
Apricots	☐	_____	04
Asparagus	☐	_____	05
Avocados	☐	_____	06
Bananas	☐	_____	07
Blueberries	☐	_____	08
Broccoli	☐	_____	09
Cabbage	☐	_____	10
Cantaloupes	☐	_____	11
Carrots	☐	_____	12
Cauliflower	☐	_____	13
Cherries	☐	_____	14
Corn	☐	_____	15
Cucumber	☐	_____	16
Grapefruit	☐	_____	17
Grapes	☐	_____	18
Green Beans	☐	_____	19
Kale	☐	_____	20
Kiwi	☐	_____	21
Lemons	☐	_____	22
Lettuce	☐	_____	23
Limes	☐	_____	24
Mushrooms	☐	_____	25
Onions	☐	_____	26
Oranges	☐	_____	27
Peaches	☐	_____	28
Pears	☐	_____	29
Peas	☐	_____	30
Peppers	☐	_____	31
Pineapples	☐	_____	32
Plums	☐	_____	33
Potatoes	☐	_____	34
Pumpkin	☐	_____	35
Raspberries	☐	_____	36
Spinach	☐	_____	37
Strawberries	☐	_____	38
Tomatoes	☐	_____	39
Watermelons	☐	_____	40
_____ OTHER (Write In)	☐	_____	999

FROZEN ORANGE JUICE

862

	Your Household: Used in last 6 months	Glasses/ average day	
TOTAL:	☐	_____	00
BRANDS:			
Minute Maid	☐	_____	01
Old Orchard	☐	_____	02
Tropicana	☐	_____	03
Store's Own Brand	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

ORANGE JUICE NOT FROZEN

Your Household: Used in last 6 months | Glasses/ average day

863

TOTAL: ☐ _____ 00

TYPES:
- Single Serving Bottles ☐ _____ 01
- Single Serving Boxes ☐ _____ 02
- Bottled ☐ _____ 03
- Canned ☐ _____ 04
- Carton ☐ _____ 05
- Plastic Jug ☐ _____ 06

KINDS:
- Fresh Squeezed ☐ _____ 07
- From Concentrate ☐ _____ 08
- Not From Concentrate ☐ _____ 09

BRANDS:
- Florida's Natural ☐ _____ 10
- Minute Maid + Calcium ☐ _____ 11
- Minute Maid Country Style ☐ _____ 12
- Minute Maid Heart Wise ☐ _____ 13
- Minute Maid Pure Squeezed ☐ _____ 14
- Minute Maid (Regular) ☐ _____ 15
- Other Minute Maid ☐ _____ 16
- Simply Orange ☐ _____ 17
- Trop50 ☐ _____ 18
- Tropicana Pure Premium No Pulp (Original) ☐ _____ 19
- Tropicana Pure Premium Lots of Pulp (Grovestand) ☐ _____ 20
- Tropicana Pure Premium Some Pulp (Homestyle) ☐ _____ 21
- Tropicana Pure Premium w/Calcium ☐ _____ 22
- Other Tropicana ☐ _____ 23
- Store's Own Brand ☐ _____ 24
- _____ ☐ _____ 999 OTHER (Write In)

GRAPEFRUIT JUICE

Your Household: Used in last 6 months | Glasses/ average day

864

TOTAL: ☐ _____ 00

TYPES:
- Single Serving Bottles ☐ _____ 01
- Bottled ☐ _____ 02
- Canned ☐ _____ 03
- Carton ☐ _____ 04
- Frozen ☐ _____ 05
- Plastic Jug ☐ _____ 06

KINDS:
- Pink/Ruby Red ☐ _____ 07
- White/Golden ☐ _____ 08
- Other ☐ _____ 09

BRANDS:
- Florida's Natural Ruby Red ☐ _____ 10
- Minute Maid ☐ _____ 11
- Ocean Spray ☐ _____ 12
- R.W. Knudsen ☐ _____ 13
- Simply Grapefruit ☐ _____ 14
- Tropicana Pure Premium Ruby Red ☐ _____ 15
- Other Tropicana ☐ _____ 16
- Store's Own Brand ☐ _____ 17
- _____ ☐ _____ 999 OTHER (Write In)

NECTARS

Your Household: Used in last 6 months | Glasses/ last 7 days

867

TOTAL: ☐ _____ 00

BRANDS:
- Goya ☐ _____ 01
- Jumex ☐ _____ 02
- Kern's ☐ _____ 03
- _____ ☐ _____ 999 OTHER (Write In)

TOMATO AND VEGETABLE JUICES

Your Household: Used in last 6 months | Glasses/ average day

865

TOTAL: ☐ _____ 00

TYPES:
- Bottled ☐ _____ 01
- Canned ☐ _____ 02

KINDS:
- Low/Reduced Sodium ☐ _____ 03
- Regular ☐ _____ 04

BRANDS:
- Campbell's Tomato Juice ☐ _____ 05
- Clamato ☐ _____ 06
- Del Monte ☐ _____ 07
- V8 (Original) ☐ _____ 08
- V8 Spicy Hot ☐ _____ 09
- Store's Own Brand ☐ _____ 10
- _____ ☐ _____ 999 OTHER (Write In)

POWDERED FRUIT & SOFT DRINKS

Your Household: Used in last 6 months | Glasses/ last 7 days

866

TOTAL: ☐ _____ 00

TYPES:
- Sweetened – Sugar ☐ _____ 01
- Sweetened – Sugar-Free ☐ _____ 02
- Unsweetened ☐ _____ 03

BRANDS:
- Country Time Pink Lemonade ☐ _____ 04
- Country Time Lemonade ☐ _____ 05
- Crystal Light ☐ _____ 06
- Flavor Aid ☐ _____ 07
- Gatorade ☐ _____ 08
- Hawaiian Punch ☐ _____ 09
- Kool-Aid (sugar sweetened) ☐ _____ 10
- Kool-Aid (unsweetened) ☐ _____ 11
- Propel ☐ _____ 12
- Tang ☐ _____ 13
- Wyler's Light ☐ _____ 14
- Store's Own Brand ☐ _____ 15
- _____ ☐ _____ 999 OTHER (Write In)

INSTANT BREAKFAST

Your Household: Used in last 6 months | Packages/ Boxes last 30 days

762

TOTAL: ☐ _____ 00

BRAND:
- Carnation Breakfast Essentials ☐ _____ 01
- Store's Own Brand ☐ _____ 02
- _____ ☐ _____ 999 OTHER (Write In)

DRIED FRUIT

Your Household: Used in last 6 months | Pounds/ last 6 months

859

TOTAL: ☐ _____ 00

TYPES:
- Apples ☐ _____ 01
- Apricots ☐ _____ 02
- Bananas ☐ _____ 03
- Cranberries ☐ _____ 04
- Dates ☐ _____ 05
- Figs ☐ _____ 06
- Prunes ☐ _____ 07
- Raisins ☐ _____ 08
- _____ ☐ _____ 999 OTHER (Write In)

Used for: 860-0
- Cooking ☐ 1
- Snacks ☐ 2

OTHER FRUIT JUICES & DRINKS

Your Household: Used in last 6 months | Glasses/ average day

868

TOTAL: ☐ _____ 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
- Odwalla ☐ _____ 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)

DRINK ADDITIVES & HOT COCOA (Add milk or water)

869

	Your Household: Used in last 6 months	Servings/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Sugar Free	☐	_____	01
Regular	☐	_____	02
KINDS:			
Fat Free	☐	_____	03
Regular	☐	_____	04
FORMS:			
Syrup	☐	_____	05
Powder	☐	_____	06
BRANDS:			
Abuelita Hot Chocolate	☐	_____	07
Land O'Lakes Cocoa Classics	☐	_____	08
Nestlé Hot Cocoa (Rich Chocolate)	☐	_____	09
Nestlé Hot Cocoa (w/mini-marshmallows)	☐	_____	10
Nestlé Fat Free Hot Cocoa	☐	_____	11
Other Nestlé Hot Cocoa	☐	_____	12
Hershey's Chocolate Syrup	☐	_____	13
Nesquik Chocolate	☐	_____	14
Nesquik Strawberry	☐	_____	15
Ovaltine (Rich Chocolate)	☐	_____	16
Other Ovaltine	☐	_____	17
Swiss Miss Milk Chocolate Hot Cocoa	☐	_____	18
Other Swiss Miss Hot Cocoa	☐	_____	19
Store's Own Brand	☐	_____	20
_____ (OTHER (Write In))	☐	_____	999

COCOA POWDER (for baking)

870

	Your Household: Used in last 6 months	Containers/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Hershey's	☐	_____	01
Nestlé	☐	_____	02
Store's Own Brand	☐	_____	03
_____ (OTHER (Write In))	☐	_____	999

SOY MILK & OTHER PLANT/NUT MILKS (Almond, Rice, etc.)

986

	Your Household: Used in last 6 months	Glasses/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Almond Milk	☐	_____	01
Coconut Milk	☐	_____	02
Rice Milk	☐	_____	03
Soy Milk	☐	_____	04
Other	☐	_____	05
KINDS:			
Regular	☐	_____	06
Chocolate	☐	_____	07
Vanilla	☐	_____	08
Other	☐	_____	09
BRANDS:			
Blue Diamond Almond Breeze	☐	_____	10
Califia Farms	☐	_____	11
EdenSoy	☐	_____	12
Pacific	☐	_____	13
Silk	☐	_____	14
Soy Dream	☐	_____	15
WestSoy	☐	_____	16
Store's Own Brand	☐	_____	17
_____ (OTHER (Write In))	☐	_____	999

INSTANT ICED TEA MIX

871

	Your Household: Used in last 12 months	Glasses or cups/average day (in season)	
TOTAL:	☐	_____	00
TYPES:			
Sweetened - Sugar	☐	_____	01
Sweetened - Sugar Free	☐	_____	02
Unsweetened	☐	_____	03
KINDS:			
With Lemon	☐	_____	04
Without Lemon	☐	_____	05
BRANDS:			
4C	☐	_____	06
Arizona	☐	_____	07
Crystal Light Iced Tea	☐	_____	08
Diet Snapple	☐	_____	09
Lipton Decaf Iced Tea Mix	☐	_____	10
Lipton Iced Tea Mix	☐	_____	11
Other Lipton	☐	_____	12
Nestea	☐	_____	13
Store's Own Brand	☐	_____	14
_____ (OTHER (Write In))	☐	_____	999

REGULAR TEA

872

	Your Household: Used in last 6 months	Cups or glasses/ average day	
TOTAL:	☐	_____	00
TYPES:			
Regular	☐	_____	01
Decaffeinated	☐	_____	02
FORMS:			
Flavored	☐	_____	03
Green	☐	_____	04
Herb Tea	☐	_____	05
Regular Blend	☐	_____	06
KINDS:			
Family Size Tea Bags	☐	_____	07
Regular Size Tea Bags	☐	_____	08
Loose Tea	☐	_____	09
Single Serve Pod/K-Cup	☐	_____	10
BRANDS:			
Bigelow	☐	_____	11
Celestial Seasonings	☐	_____	12
Constant Comment	☐	_____	13
Good Earth	☐	_____	14
Lipton Cold Brew	☐	_____	15
Lipton Decaffeinated	☐	_____	16
Lipton Herbal	☐	_____	17
Lipton Regular Tea	☐	_____	18
Other Lipton	☐	_____	19
Luzianne	☐	_____	20
Red Rose	☐	_____	21
Salada	☐	_____	22
Stash	☐	_____	23
Tazo	☐	_____	24
Tetley	☐	_____	25
Traditional Medicinals	☐	_____	26
Twinings	☐	_____	27
Yogi Tea	☐	_____	28
Store's Own Brand	☐	_____	29
_____ (OTHER (Write In))	☐	_____	999

READY TO DRINK ICED COFFEE/ COFFEE DRINKS

878

	Your Household: Used in last 6 months	Cups or glasses/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
International Delight	☐	_____	01
Skinny Cow	☐	_____	02
Starbucks Cold Brew	☐	_____	03
Starbucks DoubleShot	☐	_____	04
Starbucks Frappuccino	☐	_____	05
Other Starbucks	☐	_____	06
_____ (OTHER (Write In))	☐	_____	999

GROUND COFFEE

873

	Your Household: Used in last 6 months	Cups or glasses/ average day	
TOTAL:	☐	_____	00
TYPES:			
Flavored	☐	_____	01
Unflavored	☐	_____	02
FORMS:			
Loose Grinds	☐	_____	03
Single Serve Pod/K-Cup	☐	_____	04
BRANDS:			
Barista Prima Coffeehouse	☐	_____	05
Café Bustelo	☐	_____	06
Chock Full O'Nuts (Regular)	☐	_____	07
Dunkin' Donuts Ground	☐	_____	08
Eight O'Clock	☐	_____	09
Folgers Breakfast Blend	☐	_____	10
Folgers Classic Roast	☐	_____	11
Folgers Classic Roast (Decaf)	☐	_____	12
Folgers 100% Colombian	☐	_____	13
Folgers French Roast	☐	_____	14
Folgers Gourmet Selections	☐	_____	15
Folgers Special Roast	☐	_____	16
Other Folgers	☐	_____	17
Gevalia	☐	_____	18
Green Mountain	☐	_____	19
Hills Bros.	☐	_____	20
Maxwell House 100% Colombian	☐	_____	21
Maxwell House (Decaf)	☐	_____	22
Maxwell House Master Blend (Regular)	☐	_____	23
Maxwell House French Roast (Regular)	☐	_____	24
Maxwell House Original (Regular)	☐	_____	25
Other Maxwell House	☐	_____	26
McDonald's McCafé	☐	_____	27
Melitta	☐	_____	28
Peet's	☐	_____	29
Seattle's Best	☐	_____	30
Starbucks	☐	_____	31
Yuban (Regular)	☐	_____	32
Gourmet/Coffee Bar Brand	☐	_____	33
Store's Own Brand (Regular)	☐	_____	34
Store's Own Brand (Decaf)	☐	_____	35
_____ (OTHER (Write In))	☐	_____	999

WHOLE COFFEE BEANS

874

	Your Household: Used in last 6 months	Number of pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Decaffeinated	☐	_____	01
Caffeinated	☐	_____	02
KINDS:			
Flavored	☐	_____	03
Unflavored	☐	_____	04
BRANDS:			
Dunkin' Donuts	☐	_____	05
Eight O'Clock	☐	_____	06
Gevalia	☐	_____	07
Green Mountain	☐	_____	08
Starbucks	☐	_____	09
Store's Own Brand	☐	_____	10
_____ (OTHER (Write In))	☐	_____	999

Where purchased: 875-0

- Supermarket/Grocery Store ☐ 1
- Gourmet/Specialty Shop ☐ 2
- Wholesaler/Club ☐ 3
- Other ☐ 4

FOOD/GROCERY SHOPPING

INSTANT OR FREEZE-DRIED COFFEE

Your Household: Used in last 6 months | Cups or glasses/ average day

876

TOTAL: ☐ _____ 00

TYPES:
- Freeze-Dried ☐ _____ 01
- Instant Powdered/Buds ☐ _____ 02

BRANDS:
- Folgers Crystals (Regular) ☐ _____ 03
- Folgers Crystals (Decaf) ☐ _____ 04
- Folgers Singles ☐ _____ 05
- Maxwell House Coffee Singles ☐ _____ 06
- Maxwell House (Regular) ☐ _____ 07
- Maxwell House (Decaf) ☐ _____ 08
- Nescafé Clásico ☐ _____ 09
- Nescafé Taster's Choice (Regular) ☐ _____ 10
- Nescafé Taster's Choice (Decaf) ☐ _____ 11
- Starbucks VIA ☐ _____ 12
- Store's Own Brand ☐ _____ 13
- _____ ☐ _____ 999

OTHER (Write In)

FLAVORED INSTANT COFFEE

Your Household: Used in last 6 months | Cups or glasses/ last 7 days

877

TOTAL: ☐ _____ 00

TYPES:
- Decaffeinated ☐ _____ 01
- Regular ☐ _____ 02
- Sugar Free ☐ _____ 03
- Fat Free ☐ _____ 04

BRANDS:
- Folgers Cappuccino ☐ _____ 05
- Hills Bros. Cappuccino ☐ _____ 06
- Maxwell House International Café:
  - Café Vienna ☐ _____ 07
  - French Vanilla ☐ _____ 08
  - Hazelnut ☐ _____ 09
  - Suisse Mocha ☐ _____ 10
  - Other ☐ _____ 11
- Nescafé Taster's Choice ☐ _____ 12
- Starbucks VIA ☐ _____ 13
- _____ ☐ _____ 999

OTHER (Write In)

ORGANIC FOODS

Your Household: Used in last 6 months

990-0

TOTAL: ☐ 1

ORGANIC FOODS:
- Baby Food ☐ 2
- Bread ☐ 3
- Breakfast Cereals ☐ 4
- Cheese ☐ 5
- Chocolate ☐ 6
- Coffee ☐ 7
- Fish/Seafood ☐ 8
- Frozen Foods ☐ 9
- Granola ☐ 0
- Ice Cream ☐ X
- Juice ☐ Y

991-0

- Meat ☐ 1
- Pasta ☐ 2
- Peanut Butter ☐ 3
- Poultry ☐ 4
- Soup ☐ 5
- Spaghetti/Pasta Sauce ☐ 6
- Tea ☐ 7
- _____ ☐ 8

OTHER (Write In)

FOOD PREPARED FROM SCRATCH

Your Household: Made in last 6 months | Times/ last 30 days

879

TOTAL: ☐ _____ 00

FOODS:
- Baby Food ☐ _____ 01
- Biscuits ☐ _____ 02
- Bread ☐ _____ 03
- Cake ☐ _____ 04
- Candy ☐ _____ 05
- Chili ☐ _____ 06
- Cookies ☐ _____ 07
- Dips ☐ _____ 08
- Frosting ☐ _____ 09
- Gravies ☐ _____ 10
- Ice Cream ☐ _____ 11
- Jambalaya ☐ _____ 12
- Jams ☐ _____ 13
- Jellies ☐ _____ 14
- Macaroni Salad ☐ _____ 15
- Pancakes ☐ _____ 16
- Pasta ☐ _____ 17
- Pies ☐ _____ 18
- Pizza ☐ _____ 19
- Potato Salad ☐ _____ 20
- Salad Dressing ☐ _____ 21
- Soup ☐ _____ 22
- Spaghetti Sauce ☐ _____ 23
- Stew ☐ _____ 24
- Tomato Sauce ☐ _____ 25
- Other Sauces ☐ _____ 26
- Casseroles ☐ _____ 27
- Waffles ☐ _____ 28
- _____ ☐ _____ 999

OTHER (Write In)

MICROWAVE USAGE

Your Household: Used in last 6 months | Times/ last 7 days

880

TOTAL: ☐ _____ 00

For Which Meal(s):
- Breakfast ☐ _____ 01
- Lunch ☐ _____ 02
- Dinner ☐ _____ 03
- Snack ☐ _____ 04

REASON:
- Cook ☐ _____ 05
- Defrost/Thaw ☐ _____ 06
- Reheat leftovers ☐ _____ 07

TYPES OF FOOD:
- Baking Mixes ☐ _____ 08
- Food prepared from scratch ☐ _____ 09
- Fresh vegetables ☐ _____ 10
- Frozen breakfast foods ☐ _____ 11
- Frozen desserts ☐ _____ 12
- Frozen dinner/entrees ☐ _____ 13
- Frozen side dishes ☐ _____ 14
- Refrigerated meals/sides ☐ _____ 15
- Pasta ☐ _____ 16
- Popcorn ☐ _____ 17
- Shelf Stable (Non-Refrigerated) ☐ _____ 18
- Soup ☐ _____ 19
- Take-out food ☐ _____ 20
- _____ ☐ _____ 999

OTHER (Write In)

PRODUCT SAMPLES

987-0

In the last 6 months, have you used a product sample?
- Yes ☐ 1

If yes, how did you obtain the product sample(s) you used?
- Delivered in the mail ☐ 2
- Included with the newspaper ☐ 3
- Obtained in-store ☐ 4
- Other ☐ 5

In the last 6 months, have you purchased a product after using its sample?
- Yes ☐ 6

GROCERY SHOPPING

How often do you go grocery shopping in an average week?

Number of trips _____ 881-0

In the past week, what day(s) did you shop for groceries?

882-0
- Sunday ☐ 1
- Monday ☐ 2
- Tuesday ☐ 3
- Wednesday ☐ 4
- Thursday ☐ 5
- Friday ☐ 6
- Saturday ☐ 7

Distance from your home to the store where you most frequently shop for groceries:
- Less than 1 mile ☐ 8
- 1–2 miles ☐ 9
- 3–5 miles ☐ 0
- 6–10 miles ☐ X
- 11+ miles ☐ Y

Time of day you usually shop for groceries (Check one): 883-0
- Morning ☐ 1
- Afternoon ☐ 2
- Evening ☐ 3
- Various Times ☐ 4

Do you prepare a written grocery shopping list in advance? 884-0
- Always ☐ 1
- Sometimes ☐ 2
- Never ☐ 3

In the past 30 days, have you purchased groceries over the Internet/online? 989-0 Yes ☐ 1

In the past 30 days, did you use a grocery store loyalty card? 997-0 Yes ☐ 1

CENTS OFF COUPONS

Your Household: Used in last 12 months | Times used/last 3 months

885

TOTAL: ☐ _____ 00

Where redeemed:
- Discount Store ☐ _____ 01
- Drug Store ☐ _____ 02
- Grocery Store/Supermarket ☐ _____ 03
- Other ☐ _____ 999

Received or clipped from, last 12 months: 886-0
- Handed out by person in store ☐ 1
- In or on packages ☐ 2
- Magazine ☐ 3
- Mail ☐ 4
- Sunday newspaper/inserts ☐ 5
- Weekday newspaper/inserts ☐ 6
- In-store circulars ☐ 7
- Instant coupon machine/Shelf coupons ☐ 8
- Preferred customer/loyalty card ☐ 9
- Coupons at register ☐ 0
- Internet or E-mail on cell phone ☐ X
- Other Internet or E-mail ☐ Y

Use coupons to: 887-0
- Save as much money as I can ☐ 1
- Save on brands I use now ☐ 2
- Try new products ☐ 3
- Other ☐ 4

Types of products used for:
- Beverages ☐ 5
- Cleaning products ☐ 6
- Cosmetics ☐ 7
- Food products ☐ 8
- Tobacco ☐ 9
- Toiletry items ☐ 0
- Other ☐ X

Total number of coupons used, last 30 days: _____ 994-0
(Write in number)

TOILET PAPER

888

	Your Household: Used in last 6 months	Rolls/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Plain White	☐	_____	01
Print	☐	_____	02
FORMS:			
Moist	☐	_____	03
Dry	☐	_____	04
BRANDS:			
Angel Soft	☐	_____	05
Charmin Freshmates (Moist Wipes)	☐	_____	06
Charmin Ultra Gentle	☐	_____	07
Charmin Ultra Soft	☐	_____	08
Charmin Ultra Strong	☐	_____	09
Cottonelle Clean Care	☐	_____	10
Cottonelle Fresh Care (Moist Wipes)	☐	_____	11
Cottonelle Gentle Care	☐	_____	12
Cottonelle Ultra	☐	_____	13
Marcal Small Steps	☐	_____	14
Quilted Northern Soft & Strong	☐	_____	15
Quilted Northern Ultra Plush	☐	_____	16
Scott 1000	☐	_____	17
Scott Extra Soft	☐	_____	18
Scott Tube-Free	☐	_____	19
Soft 'n Gentle	☐	_____	20
White Cloud	☐	_____	21
Store's Own Brand	☐	_____	22
_____ OTHER (Write In)	☐	_____	999

FACIAL TISSUES

889

	Your Household: Used in last 6 months	Boxes/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Scented	☐	_____	01
Unscented	☐	_____	02
FORMS:			
Box	☐	_____	03
Soft Pack	☐	_____	04
BRANDS:			
Kleenex Anti-Viral	☐	_____	05
Kleenex Expressions	☐	_____	06
Kleenex Regular	☐	_____	07
Kleenex Soothing Lotion	☐	_____	08
Kleenex Ultra Soft	☐	_____	09
Other Kleenex	☐	_____	10
Marcal Small Steps	☐	_____	11
Puffs Plus Lotion	☐	_____	12
Puffs Ultra Soft	☐	_____	13
Scotties	☐	_____	14
Store's Own Brand	☐	_____	15
_____ OTHER (Write In)	☐	_____	999

PAPER TOWELS

890

	Your Household: Used in last 6 months	Rolls/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Plain White	☐	_____	01
Print	☐	_____	02
BRANDS:			
Bounty	☐	_____	03
Bounty Basic	☐	_____	04
Bounty DuraTowel	☐	_____	05
Bounty Prints	☐	_____	06
Bounty Select-a-Size	☐	_____	07
Brawny	☐	_____	08
Fiora	☐	_____	09
Kleenex Hand Towels	☐	_____	10
Marcal Small Steps	☐	_____	11
Mardi Gras	☐	_____	12
Scott	☐	_____	13
Scott Mega Roll	☐	_____	14
Sparkle	☐	_____	15
Viva	☐	_____	16
Store's Own Brand	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

PAPER NAPKINS

891

	Your Household: Used in last 6 months	Packs/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Dinner	☐	_____	01
Family	☐	_____	02
BRANDS:			
Bounty	☐	_____	03
Chinet	☐	_____	04
Dixie	☐	_____	05
Marcal Small Steps	☐	_____	06
Mardi Gras	☐	_____	07
Soft & Silky	☐	_____	08
Vanity Fair	☐	_____	09
Viva	☐	_____	10
Store's Own Brand	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

RECYCLING

998-0

In the last 30 days, did you or anyone in your household recycle or re-use any of the following?

Batteries	☐	1
Electronic Equipment	☐	2
Aluminum Beverage Cans	☐	3
Other Metal items	☐	4
Glass Bottles	☐	5
Other Glass items	☐	6
Plastic Bottles	☐	7
Plastic Bags	☐	8
Other Plastic Items	☐	9
Newspapers	☐	0
Other Paper	☐	X
_____ OTHER (Write In)	☐	Y

PRE-MOISTENED HOUSEHOLD WIPES

892

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Clorox Disinfecting Wipes	☐	_____	01
Glass Plus Wipes	☐	_____	02
Green Works	☐	_____	03
Lysol Disinfecting Wipes	☐	_____	04
Murphy Soft Wipes	☐	_____	05
Pledge Wipes	☐	_____	06
Scrubbing Bubbles Wipes	☐	_____	07
Swiffer Sweeper Wet Cloths	☐	_____	08
Windex Wipes	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

DRY DISPOSABLE WIPES & DUSTERS

893

	Your Household: Used in last 6 months	Packs/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Clorox Dust Wipes	☐	_____	01
Easy Wipe Cloths	☐	_____	02
Endust Duster	☐	_____	03
Handi-Wipes	☐	_____	04
Swiffer Sweeper Dry Cloths	☐	_____	05
Swiffer Dusters	☐	_____	06
Swiffer 360° Dusters	☐	_____	07
Scotch Brite Cloths	☐	_____	08
_____ OTHER (Write In)	☐	_____	999

DISPOSABLE CUPS

894

	Your Household: Used in last 6 months	Number used/last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Foam	☐	_____	01
Paper	☐	_____	02
Plastic	☐	_____	03
BRANDS:			
Chinet	☐	_____	04
Dixie	☐	_____	05
Hefty	☐	_____	06
Solo	☐	_____	07
Generic (No Label)	☐	_____	08
Store's Own Brand	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

DISPOSABLE PLATES

895

	Your Household: Used in last 12 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Foam	☐	_____	01
Plain Paper	☐	_____	02
Coated Paper	☐	_____	03
Plastic	☐	_____	04
BRANDS:			
Chinet	☐	_____	05
Dixie	☐	_____	06
Hefty	☐	_____	07
Solo	☐	_____	08
Vanity Fair	☐	_____	09
Generic (No Label)	☐	_____	10
Store's Own Brand	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

PLASTIC GARBAGE BAGS & TRASH CAN LINERS

896

	Your Household: Used in last 6 months	Bags/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Indoor Small Trash Bags (White)	☐	_____	01
Indoor Tall Kitchen Bags (White)	☐	_____	02
Outdoor Trash Bags (Dark)	☐	_____	03
KINDS:			
Drawstring/Cinch	☐	_____	04
2 Flaps or Handle Tie	☐	_____	05
4 Flaps (Quick-Tie)	☐	_____	06
Twist-Tie	☐	_____	07
BRANDS:			
Brawny Essentials	☐	_____	08
Glad Kitchen	☐	_____	09
Glad Kitchen Clorox	☐	_____	10
Glad Kitchen ForceFlex	☐	_____	11
Glad Kitchen w/Febreze	☐	_____	12
Glad Black (large)	☐	_____	13
Glad Black (large) ForceFlex	☐	_____	14
Glad Black (large) w/Febreze	☐	_____	15
Other Glad Trash Bags	☐	_____	16
Hefty Contractor	☐	_____	17
Hefty Drawstring	☐	_____	18
Hefty EasyFlaps	☐	_____	19
Hefty Ultra Strong	☐	_____	20
Other Hefty	☐	_____	21
Ruffies	☐	_____	22
Sure-Tuff	☐	_____	23
Store's Own Brand	☐	_____	24
_____ OTHER (Write In)	☐	_____	999

PLASTIC SANDWICH/ FOOD STORAGE/ FREEZER BAGS

897

	Your Household: Used in last 6 months	Bags/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Food Storage Bags	☐	_____	01
Freezer Bags (Double Layer)	☐	_____	02
Freezer Bags (Single Layer)	☐	_____	03
Sandwich Bags	☐	_____	04
Snack Bags	☐	_____	05
KINDS:			
Interlocking Seal	☐	_____	06
Open Mouth/Fold Top	☐	_____	07
Plastic Zipper/Slider	☐	_____	08
Twist-Tie	☐	_____	09
BRANDS:			
Baggies	☐	_____	10
Glad	☐	_____	11
Hefty Slider	☐	_____	12
Sure-Tuff	☐	_____	13
Ziploc Sandwich Bags	☐	_____	14
Ziploc Freezer	☐	_____	15
Ziploc Storage	☐	_____	16
Ziploc Slider Bags	☐	_____	17
Ziploc Zip'n Steam	☐	_____	18
Other Ziploc	☐	_____	19
Store's Own Brand	☐	_____	20
_____ OTHER (Write In)	☐	_____	999

PLASTIC-TYPE KITCHEN WRAP

899

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Small (about 50 ft.)	☐	_____	01
Medium (about 100 ft.)	☐	_____	02
Large (about 200 ft.)	☐	_____	03
X-Large (about 300 ft.)	☐	_____	04
BRANDS:			
CoverMate	☐	_____	05
Glad ClingWrap	☐	_____	06
Glad Press'n Seal	☐	_____	07
Saran Premium	☐	_____	08
Saran Cling Plus	☐	_____	09
Store's Own Brand	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

ALUMINUM FOIL

900

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Heavy Duty	☐	_____	01
Regular Weight	☐	_____	02
BRANDS:			
Diamond Foil	☐	_____	03
Reynolds Wrap	☐	_____	04
Reynolds Wrap Non-Stick	☐	_____	05
Reynolds Wrappers	☐	_____	06
Store's Own Brand	☐	_____	07
_____ OTHER (Write In)	☐	_____	999

WAXED PAPER

898

	Your Household: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Reynolds Cut-Rite	☐	_____	01
Wax-tex	☐	_____	02
Store's Own Brand	☐	_____	03
_____ OTHER (Write In)	☐	_____	999

PLASTIC/GLASS FOOD STORAGE CONTAINERS

985

	Your Household: Used in last 6 months	Number used/last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Betty Crocker	☐	_____	01
Glad OvenWare	☐	_____	02
GladWare	☐	_____	03
Hefty Clip Fresh	☐	_____	04
Pyrex	☐	_____	05
Rubbermaid Glass	☐	_____	06
Rubbermaid Plastic	☐	_____	07
Snapware	☐	_____	08
Tupperware	☐	_____	09
Ziploc Twist 'n Loc	☐	_____	10
Other Ziploc Containers	☐	_____	11
Store's Own Brand	☐	_____	12
_____ OTHER (Write In)	☐	_____	999

OVEN CLEANERS

902

	Your Household: Used in last 6 months	Containers/ last 6 months	
TOTAL:	☐	_____	00
BRANDS:			
Easy-Off Fume Free	☐	_____	01
Easy-Off Heavy Duty Aerosol	☐	_____	02
_____ OTHER (Write In)	☐	_____	999

IN-BOWL TOILET BOWL CLEANERS

903

	Your Household: Used in last 6 months	Containers/ last 3 months	
TOTAL:	☐	_____	00
BRANDS:			
Clorox	☐	_____	01
Clorox ToiletWand	☐	_____	02
Green Works	☐	_____	03
Kaboom	☐	_____	04
Lime-A-Way	☐	_____	05
Lysol Click Gel	☐	_____	06
Lysol Cling	☐	_____	07
Lysol Hydrogen Peroxide	☐	_____	08
Lysol No Mess Automatic	☐	_____	09
Other Lysol	☐	_____	10
Pine-Sol	☐	_____	11
Scotch-Brite Disposable Toilet Scrubbers	☐	_____	12
Scrubbing Bubbles Fresh Brush	☐	_____	13
Scrubbing Bubbles Toilet Cleaning Gel	☐	_____	14
Sno Bol Liquid	☐	_____	15
Soft Scrub 4-in-1	☐	_____	16
Ty-D-Bol	☐	_____	17
The Works	☐	_____	18
Store's Own Brand	☐	_____	19
_____ OTHER (Write In)	☐	_____	999

IN-TANK TOILET BOWL CLEANERS

904

	Your Household: Used in last 6 months	Containers/ last 3 months	
TOTAL:	☐	_____	00
TYPES:			
Liquid	☐	_____	01
Solid	☐	_____	02
BRANDS:			
Clorox Automatic Tablet	☐	_____	03
Kaboom Scrub Free!	☐	_____	04
Scrubbing Bubbles Vanish Drop-ins	☐	_____	05
2000 Flushes - Bleach	☐	_____	06
2000 Flushes - Blue Plus Bleach	☐	_____	07
2000 Flushes - Blue Plus Detergents	☐	_____	08
Ty-D-Bol	☐	_____	09
The Works	☐	_____	10
Store's Own Brand	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

DRAIN/SEPTIC TANK CLEANERS

905

	Your Household: Used in last 6 months	Containers/ last 6 months	
TOTAL:	☐	_____	00
BRANDS:			
Doctor Drain Septic Treatment	☐	_____	01
Drano Dual Force Foam	☐	_____	02
Drano Liquid Regular	☐	_____	03
Drano Max Gel	☐	_____	04
Drano Septic Treatment	☐	_____	05
Other Drano	☐	_____	06
Liquid-Plumr Double Impact	☐	_____	07
Liquid-Plumr Foaming Clog Fighter	☐	_____	08
Liquid-Plumr Full Clog Destroyer	☐	_____	09
Liquid-Plumr Maintenance	☐	_____	10
Liquid-Plumr Urgent Clear	☐	_____	11
Other Liquid-Plumr	☐	_____	12
Rid-X Septic Cleaner	☐	_____	13
_____ OTHER (Write In)	☐	_____	999

DISHWASHING LIQUID

906

	Your Household: Used in last 6 months	Sinksful of dishes/last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Ajax Lemon	☐	_____	01
Other Ajax	☐	_____	02
Dawn Hand Renewal with Olay Beauty	☐	_____	03
Dawn Plat. Bleach Alt	☐	_____	04
Dawn Plat. Erasing Foam	☐	_____	05
Dawn Plat. Power Clean	☐	_____	06
Dawn Ultra Antibacterial	☐	_____	07
Dawn Ultra Original	☐	_____	08
Other Dawn	☐	_____	09
Gain	☐	_____	10
Green Works	☐	_____	11
Ivory	☐	_____	12
Joy	☐	_____	13
Mrs. Meyer's Clean Day	☐	_____	14
Palmolive Antibacterial	☐	_____	15
Palmolive Original	☐	_____	16
Palmolive Oxy	☐	_____	17
Palmolive pure + clear	☐	_____	18
Palmolive Soft Touch	☐	_____	19
Other Palmolive	☐	_____	20
Seventh Generation	☐	_____	21
Sun	☐	_____	22
Sunlight	☐	_____	23
Store's Own Brand	☐	_____	24
_____ (OTHER (Write In))	☐	_____	999

AUTOMATIC DISHWASHER DETERGENT

907

	Your Household: Used in last 6 months	Loads of dishes/last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Gel/Liquid Detergent	☐	_____	01
Gel Pacs	☐	_____	02
Powder Detergent	☐	_____	03
Rinsing Agents	☐	_____	04
Tablet Detergents	☐	_____	05
BRANDS:			
Cascade ActionPacs	☐	_____	06
Cascade Complete	☐	_____	07
Cascade Platinum	☐	_____	08
Cascade Rinse Aid	☐	_____	09
Finish	☐	_____	10
Finish All-in-1 Gelpacs	☐	_____	11
Finish All-in-1 PowerBall	☐	_____	12
Finish Jet-Dry	☐	_____	13
Finish Quantum	☐	_____	14
Oxi Clean	☐	_____	15
Palmolive eco+	☐	_____	16
Sunlight	☐	_____	17
Store's Own Brand	☐	_____	18
_____ (OTHER (Write In))	☐	_____	999

HEAVY DUTY HAND CLEANERS

913

	Your Household: Used in last 6 months	Times/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Gojo	☐	_____	01
Goop	☐	_____	02
Lava	☐	_____	03
Simple Green Heavy Duty Gel	☐	_____	04
_____ (OTHER (Write In))	☐	_____	999

HOUSEHOLD CLEANERS

909

	Your Household: Used in last 6 months	Containers/ last 3 months	
TOTAL:	☐	_____	00
TYPES:			
Bucket Dilutable	☐	_____	01
Liquid	☐	_____	02
Powder	☐	_____	03
Spray (pump or aerosol)	☐	_____	04
KINDS:			
Refill	☐	_____	05
Regular	☐	_____	06
BRANDS:			
Arm & Hammer Baking Soda	☐	_____	07
Clean Shower	☐	_____	08
Clorox Bleach Foamer	☐	_____	09
Clorox Clean-Up	☐	_____	10
Clorox Disinfecting Bathroom Cleaner	☐	_____	11
CLR	☐	_____	12
Comet Bathroom Spray	☐	_____	13
Fabuloso	☐	_____	14
Formula 409	☐	_____	15
Greased Lightning	☐	_____	16
Green Works	☐	_____	17
Kaboom	☐	_____	18
LA's Totally Awesome	☐	_____	19
Lestoil	☐	_____	20
Lime-a-way	☐	_____	21
Lysol All Purpose	☐	_____	22
Lysol Kitchen Cleaner	☐	_____	23
Lysol Bathroom Cleaner	☐	_____	24
Lysol Brand Disinfectant	☐	_____	25
Lysol Mold & Mildew Blaster	☐	_____	26
Lysol Multi-Purpose Cleaner	☐	_____	27
Lysol Multi-Surface Liquid	☐	_____	28
Mean Green	☐	_____	29
Method All-Purpose	☐	_____	30
Mr. Clean Concentrated Cleaner	☐	_____	31
Mr. Clean Multi-Purpose Antibacterial Spray	☐	_____	32
Mr. Clean Multi-Purpose Liquid	☐	_____	33
Mr. Clean with Febreze	☐	_____	34
Mrs. Meyer's Clean Day	☐	_____	35
Murphy's Oil Soap	☐	_____	36
OxiClean	☐	_____	37
Parsons Ammonia	☐	_____	38
Pine-Sol	☐	_____	39
Pine-Sol Lavender	☐	_____	40
Pine-Sol Lemon	☐	_____	41
Pledge Multi Surface	☐	_____	42
Scrub Free	☐	_____	43
Scrubbing Bubbles Bathroom Cleaner	☐	_____	44
Scrubbing Bubbles Heavy Duty w/Fantastik	☐	_____	45
Simple Green	☐	_____	46
Soft Scrub Total	☐	_____	47
Spic & Span Liquid	☐	_____	48
Spic & Span Powder	☐	_____	49
Tilex Bathroom Cleaner	☐	_____	50
Tilex Mold & Mildew Remover	☐	_____	51
X-14	☐	_____	52
Store's Own Brand	☐	_____	53
_____ (OTHER (Write In))	☐	_____	999

SCOURING PADS

911

	Your Household: Used in last 6 months	Pads/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Brillo	☐	_____	01
Chore Boy	☐	_____	02
Mr. Clean Magic Eraser	☐	_____	03
ocelo Scrub Sponge	☐	_____	04
Scotch-Brite Dobie	☐	_____	05
Scotch-Brite Non-Scratch	☐	_____	06
Scotch-Brite Scrub Sponge	☐	_____	07
S.O.S Regular	☐	_____	08
S.O.S Clean 'n Toss	☐	_____	09
S.O.S Scrubbing Sponge	☐	_____	10
Store's Own Brand	☐	_____	11
_____ (OTHER (Write In))	☐	_____	999

RUBBER GLOVES

912

	Your Household: Used in last 6 months	Pairs/ last 6 months	
TOTAL:	☐	_____	00
BRANDS:			
Mr. Clean Gloves	☐	_____	01
Playtex HandSaver Gloves	☐	_____	02
Playtex Living Gloves	☐	_____	03
_____ (OTHER (Write In))	☐	_____	999

SCOURING CLEANSERS

908

	Your Household: Used in last 6 months	Containers/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Ajax with Bleach	☐	_____	01
Bar Keepers Friend	☐	_____	02
Bon Ami	☐	_____	03
Comet Powder	☐	_____	04
Comet Soft Cleanser	☐	_____	05
Soft Scrub Gel	☐	_____	06
Soft Scrub Lemon	☐	_____	07
Soft Scrub with Bleach	☐	_____	08
Store's Own Brand	☐	_____	09
_____ (OTHER (Write In))	☐	_____	999

GLASS AND SURFACE CLEANERS

914

	Your Household: Used in last 6 months	Containers/ last 6 months	
TOTAL:	☐	_____	00
BRANDS:			
Cinch	☐	_____	01
Clorox Anywhere Hard Surface	☐	_____	02
Formula 409 Glass & Surface	☐	_____	03
Glass Plus	☐	_____	04
Green Works	☐	_____	05
Invisible Glass	☐	_____	06
Method Glass + Surface	☐	_____	07
Sparkle	☐	_____	08
Sprayway	☐	_____	09
Regular (Blue) Windex	☐	_____	10
Windex Multi-Surface	☐	_____	11
Windex Multi-Surface (w/Vinegar)	☐	_____	12
Windex Outdoor	☐	_____	13
Other Windex	☐	_____	14
Store's Own Brand	☐	_____	15
_____ (OTHER (Write In))	☐	_____	999

FURNITURE POLISH

916

	Your Household: Used in last 6 months	Containers/ last 6 months	
TOTAL:	☐	_____	00
TYPES:			
Aerosol	☐	_____	01
Liquid	☐	_____	02
Oil	☐	_____	03
BRANDS:			
Behold	☐	_____	04
Behold Lemon	☐	_____	05
Endust	☐	_____	06
Favor	☐	_____	07
Old English	☐	_____	08
Orange Glo	☐	_____	09
Pledge Lemon Clean	☐	_____	10
Pledge Extra Moisturizing	☐	_____	11
Pledge Multi Surface	☐	_____	12
Pledge Restore & Shine	☐	_____	13
Other Pledge	☐	_____	14
Scott's Liquid Gold	☐	_____	15
Swiffer Dust & Shine	☐	_____	16
Store's Own Brand	☐	_____	17
_____ (OTHER (Write In))	☐	_____	999

FLOOR CLEANER, WAX & POLISH

917

	Your Household: Used in last 6 months	Containers/ last 6 months	
TOTAL:	☐	_____	00
TYPES:			
Cleaner	☐	_____	01
One Step Clean & Shine	☐	_____	02
Polish	☐	_____	03
Liquid Wax	☐	_____	04
BRANDS:			
Armstrong Floor Cleaner	☐	_____	05
Bona	☐	_____	06
Mop & Glo	☐	_____	07
Murphy Oil Soap	☐	_____	08
Orange Glo Hardwood Floor	☐	_____	09
Pledge Multi Surface Floor	☐	_____	10
Pledge Wood Floor Cleaner	☐	_____	11
Swiffer Bissell Steamboost	☐	_____	12
Swiffer Sweeper	☐	_____	13
Swiffer Wet Jet	☐	_____	14
_____ (OTHER (Write In))	☐	_____	999

Used for: 918-0

- Conventional/Regular Floor ☐ 1
- No Wax Floor ☐ 2

ENVIRONMENTALLY FRIENDLY/"GREEN" PRODUCTS

	Your Household: Used in last 6 months	
	992-0	
TOTAL:	☐	1
Recycled-Content Paper Products:		
Facial Tissues	☐	2
Paper Napkins	☐	3
Paper Plates	☐	4
Paper Towels	☐	5
Toilet Paper	☐	6
Other	☐	7
Non-Toxic/Biodegradable Products:	993-0	
All Purpose Household Cleaner	☐	1
Dish Washing Liquid/Detergent	☐	2
Glass/Surface Cleaners	☐	3
Laundry Detergent	☐	4
Other	☐	5
Light Bulbs	☐	6

CARPET AND RUG CLEANERS

919

	Your Household: Used in last 6 months	Containers/ last 6 months	
TOTAL:	☐	_____	00
TYPES:			
Liquid	☐	_____	01
Spray (pump or aerosol)	☐	_____	02
Powder/Granules	☐	_____	03
KINDS:			
Whole Room	☐	_____	04
Spot Cleaner	☐	_____	05
BRANDS:			
Bissell	☐	_____	06
409 Carpet Cleaner	☐	_____	07
Resolve Deep Clean	☐	_____	08
Resolve Easy Clean	☐	_____	09
Resolve High Traffic	☐	_____	10
Resolve Pet Stain Remover	☐	_____	11
Resolve Triple Action	☐	_____	12
Other Resolve	☐	_____	13
Spot Shot	☐	_____	14
Woolite	☐	_____	15
Store's Own Brand	☐	_____	16
_____ (OTHER (Write In))	☐	_____	999

AIR FRESHENERS, CARPET & ROOM DEODORIZERS

920

	Your Household: Used in last 6 months	Containers/ last 3 months	
TOTAL:	☐	_____	00
TYPES:			
Candles	☐	_____	01
Electric	☐	_____	02
Fan	☐	_____	03
Liquid/Oil	☐	_____	04
Potpourri	☐	_____	05
Powder	☐	_____	06
Solid	☐	_____	07
Spray/Aerosol	☐	_____	08
Wax Melts	☐	_____	09
BRANDS:			
Air Wick Candles	☐	_____	10
Air Wick Freshmatic	☐	_____	11
Air Wick Regular Spray	☐	_____	12
Air Wick Scented Oil	☐	_____	13
Arm & Hammer Carpet Odor Eliminator	☐	_____	14
Arm & Hammer Carpet Deodorizer Pet Fresh	☐	_____	15
Bath & Body Works	☐	_____	16
Carpet Fresh	☐	_____	17
Febreze AIR	☐	_____	18
Febreze Candles	☐	_____	19
Febreze CAR	☐	_____	20
Febreze Fabric Refresher	☐	_____	21
Febreze Home Collection	☐	_____	22
Febreze PLUG	☐	_____	23
Febreze SmallSpaces	☐	_____	24
Glade Candle	☐	_____	25
Glade Plug-Ins	☐	_____	26
Glade Carpet & Room Deodorizer	☐	_____	27
Glade Sense & Spray	☐	_____	28
Glade Spray	☐	_____	29
Other Glade	☐	_____	30
Lysol Disinfectant Spray	☐	_____	31
Lysol Neutra-Air Spray	☐	_____	32
Renuzit Cones	☐	_____	33
Other Renuzit	☐	_____	34
Yankee Candle	☐	_____	35
Store's Own Brand	☐	_____	36
_____ (OTHER (Write In))	☐	_____	999

SOAP & DETERGENTS FOR REGULAR LAUNDRY

921

	Your Household: Used in last 6 months	Washloads/ last 7 days	
TOTAL:	☐	_____	00
FORMS:			
Liquid	☐	_____	01
Powder	☐	_____	02
Tablets	☐	_____	03
Pacs/Pods	☐	_____	04
KINDS:			
Ultra	☐	_____	05
Regular	☐	_____	06
TYPES:			
High Efficiency (HE)	☐	_____	07
Regular (Not HE)	☐	_____	08
BRANDS:			
Ajax	☐	_____	09
All Free Clear	☐	_____	10
All OXI	☐	_____	11
All Stainlifter	☐	_____	12
Arm & Hammer Free	☐	_____	13
Arm & Hammer plus OxiClean	☐	_____	14
Arm & Hammer (Regular)	☐	_____	15
Cheer	☐	_____	16
Dreft	☐	_____	17
Dynamo	☐	_____	18
Era	☐	_____	19
Fab	☐	_____	20
Gain	☐	_____	21
Gain Flings	☐	_____	22
Green Works	☐	_____	23
Method	☐	_____	24
OxiClean	☐	_____	25
Persil ProClean	☐	_____	26
Purex Regular	☐	_____	27
Purex with Bleach	☐	_____	28
Seventh Generation	☐	_____	29
Sun	☐	_____	30
Tide Coldwater	☐	_____	31
Tide Free & Gentle	☐	_____	32
Tide HE	☐	_____	33
Tide Liquid	☐	_____	34
Tide plus Downy	☐	_____	35
Tide plus Febreze	☐	_____	36
Tide Pods	☐	_____	37
Tide (Regular)	☐	_____	38
Wisk	☐	_____	39
Woolite Liquid	☐	_____	40
Xtra	☐	_____	41
Store's Own Brand	☐	_____	42
_____ (OTHER (Write In))	☐	_____	999

Do You Buy Refills? 922-0

- Yes ☐ 1
- No ☐ 2

SPRAY STARCH

923

	Your Household: Used in last 6 months	Containers/ last 6 months	
TOTAL:	☐	_____	00
TYPES:			
Light	☐	_____	01
Heavy	☐	_____	02
Regular	☐	_____	03
BRANDS:			
Easy-on	☐	_____	04
Faultless	☐	_____	05
Magic	☐	_____	06
Niagara	☐	_____	07
_____ (OTHER (Write In))	☐	_____	999

LAUNDRY PRE-TREATMENTS & STAIN REMOVERS

929

	Your Household: Used in last 6 months	Washloads/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Gel	☐	_____	01
Liquid	☐	_____	02
Pacs	☐	_____	03
Powder	☐	_____	04
Spray	☐	_____	05
Stick	☐	_____	06
Wipes	☐	_____	07
BRANDS:			
Biz	☐	_____	08
Clorox Bleach Pen	☐	_____	09
Clorox Oxi Magic	☐	_____	10
Clorox 2 Stain Remover & Color Booster	☐	_____	11
OxiClean White Revive	☐	_____	12
Other OxiClean	☐	_____	13
Resolve	☐	_____	14
Shout	☐	_____	15
Shout Color Catcher	☐	_____	16
Tide to Go	☐	_____	17
Tide Ultra Stain Release	☐	_____	18
Zout	☐	_____	19
_____ OTHER (Write In)	☐	_____	999

BLEACH

926

	Your Household: Used in last 6 months	Washloads/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Chlorine - Liquid	☐	_____	01
Color Safe - Liquid	☐	_____	02
Color Safe - Powder/Packet	☐	_____	03
BRANDS:			
Borateem	☐	_____	04
Clorox (Regular)	☐	_____	05
Clorox (Scented)	☐	_____	06
Clorox Splash-Less	☐	_____	07
Clorox Ultimate Care	☐	_____	08
Green Works	☐	_____	09
Purex 2	☐	_____	10
Store's Own Brand	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

How used: 927-0

- Household Cleaner ☐ 1
- Laundry ☐ 2

WATER FILTERS

932-0

Does your household own a water filter?

Yes ☐ 1

What type(s) do you use?

- In-Faucet ☐ 2
- In-line (in pipe) ☐ 3
- End of Faucet ☐ 4
- Pour-Through Container/Pitcher ☐ 5
- Refrigerator Filter ☐ 6
- In-bottle ☐ 7
- Other ☐ 8

BRANDS: 915-0

- Brita ☐ 1
- Filtrete ☐ 2
- Pūr ☐ 3
- Whirlpool ☐ 4
- ZeroWater ☐ 5
- Other ☐ 6

SOAP & DETERGENTS FOR FINE FABRICS

924

	Your Household: Used in last 6 months	Washloads/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Liquid	☐	_____	01
Powder	☐	_____	02
BRANDS:			
Delicare	☐	_____	03
Dreft	☐	_____	04
Dryel	☐	_____	05
Ivory Snow	☐	_____	06
Woolite Liquid	☐	_____	07
Woolite Darks	☐	_____	08
Store's Own Brand	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

FABRIC SOFTENERS/ SCENT BOOSTERS

930

	Your Household: Used in last 6 months	Washloads/ last 7 days	
TOTAL:	☐	_____	00
KINDS:			
Sheets	☐	_____	01
Liquid	☐	_____	02
Dryer Bar	☐	_____	03
Beads	☐	_____	04
BRANDS:			
Arm & Hammer	☐	_____	05
Bounce Bursts	☐	_____	06
Bounce Free & Gentle	☐	_____	07
Bounce Fresh Linen	☐	_____	08
Bounce Outdoor Fresh	☐	_____	09
Bounce w/Febreze	☐	_____	10
Other Bounce	☐	_____	11
Cuddle Soft	☐	_____	12
Downy April Fresh	☐	_____	13
Downy Clean Breeze	☐	_____	14
Downy Free & Gentle	☐	_____	15
Downy Fresh Protect	☐	_____	16
Downy Infusions	☐	_____	17
Downy Mountain Spring	☐	_____	18
Downy Unstopables	☐	_____	19
Downy w/Febreze	☐	_____	20
Other Downy	☐	_____	21
Final Touch	☐	_____	22
Gain (Fabric Softener)	☐	_____	23
Gain Fireworks	☐	_____	24
Purex	☐	_____	25
Snuggle Exhilarations	☐	_____	26
Other Snuggle	☐	_____	27
Suavitel	☐	_____	28
Store's Own Brand	☐	_____	29
_____ OTHER (Write In)	☐	_____	999

How used: 931-0

- Baby Clothes/Diapers ☐ 1
- Fine Washables ☐ 2
- Other Laundry ☐ 3

When used:

- Wash Cycle (liquid) ☐ 4
- Rinse (liquid) ☐ 5
- In the Dryer (dryer sheet) ☐ 6

PROFESSIONAL PET SERVICES

933

	Your Household: Used in last 12 months	Times used/ last 12 months	
TOTAL:	☐	_____	00
TYPE OF SERVICE:			
Daycare	☐	_____	01
Boarding/Kennel	☐	_____	02
Grooming	☐	_____	03
Training	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

PET OWNERSHIP/ VETERINARIAN VISITS

Write in the number of dogs, cats, birds, horses and other pets your household owns.

934

	Number	
Number of Dogs	_____	01
Dogs Under 1 Year Old	_____	02
Dogs 1 Year or Older, but Under 2 Years Old	_____	03
Dogs 2-6 Years Old	_____	04
Dogs 7+ Years Old	_____	05
Number of Dogs by Size		
Dogs 10 lbs. or less	_____	06
Dogs 11-20 lbs.	_____	07
Dogs 21-60 lbs.	_____	08
Dogs 61 or more lbs.	_____	09
Number of Cats	_____	10
Cats Under 1 Year Old	_____	11
Cats 1 Year or Older, but Under 2 Years Old	_____	12
Cats 2-6 Years Old	_____	13
Cats 7+ Years Old	_____	14
Number of Birds	_____	15
Number of Horses	_____	16
Number of Other Pets	_____	17

In the last 12 months, how many times have you or another household member taken a pet to the veterinarian?

Number of Times _____ 935-0

Does your household have pet insurance? 928-0

Yes ☐ 1

In the last 12 months, where did your household purchase . . .

936

	Pet Food 1	Flea Control Products 2	
Grocery/Supermarket	☐	☐	01
Discount Store	☐	☐	02
Wholesale Membership Club	☐	☐	03
PETCO	☐	☐	04
PetSmart	☐	☐	05
Other Pet Specialty Store	☐	☐	06
Veterinarian	☐	☐	07
Internet/Online	☐	☐	08
Other	☐	☐	09

FLEA, TICK & PARASITE PRODUCTS FOR DOGS & CATS

937

	Your Household: Used in last 12 months	Containers or collars/last 12 months	
TOTAL:	☐	_____	00
TYPES:			
Collar for Dogs	☐	_____	01
Collar for Cats	☐	_____	02
Dip	☐	_____	03
Drops	☐	_____	04
Powder	☐	_____	05
Repellent	☐	_____	06
Shampoo	☐	_____	07
Spray	☐	_____	08
Tablets	☐	_____	09
BRANDS:			
Adams	☐	_____	10
Advantage	☐	_____	11
Advantage Multi	☐	_____	12
Comfortis	☐	_____	13
Frontline	☐	_____	14
Hartz	☐	_____	15
Heartgard Plus	☐	_____	16
K9 Advantix	☐	_____	17
NexGard	☐	_____	18
PetArmor	☐	_____	19
Revolution	☐	_____	20
Sentinel	☐	_____	21
Sentry Fiproguard	☐	_____	22
Sergeants	☐	_____	23
Trifexis	☐	_____	24
_____ OTHER (Write In)	☐	_____	999

CANNED/WET DOG FOOD

938

	Your Household: Used in last 6 months	Containers/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Can	☐	_____	01
Pouch	☐	_____	02
Plastic Container/Tub	☐	_____	03
BRANDS:			
Alpo	☐	_____	04
Beneful	☐	_____	05
Blue Buffalo	☐	_____	06
Cesar	☐	_____	07
Eukanuba	☐	_____	08
Freshpet	☐	_____	09
Hill's Science Diet	☐	_____	10
Iams	☐	_____	11
Kibbles 'n Bits	☐	_____	12
Merrick	☐	_____	13
Moist & Meaty	☐	_____	14
Nutro	☐	_____	15
Ol' Roy	☐	_____	16
Pedigree	☐	_____	17
Pro Plan	☐	_____	18
Purina Beyond	☐	_____	19
Purina ONE	☐	_____	20
Rachael Ray Nutrish	☐	_____	21
Store's Own Brand	☐	_____	22
_____ OTHER (Write In)	☐	_____	999

PACKAGED DRY DOG FOOD

939

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
SIZE OF BAG:			
6 lbs. or less	☐	_____	01
7-17 lbs.	☐	_____	02
18-30 lbs.	☐	_____	03
31 lbs. or more	☐	_____	04
BRANDS:			
Alpo	☐	_____	05
Beneful	☐	_____	06
Blue Buffalo	☐	_____	07
Eukanuba	☐	_____	08
Hill's Science Diet	☐	_____	09
Iams Healthy Naturals	☐	_____	10
Other Iams	☐	_____	11
Kibbles 'n Bits	☐	_____	12
Nature's Recipe	☐	_____	13
Nutro/Nutro Max	☐	_____	14
Ol' Roy	☐	_____	15
Pedigree	☐	_____	16
Pro Plan	☐	_____	17
Purina Beyond	☐	_____	18
Purina Dog Chow	☐	_____	19
Purina ONE	☐	_____	20
Purina Puppy Chow	☐	_____	21
Rachael Ray Nutrish	☐	_____	22
Royal Canin	☐	_____	23
Wellness	☐	_____	24
Store's Own Brand	☐	_____	25
_____ OTHER (Write In)	☐	_____	999

DOG FEEDINGS

How often do you feed your dog the following?

940

	Canned/ Wet Food	Dry Food	Biscuits/ Treats	
	1	2	3	
2 or more times a day	☐	☐	☐	01
Once a day	☐	☐	☐	02
Occasionally	☐	☐	☐	03
Never	☐	☐	☐	04

DOG BISCUITS OR TREATS

941

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Alpo Treats	☐	_____	01
Beggin' Strips	☐	_____	02
Beneful	☐	_____	03
Blue Buffalo	☐	_____	04
Busy	☐	_____	05
Canine Carry Outs	☐	_____	06
Cesar Treats	☐	_____	07
Eukanuba	☐	_____	08
Greenies	☐	_____	09
Hill's Science Diet	☐	_____	10
Iams	☐	_____	11
Meaty Bone	☐	_____	12
Milk-Bone Dog Biscuits	☐	_____	13
Milk-Bone Treats	☐	_____	14
Milo's Kitchen	☐	_____	15
Nature's Recipe	☐	_____	16
Nudges	☐	_____	17
Nutro/Nutro Max	☐	_____	18
Ol' Roy	☐	_____	19
Old Mother Hubbard	☐	_____	20
Pedigree Dentastix	☐	_____	21
Pedigree Jumbone	☐	_____	22
Pup-Peroni	☐	_____	23
Snausages	☐	_____	24
T Bonz Dog Snacks	☐	_____	25
Waggin' Train	☐	_____	26
Wellness	☐	_____	27
Store's Own Brand	☐	_____	28
_____ OTHER (Write In)	☐	_____	999

CAT LITTER

942

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Scoopable	☐	_____	01
Non-Scoopable	☐	_____	02
Crystals	☐	_____	03
KINDS:			
Natural	☐	_____	04
Regular (non-natural)	☐	_____	05
BRANDS:			
Arm & Hammer	☐	_____	06
Blue Naturally Fresh	☐	_____	07
Cat's Pride	☐	_____	08
Dr. Elsey's Precious Cat	☐	_____	09
Feline Pine	☐	_____	10
Fresh Step	☐	_____	11
Scoop Away	☐	_____	12
Special Kitty	☐	_____	13
Swheat Scoop	☐	_____	14
Tidy Cats	☐	_____	15
World's Best	☐	_____	16
Store's Own Brand	☐	_____	17
_____ OTHER (Write In)	☐	_____	999

CAT FEEDINGS

How often do you feed your cat the following?

946

	Canned/ Wet Food	Dry Food	Treats	
	1	2	3	
2 or more times a day	☐	☐	☐	01
Once a day	☐	☐	☐	02
Occasionally	☐	☐	☐	03
Never	☐	☐	☐	04

CANNED/WET CAT FOOD

944

	Your Household: Used in last 6 months	Containers/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Flat Can	☐	_____	01
Tall Can	☐	_____	02
Pouch	☐	_____	03
Plastic Container/Tub	☐	_____	04
BRANDS:			
Blue Buffalo	☐	_____	05
Fancy Feast	☐	_____	06
Friskies	☐	_____	07
Hill's Science Diet	☐	_____	08
Iams	☐	_____	09
Meow Mix	☐	_____	10
Nature's Recipe	☐	_____	11
9Lives	☐	_____	12
Pro Plan	☐	_____	13
Purina Beyond	☐	_____	14
Rachael Ray Nutrish	☐	_____	15
Sheba	☐	_____	16
Wellness	☐	_____	17
Whiskas	☐	_____	18
Store's Own Brand	☐	_____	19
_____ OTHER (Write In)	☐	_____	999

PACKAGED DRY CAT FOOD

945

	Your Household: Used in last 6 months	Pounds/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Blue Buffalo	☐	_____	01
Fancy Feast Gourmet	☐	_____	02
Friskies	☐	_____	03
Hill's Science Diet	☐	_____	04
Iams Healthy Naturals	☐	_____	05
Other Iams	☐	_____	06
Kit & Kaboodle	☐	_____	07
Meow Mix	☐	_____	08
Naturals from Cat Chow	☐	_____	09
Nature's Recipe	☐	_____	10
9Lives	☐	_____	11
Nutro	☐	_____	12
Pro Plan	☐	_____	13
Purina Beyond	☐	_____	14
Purina Cat Chow	☐	_____	15
Purina Kitten Chow	☐	_____	16
Purina ONE	☐	_____	17
Rachael Ray Nutrish	☐	_____	18
Royal Canin	☐	_____	19
Wellness	☐	_____	20
Whiskas	☐	_____	21
Store's Own Brand	☐	_____	22
_____ OTHER (Write In)	☐	_____	999

CAT TREATS

943

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Friskies	☐	_____	01
Greenies	☐	_____	02
Meow Mix	☐	_____	03
Pounce	☐	_____	04
Whisker Lickin's	☐	_____	05
Whiskas Temptations	☐	_____	06
Store's Own Brand	☐	_____	07
_____ OTHER (Write In)	☐	_____	999

CHARCOAL

Your Household: Used in last 12 months | Bags/ last 12 months

947

TOTAL: ☐ _____ 00

TYPES:
- Regular ☐ _____ 01
- Instant Lighting ☐ _____ 02
- Hardwood/Lump ☐ _____ 03

KINDS:
- Mesquite ☐ _____ 04
- Hickory ☐ _____ 05
- Regular ☐ _____ 06

BRANDS:
- Cowboy ☐ _____ 07
- Duraflame ☐ _____ 08
- Kingsford (Regular) ☐ _____ 09
- Kingsford Matchlight ☐ _____ 10
- Royal Oak ☐ _____ 11
- Store's Own Brand ☐ _____ 12
- _____ ☐ _____ 999

OTHER (Write In)

INSECT REPELLENTS

Your Household: Used in last 12 months | Times/last 30 days (in season)

948

TOTAL: ☐ _____ 00

KINDS:
- Aerosol ☐ _____ 01
- Citronella Candle ☐ _____ 02
- Coils ☐ _____ 03
- Fan ☐ _____ 04
- Lamps/Lanterns ☐ _____ 05
- Lotion/Oil/Cream/Gel ☐ _____ 06
- Pump ☐ _____ 07
- Towelettes ☐ _____ 08

BRANDS:
- Avon Skin-So-Soft Bath Oil ☐ _____ 09
- Avon Skin-So-Soft Bug Guard Plus ☐ _____ 10
- Bull Frog ☐ _____ 11
- Cutter (Regular) ☐ _____ 12
- Cutter Citronella Candle ☐ _____ 13
- Off! Active ☐ _____ 14
- Off! Citronella Candle ☐ _____ 15
- Off! Deep Woods ☐ _____ 16
- Off! Family Care ☐ _____ 17
- Off! Mosquito Coil ☐ _____ 18
- Repel ☐ _____ 19
- _____ ☐ _____ 999

OTHER (Write In)

OUTDOOR INSECTICIDES

Your Household: Used in last 6 months | Containers/ last 6 months

949

TOTAL: ☐ _____ 00

KINDS:
- Concentrates ☐ _____ 01
- Flying Insect Killers ☐ _____ 02
- Hose Attachments ☐ _____ 03
- Liquids ☐ _____ 04
- Outdoor Foggers ☐ _____ 05
- Powders/Granules ☐ _____ 06

BRANDS:
- Amdro ☐ _____ 07
- Bayer Advanced ☐ _____ 08
- Black Flag ☐ _____ 09
- Combat ☐ _____ 10
- Hot Shot ☐ _____ 11
- Ortho ☐ _____ 12
- Raid Wasp & Hornet Killer ☐ _____ 13
- Raid Yard Guard ☐ _____ 14
- Other Raid ☐ _____ 15
- Spectracide ☐ _____ 16
- Terro ☐ _____ 17
- _____ ☐ _____ 999

OTHER (Write In)

INDOOR INSECTICIDES

Your Household: Used in last 6 months | Containers/ last 6 months

950

TOTAL: ☐ _____ 00

KINDS:
- Ant Baits/Traps ☐ _____ 01
- Ant & Roach Aerosols ☐ _____ 02
- Ant & Roach Liquids ☐ _____ 03
- Gels ☐ _____ 04
- Indoor Foggers ☐ _____ 05
- Flea & Tick Killers ☐ _____ 06
- Flying Insect Killers ☐ _____ 07
- Roach Baits/Traps ☐ _____ 08

BRANDS:
- Amdro ☐ _____ 09
- Bayer Advanced ☐ _____ 10
- Black Flag Ant & Roach ☐ _____ 11
- Black Flag Roach Motel ☐ _____ 12
- Other Black Flag ☐ _____ 13
- Combat Ant Killing Baits ☐ _____ 14
- Combat Roach Killing Baits ☐ _____ 15
- Other Combat Baits ☐ _____ 16
- Hot Shot ☐ _____ 17
- Ortho Home Defense Max ☐ _____ 18
- Other Ortho ☐ _____ 19
- Raid Ant & Roach Spray ☐ _____ 20
- Raid Ant Baits ☐ _____ 21
- Raid Flea Killer ☐ _____ 22
- Raid Indoor Fogger ☐ _____ 23
- Raid Roach Baits ☐ _____ 24
- Raid Max Bug Barrier ☐ _____ 25
- Other Raid ☐ _____ 26
- Spectracide ☐ _____ 27
- Terro ☐ _____ 28
- _____ ☐ _____ 999

OTHER (Write In)

INDOOR PLANT FOOD

Your Household: Used in last 6 months | Containers/ last 6 months

951

TOTAL: ☐ _____ 00

BRANDS:
- Miracle Gro ☐ _____ 01
- Schultz ☐ _____ 02
- _____ ☐ _____ 999

OTHER (Write In)

LIGHT BULBS

Your Household: Used in last 6 months | Bulbs/ last 6 months

952

TOTAL: ☐ _____ 00

TYPES:
- Decorative ☐ _____ 01
- Energy Saving/Efficient ☐ _____ 02
- Outdoor ☐ _____ 03
- "Smart"/Wi-Fi Connected ☐ _____ 04

KINDS:
- Regular ☐ _____ 05
- Soft White ☐ _____ 06
- Three-Way ☐ _____ 07

BRANDS:
- Cree ☐ _____ 08
- GE Energy Smart ☐ _____ 09
- GE Reveal ☐ _____ 10
- Other GE ☐ _____ 11
- LIFX ☐ _____ 12
- Philips ☐ _____ 13
- Sylvania ☐ _____ 14
- Westinghouse ☐ _____ 15
- _____ ☐ _____ 999

OTHER (Write In)

GLUE

Your Household: Used in last 6 months | Packages/ last 6 months

953

TOTAL: ☐ _____ 00

BRANDS:
- Elmer's ☐ _____ 01
- Gorilla Glue ☐ _____ 02
- Krazy Glue ☐ _____ 03
- Loctite ☐ _____ 04
- Super Glue ☐ _____ 05
- _____ ☐ _____ 999

OTHER (Write In)

TRANSPARENT TAPE

Your Household: Used in last 6 months | Rolls/ last 6 months

954

TOTAL: ☐ _____ 00

BRANDS:
- Scotch Magic Transparent ☐ _____ 01
- Scotch Pop-Up Tape ☐ _____ 02
- _____ ☐ _____ 999

OTHER (Write In)

REMOVABLE SELF-STICK NOTES

Your Household: Used in last 6 months | Packages/ last 6 months

955

TOTAL: ☐ _____ 00

PLASTIC PRODUCTS

Does your household use plastic products?

956-0

Yes ☐ 1

Used For:
- Food Storage ☐ 2
- Home Organizing/Storage ☐ 3
- Bath ☐ 4
- Sinkware ☐ 5
- Tabletop ☐ 6
- Kitchen Gadgets ☐ 7
- Recycling/Refuse Bins ☐ 8
- Cosmetics ☐ 9
- Other ☐ 0

CHARCOAL LIGHTER FLUID

Your Household: Used in last 12 months | Containers/ last 12 months

957

TOTAL: ☐ _____ 00

BRANDS:
- Gulf Lite ☐ _____ 01
- Kingsford ☐ _____ 02
- Royal Oak ☐ _____ 03
- Store's Own Brand ☐ _____ 04
- _____ ☐ _____ 999

OTHER (Write In)

FIRELOGS

Your Household: Used in last 12 months | Logs last 12 months

958

TOTAL: ☐ _____ 00

BRANDS:
- Duraflame ☐ _____ 01
- StarterLogg ☐ _____ 02
- _____ ☐ _____ 999

OTHER (Write In)

BABY FOODS

959

	Your Household: Used in last 6 months	Containers/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Baby juice	☐	_____	01
First Foods/Stage 1	☐	_____	02
Second Foods/Stage 2	☐	_____	03
Third Foods/Stage 3	☐	_____	04
Snacks	☐	_____	05
BRANDS:			
Beech-Nut	☐	_____	06
Earth's Best	☐	_____	07
Gerber	☐	_____	08
Gerber Graduates	☐	_____	09
Gerber Organic	☐	_____	10
Plum Organics	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

INFANT CEREAL

960

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
Beech-Nut	☐	_____	01
Earth's Best	☐	_____	02
Gerber	☐	_____	03
_____ OTHER (Write In)	☐	_____	999

PREPARED INFANT FORMULA

961

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Ready-to-feed	☐	_____	01
Concentrated liquid (dilute with water)	☐	_____	02
Powder (dilute with water)	☐	_____	03
KINDS:			
Milk Based	☐	_____	04
Soy Based	☐	_____	05
Other	☐	_____	06
BRANDS:			
Enfamil	☐	_____	07
Enfagrow	☐	_____	08
Gerber Good Start	☐	_____	09
Similac	☐	_____	10
Store's Own Brand	☐	_____	11
_____ OTHER (Write In)	☐	_____	999

BABY NURSERS/ BOTTLES

962

	Your Household: Used in last 6 months	Number bought last 30 days	
TOTAL:	☐	_____	00
TYPES:			
Firm plastic	☐	_____	01
Disposable	☐	_____	02
BRANDS:			
Avent	☐	_____	03
Dr. Brown's	☐	_____	04
Evenflo	☐	_____	05
MAM	☐	_____	06
Munchkin Latch	☐	_____	07
NUK	☐	_____	08
Playtex	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

TEETHING REMEDIES

963

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Baby Orajel	☐	_____	01
Store's Own Brand	☐	_____	02
_____ OTHER (Write In)	☐	_____	999

BABY BATH, WASH & SOAP

964

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
TYPES:			
Bar	☐	_____	01
Liquid	☐	_____	02
BRANDS:			
Aveeno	☐	_____	03
Baby Magic	☐	_____	04
Burt's Bees	☐	_____	05
Johnson's Baby Bar Soap	☐	_____	06
Johnson's Baby Bath	☐	_____	07
Johnson's Head-To-Toe Baby Wash	☐	_____	08
Other Johnson's Baby Wash	☐	_____	09
_____ OTHER (Write In)	☐	_____	999

BABY SHAMPOO

966

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Aussie Kids	☐	_____	01
Aveeno	☐	_____	02
Baby Magic	☐	_____	03
Johnson's	☐	_____	04
L'Oréal Kids	☐	_____	05
Suave Kids	☐	_____	06
_____ OTHER (Write In)	☐	_____	999

BABY OIL

967

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Baby Magic	☐	_____	01
Burt's Bees	☐	_____	02
Johnson's Baby Oil	☐	_____	03
Johnson's Baby Oil Gel	☐	_____	04
Store's Own Brand	☐	_____	05
_____ OTHER (Write In)	☐	_____	999

BABY OINTMENTS AND CREAMS

968

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
A + D	☐	_____	01
Aquaphor Baby	☐	_____	02
Aveeno	☐	_____	03
Balmex	☐	_____	04
Boudreaux's Butt Paste	☐	_____	05
Burt's Bees	☐	_____	06
Desitin	☐	_____	07
Dr. Smith's	☐	_____	08
Triple Paste	☐	_____	09
Vaseline Petroleum Jelly	☐	_____	10
_____ OTHER (Write In)	☐	_____	999

BABY LOTION

969

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Aveeno	☐	_____	01
Baby Magic	☐	_____	02
Burt's Bees	☐	_____	03
Johnson's	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

DISPOSABLE DIAPERS/ UNDERPANTS

970

	Your Household: Used in last 6 months	Packages/ last 30 days	
TOTAL:	☐	_____	00
BRANDS:			
GoodNites Underpants	☐	_____	01
Huggies Little Movers	☐	_____	02
Huggies Little Movers Diaper Pants	☐	_____	03
Huggies Little Snugglers	☐	_____	04
Huggies Little Swimmers	☐	_____	05
Huggies Overnites	☐	_____	06
Huggies Pull-ups	☐	_____	07
Huggies Snug & Dry	☐	_____	08
Luvs	☐	_____	09
Pampers Baby Dry	☐	_____	10
Pampers Cruisers	☐	_____	11
Pampers Easy Ups	☐	_____	12
Pampers Splashers	☐	_____	13
Pampers Swaddlers	☐	_____	14
Store's Own Brand	☐	_____	15
_____ OTHER (Write In)	☐	_____	999

COTTON SWABS

971

	Your Household: Used in last 6 months	Times/ last 7 days	
TOTAL:	☐	_____	00
BRANDS:			
Johnson's	☐	_____	01
Q-Tips	☐	_____	02
Generic (No Label)	☐	_____	03
Store's Own Brand	☐	_____	04
_____ OTHER (Write In)	☐	_____	999

PRE-MOISTENED BABY/CHILDREN'S WIPES

Your Household: Used in last 6 months | Times/ last 7 days

972

TOTAL: ☐ _____ 00

BRANDS:
- Cottonelle ☐ _____ 01
- Huggies Natural Care ☐ _____ 02
- Huggies One & Done ☐ _____ 03
- Other Huggies ☐ _____ 04
- Kandoo ☐ _____ 05
- Pampers Baby Fresh ☐ _____ 06
- Pampers Natural Clean ☐ _____ 07
- Pampers Sensitive ☐ _____ 08
- Wet Ones ☐ _____ 09
- Store's Own Brand ☐ _____ 10
- _____ ☐ _____ 999 OTHER (Write In)

BABY POWDER

Your Household: Used in last 6 months | Times/ last 7 days

973

TOTAL: ☐ _____ 00

TYPES:
- Corn Starch ☐ _____ 01
- Talcum ☐ _____ 02

BRANDS:
- Burt's Bees ☐ _____ 03
- Gold Bond Baby Powder ☐ _____ 04
- Johnson's Baby Powder–Regular ☐ _____ 05
- Johnson's Baby Powder–Pure Cornstarch ☐ _____ 06
- Johnson's Baby Powder–Medicated ☐ _____ 07
- Store's Own Brand ☐ _____ 08
- _____ ☐ _____ 999 OTHER (Write In)

BABY FURNITURE & EQUIPMENT

Your Household: Now owns (1) | Bought in last 6 months (2)

974

	1	2	
Activity Mat	☐	☐	01
Baby carrier (front or back)	☐	☐	02
Baby car bed	☐	☐	03
Baby car seat	☐	☐	04
Bathing/dressing table	☐	☐	05
Baby bath tub	☐	☐	06
Baby mobiles	☐	☐	07
Baby monitor	☐	☐	08
Baby rattles	☐	☐	09
Bouncer seat	☐	☐	10
Breast pump	☐	☐	11
Cloth Diapers	☐	☐	12
Crib mattress	☐	☐	13
High chair	☐	☐	14
Infant crib	☐	☐	15
Infant swing	☐	☐	16
Jump seat	☐	☐	17
Juvenile bed	☐	☐	18
Nursing pillow	☐	☐	19
Playpen	☐	☐	20
Stroller	☐	☐	21
Stuffed toys	☐	☐	22
Toilet chair	☐	☐	23
Walker	☐	☐	24
_____ OTHER (Write In)	☐	☐	25

Total amount spent in past 6 months: $ _____ 988-0
Write in amount

PAIN RELIEVERS & FEVER REDUCERS FOR CHILDREN

Your Household: Used in last 6 months | Times/ last 30 days

975

TOTAL: ☐ _____ 00

BRANDS:
- Children's Advil ☐ _____ 01
- Infants' Advil ☐ _____ 02
- Children's Motrin ☐ _____ 03
- Children's Tylenol Drops/ Liquid ☐ _____ 04
- Infants' Tylenol ☐ _____ 05
- PediaCare ☐ _____ 06
- _____ ☐ _____ 999 OTHER (Write In)

CHILDREN'S COUGH SYRUP

Your Household: Used in last 6 months | Times/ last 30 days

976

TOTAL: ☐ _____ 00

BRANDS:
- Children's Mucinex ☐ _____ 01
- Delsym ☐ _____ 02
- PediaCare ☐ _____ 03
- Robitussin ☐ _____ 04
- Triaminic ☐ _____ 05
- _____ ☐ _____ 999 OTHER (Write In)

CHILDREN'S COLD TABLETS & LIQUIDS

Your Household: Used in last 6 months | Times/ last 30 days

977

TOTAL: ☐ _____ 00

TYPES:
- Liquid ☐ _____ 01
- Tablet ☐ _____ 02

BRANDS:
- Children's Allegra ☐ _____ 03
- Children's Benadryl Allergy ☐ _____ 04
- Children's Claritin ☐ _____ 05
- Children's Mucinex ☐ _____ 06
- Children's Zyrtec Allergy ☐ _____ 07
- Dimetapp ☐ _____ 08
- Hyland's 4Kids ☐ _____ 09
- PediaCare ☐ _____ 10
- Robitussin ☐ _____ 11
- Similasan ☐ _____ 12
- Triaminic ☐ _____ 13
- Vicks Children's NyQuil ☐ _____ 14
- _____ ☐ _____ 999 OTHER (Write In)

VITAMINS/ NUTRITIONAL SUPPLEMENTS FOR CHILDREN

Your Household: Used in last 6 months | Times/ last 7 days

978

TOTAL: ☐ _____ 00

TYPES:
- Chewable ☐ _____ 01
- Liquid ☐ _____ 02

BRANDS:
- Boost Kid Essentials ☐ _____ 03
- Centrum Kids ☐ _____ 04
- Disney Vitamins ☐ _____ 05
- Flintstones Vitamins ☐ _____ 06
- Iron Kids ☐ _____ 07
- L'il Critters ☐ _____ 08
- Pedialyte ☐ _____ 09
- PediaSure ☐ _____ 10
- Poly Vi Sol (drops) ☐ _____ 11
- Store's Own Brand ☐ _____ 12
- _____ ☐ _____ 999 OTHER (Write In)

CHILDREN'S CLOTHING

Your Household: Bought in last 6 months | Number bought/last 6 months

979

For Baby Under 1 Year:
- Outerwear ☐ _____ 01
- Sleepwear ☐ _____ 02
- Stretchies ☐ _____ 03
- Underwear (not diapers) ☐ _____ 04
- Waterproof Pants ☐ _____ 05

Children 1-2 Years:
- Jeans or Slacks ☐ _____ 06
- Outerwear ☐ _____ 07
- Shorts ☐ _____ 08
- Sleepwear ☐ _____ 09
- Suits or Dresses ☐ _____ 10
- Sweatshirts/Sweatpants ☐ _____ 11
- Tops/Shirts ☐ _____ 12
- Underwear (not diapers) ☐ _____ 13
- Waterproof Pants ☐ _____ 14

Children 3-5 Years:
- Jeans or Slacks ☐ _____ 15
- Outerwear ☐ _____ 16
- Shorts ☐ _____ 17
- Sleepwear ☐ _____ 18
- Suits or Dresses ☐ _____ 19
- Sweatshirts/Sweatpants ☐ _____ 20
- Tops/Shirts ☐ _____ 21
- Underwear (not diapers) ☐ _____ 22
- Waterproof Pants ☐ _____ 23

Children 6-12 Years:
- Jeans ☐ _____ 24
- Outerwear ☐ _____ 25
- Shorts ☐ _____ 26
- Slacks ☐ _____ 27
- Sleepwear ☐ _____ 28
- Suits or Dresses ☐ _____ 29
- Sweatshirts/Sweatpants ☐ _____ 30
- Sweaters ☐ _____ 31
- Tops/Shirts ☐ _____ 32
- Underwear ☐ _____ 33

Amount Spent Last 6 Months 980-0
- $50 or less ☐ 1
- $51-$99 ☐ 2
- $100-$199 ☐ 3
- $200-$399 ☐ 4
- $400 + ☐ 5

CHILDREN'S SHOES

Your Household: Bought/ last 6 months | Pairs bought/last 6 months

981

TOTAL: ☐ _____ 00

TYPES:
- Athletic ☐ _____ 01
- Canvas ☐ _____ 02
- Casual/leisure ☐ _____ 03
- Dress ☐ _____ 04
- Leather ☐ _____ 05
- Rain or Snow Boots ☐ _____ 06
- Sandals ☐ _____ 07
- Slippers ☐ _____ 08
- Western Boots ☐ _____ 09
- Other ☐ _____ 999

Bought for: 982-0
- Child under 1 year ☐ 1
- Child 1-5 years ☐ 2
- Child 6-12 years ☐ 3

Amount Spent Last 6 Months 983-0
- $1-$25 ☐ 1
- $26-$50 ☐ 2
- $51-$99 ☐ 3
- $100-$199 ☐ 4
- $200 + ☐ 5

PLACE SAMPLE LABEL HERE

INTERVIEWER: Please complete this page and use it as a voucher for cash payment.

RESPONDENT:

Ms.
Mr. _____

PRINCIPAL SHOPPER
Ms.
Mr. _____ **ENTER ON PAGE 87**

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE No. _____

SAMPLE ID No. _____

UPON RECEIPT OF CASH:

RESPONDENT SIGNATURE: _____

DATE: _____

INTERVIEWER SIGNATURE: _____

INTERVIEWER NAME: _____

INTERVIEWER PHONE No. _____

American Institute of Consumer Studies

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