

label

Interview # _____ C D 1
(1-6) 7

NAME _____ DATE _____



Survey of the American Consumer

81

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

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

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

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

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

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

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

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

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

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

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

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

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

Please use blue or black ink pen.

Correct mark: ☒ Incorrect mark: ☐

TOOTH PASTE	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
Ultradent	☐	38
Store's Own Brand	☐	39
SHERB	☒	8 999
OTHER (Write In)		
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
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
Walgreens	☐	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
Lumber Liquidators	☐	06
Menards	☐	07
Sears Appliance & Hardware	☐	09
Sherwin-Williams	☐	10
Tractor Supply Company	☐	11
True Value	☐	12

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
Academy Sports + Outdoors	☐	02
Aéropostale	☐	03
American Eagle Outfitters	☐	04
Ann Taylor	☐	05
Banana Republic	☐	07
Bath & Body Works	☐	08
Bealls	☐	09
Bed Bath & Beyond	☐	10
Belk	☐	11
Big Lots	☐	13
Bloomingdale's	☐	14
The Body Shop	☐	15
Burlington	☐	16
Champs Sports	☐	18
Chico's	☐	19
Crate & Barrel	☐	20
David's Bridal	☐	21
Dick's Sporting Goods	☐	22
Dillard's	☐	23
The Disney Store	☐	24
Dollar General	☐	25
Dollar Tree	☐	26
Dressbarn	☐	27
DSW	☐	28
Eddie Bauer	☐	29
Express	☐	30
Family Dollar	☐	31
Famous Footwear	☐	32
Finish Line	☐	33
Footaction	☐	34
Foot Locker	☐	35
Forever 21	☐	36
Fred's	☐	37
The Gap	☐	38
H&M	☐	39
Hallmark Gold Crown	☐	40
Hobby Lobby	☐	41
Hollister	☐	42
HomeGoods	☐	43
J.Crew	☐	44
JCPenney	☐	45
Jo-Ann Fabric and Craft	☐	46
Jos. A. Bank	☐	47
Kmart	☐	48
Kohl's	☐	50
Lane Bryant	☐	51
LOFT	☐	52
Lord & Taylor	☐	53
Macy's	☐	54
Marshalls	☐	55
Men's Wearhouse	☐	57
Michaels	☐	58
Military Exchange	☐	59
Neiman Marcus	☐	60
New York & Company	☐	61
Nordstrom	☐	62
Old Navy	☐	63
PacSun	☐	64
Payless	☐	65
Pier 1 Imports	☐	67
Pottery Barn	☐	68
Ross Stores	☐	70
Saks Fifth Avenue	☐	71
Sears	☐	72
Sephora	☐	73
Shoe Carnival	☐	74
Talbots	☐	76
Target	☐	77
T.J. Maxx	☐	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

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
Ultradent	☐		38
Store's Own Brand	☐		39
OTHER (Write In)	☐		999
PROPERTIES:			
Whitening	☐	116-0	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 Spinbrush	☐		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
Store's Own Brand	☐		27
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 Moisturizer	☐		05
ChapStick Total Hydration	☐		06
Other ChapStick	☐		07
eos	☐		08
Herpecin L	☐		09
Maybelline Baby Lips	☐		10
Neutrogena	☐		11
Nivea	☐		12
Softlips	☐		13
Vaseline Lip Therapy	☐		14
Other Vaseline	☐		15
Store's Own Brand	☐		16
OTHER (Write In)	☐		999

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	☐		07
PocketPaks Strips	☐		08
Other Listerine	☐		09
PocketPaks Strips	☐		10
Listerine Pocketmist	☐		11
MintASURE	☐		12
Sweet Breath	☐		13
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

DEODORANTS AND ANTIPERSPIRANTS		You Personally:		COMPLEXION CARE PRODUCTS (Facial Cleansers, Facial Toners, etc.)		You Personally:		HAND & BODY CREAM, LOTION OR OIL		You Personally:	
		Used in last 6 months	Times/last 7 days			Used in last 6 months	Times/last 7 days			Used in last 6 months	Times/last 7 days
010				011				013			
TOTAL:		☐	00	TOTAL:		☐	00	TOTAL:		☐	00
TYPES:				TYPES:				TYPES:			
Scented		☐	01	Astringent		☐	01	Cream		☐	01
Unscented		☐	02	Cleansers		☐	02	Lotion		☐	02
KINDS:				Toner		☐	03	Oil		☐	03
Antiperspirant/Deodorant		☐	03	FORMS:				Spray		☐	04
Deodorant Only		☐	04	Cloths/Towelettes		☐	04	BRANDS:			
Antiperspirant Only		☐	05	Mask (peel-off or rinse)		☐	05	Aquaphor Ointment		☐	05
BRANDS:				Mask (sheet)		☐	06	Aveeno Daily Moisturizing		☐	06
Arm & Hammer Stick/Solid		☐	06	Pad		☐	07	Other Aveeno		☐	07
Arrid Extra Dry Spray		☐	07	Sponge		☐	08	Avon		☐	08
Arrid XX Gel		☐	08	KINDS:				Baby Magic Baby Lotion		☐	09
Arrid XX Roll-On		☐	09	Bar		☐	09	Bath & Body Works		☐	10
Arrid XX Solid		☐	10	Cream		☐	10	The Body Shop		☐	11
Arrid XX Spray		☐	11	Gel		☐	11	Burt's Bees		☐	12
Avon		☐	12	Lotion		☐	12	Cetaphil		☐	13
Axe Stick		☐	13	Scrub		☐	13	Curél		☐	14
Ban Roll-On		☐	14	BRANDS:				Dermasil		☐	15
Ban Solid		☐	15	Almay		☐	14	Dial 7 Day		☐	16
Brut Spray		☐	16	Aveeno		☐	15	Dove		☐	17
Brut Stick		☐	17	Avon Clearskin		☐	16	eos		☐	18
Degree Clinical Protection		☐	18	Other Avon		☐	17	Eucerin Original		☐	19
Degree Women Stick		☐	19	Bioré		☐	18	Eucerin Intensive Repair		☐	20
Degree Women Spray		☐	20	Bioré Deep Cleansing				Other Eucerin		☐	21
Degree Women Ultra Clear		☐	21	Pore Strips		☐	19	Gold Bond Medicated Lotion		☐	22
Degree Men Spray		☐	22	Burt's Bees		☐	20	Gold Bond Ultimate Lotion		☐	23
Degree Men Stick		☐	23	Cetaphil		☐	21	Jergens Natural Glow		☐	24
Dove Advanced Care		☐	24	Clean & Clear Advantage		☐	22	Jergens Original Scent		☐	25
Dove Clinical Protection		☐	25	Clean & Clear Morning Burst		☐	23	Jergens Skin Firming		☐	26
Dove Men+Care		☐	26	Other Clean & Clear		☐	24	Jergens Ultra Healing		☐	27
Dove Solid		☐	27	Clearasil Daily Face Wash		☐	25	Other Jergens		☐	28
Dove Spray		☐	28	Clearasil Ultra		☐	26	Johnson's Baby Lotion		☐	29
Dry Idea		☐	29	Other Clearasil		☐	27	Johnson's Baby Oil		☐	30
Gillette Clinical		☐	30	Clinique Facial Soap		☐	28	Other Johnson's		☐	31
Gillette Clear Gel		☐	31	Other Clinique		☐	29	Keri Lotion		☐	32
Gillette Solid		☐	32	Estée Lauder		☐	30	Kiss My Face		☐	33
Lady Speed Stick		☐	33	Garnier SkinActive		☐	31	L'Oréal		☐	34
Mitchum Gel		☐	34	Lancôme		☐	32	Lubriderm Advanced			
Mitchum Roll-On		☐	35	L'Oréal		☐	33	Therapy		☐	35
Mitchum Solid		☐	36	Mary Kay		☐	34	Lubriderm Daily Moisture		☐	36
Mitchum for Women		☐	37	Neutrogena Deep Clean				Lubriderm Intense Skin			
Old Spice High Endurance		☐	38	Cleanser		☐	35	Repair		☐	37
Old Spice Red Zone		☐	39	Neutrogena Naturals		☐	36	Lubriderm Sensitive Skin		☐	38
Old Spice Stick		☐	40	Neutrogena Oil-Free Acne				Mary Kay		☐	39
Power Stick		☐	41	Wash		☐	37	Neutrogena Hand Cream		☐	40
Right Guard Sport Gel		☐	42	Neutrogena Pore Refining		☐	38	Neutrogena Body Lotion		☐	41
Right Guard Sport Spray		☐	43	Other Neutrogena		☐	39	Neutrogena Body Oil		☐	42
Right Guard Sport Solid		☐	44	Nivea Men		☐	40	Nivea		☐	43
Right Guard Xtreme		☐	45	Noxzema Cleansing Cream		☐	41	O'Keeffe's Working Hands		☐	44
Secret Clear Gel		☐	46	Olay Daily Facial Cloths		☐	42	Olay Quench		☐	45
Secret Clinical Strength		☐	47	Olay Foaming Face Wash		☐	43	Olay Ultra Moisture		☐	46
Secret Invisible Solid		☐	48	Olay ProX		☐	44	Other Olay		☐	47
Secret Outlast		☐	49	Olay Regenerist		☐	45	Palmer's		☐	48
Secret Roll-On		☐	50	Olay Total Effects		☐	46	St. Ives		☐	49
Secret Solid		☐	51	Other Olay		☐	47	Suave		☐	50
Secret Spray		☐	52	Oxy		☐	48	Vaseline Advanced Repair		☐	51
Soft & Dri		☐	53	philosophy		☐	49	Vaseline Aloe Soothe		☐	52
Speed Stick		☐	54	Pond's Cold Cream		☐	50	Vaseline Cocoa Butter		☐	53
Suave		☐	55	Pond's Towelettes		☐	51	Vaseline Essential Healing		☐	54
Sure Solid		☐	56	Proactiv		☐	52	Vaseline Men		☐	55
Sure Spray		☐	57	Sea Breeze Astringent		☐	53	Vaseline Petroleum Jelly		☐	56
Tom's of Maine		☐	58	Simple		☐	54	Other Vaseline		☐	57
OTHER (Write In)		☐	999	St. Ives Apricot Scrub		☐	55	Store's Own Brand		☐	58
				Other St. Ives		☐	56	OTHER (Write In)		☐	999
				Stridex		☐	57	Used for:		014-0	
				Yes To		☐	58	Anti-Aging		☐	1
				Store's Own Brand		☐	59	Anti-Cellulite/Firming		☐	2
				OTHER (Write In)		☐	999	Dry Skin		☐	3
				Facial skin type:		012-0		Moisturizing		☐	4
				Dry		☐	1	Self Tan/Glow		☐	5
				Normal		☐	2	Sensitive Skin		☐	6
				Oily		☐	3				
				Partly oily/partly dry		☐	4				
				Sensitive		☐	5				

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		
OTHER (Write In)	☐ _____ 999		
Used for:		016-0	
Antibacterial	☐ 1		
Complexion	☐ 2		
Deodorant	☐ 3		
Moisturizing	☐ 4		

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		
OTHER (Write In)	☐ _____ 999		

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		
Biologie by Matrix	☐ _____ 13		
Bumble and bumble	☐ _____ 14		
Clear	☐ _____ 15		
Dark & Lovely	☐ _____ 16		
Dove	☐ _____ 17		
Finesse	☐ _____ 18		
Garnier Fructis	☐ _____ 19		
Garnier Whole Blends	☐ _____ 20		
Herbal Essences	☐ _____ 21		
Infusium	☐ _____ 22		
John Frieda Brilliant Brunette	☐ _____ 23		
John Frieda Frizz Ease	☐ _____ 24		
John Frieda Sheer Blonde	☐ _____ 25		
L'Oréal	☐ _____ 26		
Matrix	☐ _____ 27		
Motions	☐ _____ 28		
Neutrogena Conditioner	☐ _____ 29		
Nexxus	☐ _____ 30		
OGX	☐ _____ 31		
Pantene Pro-V	☐ _____ 32		
Paul Mitchell	☐ _____ 33		
Redken	☐ _____ 34		
Suave	☐ _____ 35		
TRESemmé	☐ _____ 36		
White Rain Conditioner	☐ _____ 37		
OTHER (Write In)	☐ _____ 999		

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		
Tío Nacho	☐ _____ 54		
TRESemmé	☐ _____ 55		
White Rain	☐ _____ 56		
OTHER (Write In)	☐ _____ 999		

**HAIR CONDITIONING
TREATMENT**
(For use at home)

You Personally:

Used in
last 6
monthsTimes/
last 30
days

022

TOTAL: ☐ 00**KINDS:**Leave-in ☐ 01Rinse-out ☐ 02**BRANDS:**Alberto VO5 Hot Oil ☐ 03Aussie 3 Minute Miracle ☐ 04Garnier Fructis ☐ 05Herbal Essences ☐ 06Infusium ☐ 07It's a 10 ☐ 08L'Oréal ☐ 09Pantene Pro-V ☐ 10TRESemmé ☐ 11..... ☐ 999

OTHER (Write In)

**HAIR COLORING
PRODUCTS**
(For use at home)

You Personally:

Used in
last 6
monthsTimes/
last 6
months

023

TOTAL: ☐ 00**TYPES:**Semi-Permanent Color ☐ 01Permanent Color ☐ 02Frost, Tip, Streak Kit ☐ 03Bleach or Lightener ☐ 04**FORMS:**Liquid/Lotion ☐ 05Mousse/Foam ☐ 06Cream ☐ 07**BRANDS:**Clairol Natural Instincts ☐ 08Clairol Nice 'n Easy ☐ 09Other Clairol ☐ 10Dark & Lovely ☐ 11Garnier Color Sensation ☐ 12Garnier Nutrisse ☐ 13Garnier Olia ☐ 14John Frieda Precision Foam ☐ 15Just for Men Haircolor ☐ 16Just for Men—Autostop ☐ 17Just for Men—Must. & Beard ☐ 18Just for Men—Touch of Gray ☐ 19L'Oréal Colorista ☐ 20L'Oréal Excellence ☐ 21L'Oréal Féria ☐ 22L'Oréal Preference ☐ 23L'Oréal Root Rescue ☐ 24Other L'Oréal ☐ 25Naturtint ☐ 26Revlon Colorsilk ☐ 27Other Revlon ☐ 28Schwarzkopf ☐ 29Splat ☐ 30Vidal Sassoon ☐ 31..... ☐ 999

OTHER (Write In)

Used For:

055-0

Cover Gray ☐ 1Change/Highlight Color ☐ 2**HAIR GROWTH
PRODUCTS**

You Personally:

Used in
last 6
monthsTimes/
last 7
days

024

TOTAL: ☐ 00**BRANDS:**Nioxin ☐ 01Propecia ☐ 02Rogaine ☐ 03Scalp Med ☐ 04..... ☐ 999

OTHER (Write In)

HAIR SPRAYS
(For use at home)

You Personally:

Used in
last 6
monthsTimes/
last 7
days

025

TOTAL: ☐ 00**TYPES:**Aerosol Spray ☐ 01Manual Pump Spray ☐ 02Spritz ☐ 03**BRANDS:**Alberto VO5 ☐ 04Aqua Net ☐ 05Aussie ☐ 06Bed Head ☐ 07Big Sexy Hair ☐ 08Bumble and bumble ☐ 09Dove ☐ 10Finesse ☐ 11Garnier Fructis ☐ 12Göt2b ☐ 13Herbal Essences ☐ 14John Frieda ☐ 15L'Oréal ☐ 16Matrix ☐ 17Nexus ☐ 18Pantene Pro-V ☐ 19Paul Mitchell ☐ 20Rave ☐ 21Redken ☐ 22Sebastian ☐ 23Suave ☐ 24TRESemmé ☐ 25White Rain ☐ 26..... ☐ 999

OTHER (Write In)

**HAIR STYLING GELS,
LOTIONS & MOUSSE**

You Personally:

Used in
last 6
monthsTimes/
last 7
days

027

TOTAL: ☐ 00**TYPES:**Mousse ☐ 01Styling Gel/Lotion ☐ 02Serum ☐ 03**BRANDS:**Alberto VO5 ☐ 04American Crew ☐ 05Aussie ☐ 06Aveda ☐ 07Axe ☐ 08Bed Head ☐ 09Bumble and bumble ☐ 10Dep ☐ 11Dove ☐ 12Finesse ☐ 13Garnier Fructis ☐ 14Göt2b ☐ 15Herbal Essences ☐ 16It's a 10 ☐ 17John Frieda Frizz Ease ☐ 18LA Looks ☐ 19L'Oréal ☐ 20Matrix ☐ 21Nexus ☐ 22Pantene Pro-V ☐ 23Paul Mitchell ☐ 24Redken ☐ 25Sebastian ☐ 26Suave ☐ 27TRESemmé ☐ 28White Rain ☐ 29..... ☐ 999

OTHER (Write In)

**FACIAL
MOISTURIZERS**

You Personally:

Used in
last 6
monthsTimes/
last 7
days

030

TOTAL: ☐ 00**TYPES:**Cream ☐ 01Lotion ☐ 02**BRANDS:**Ambi ☐ 03Aveeno ☐ 04Avon ☐ 05Bath & Body Works ☐ 06Clean & Clear ☐ 07Clinique ☐ 08Elizabeth Arden ☐ 09Estée Lauder ☐ 10Eucerin ☐ 11Garnier SkinActive ☐ 12Jergens ☐ 13Lancôme ☐ 14L'Oréal Age Perfect ☐ 15L'Oréal RevitaLift ☐ 16Other L'Oréal ☐ 17Mary Kay ☐ 18Neutrogena Healthy Skin ☐ 19Other Neutrogena ☐ 20Night of Olay ☐ 21Nivea ☐ 22Nivea Men ☐ 23Noxzema Skin Cream ☐ 24Olay Complete ☐ 25Olay ProX ☐ 26Olay Regenerist ☐ 27Olay Total Effects ☐ 28Other Olay ☐ 29Origins ☐ 30philosophy ☐ 31Pond's ☐ 32RoC ☐ 33StriVectin-SD ☐ 34St. Ives ☐ 35Vaseline ☐ 36..... ☐ 999

OTHER (Write In)

How do you use it?

031-0

Anti-wrinkle ☐ 1Cleansing ☐ 2Moisturizing ☐ 3Night Cream ☐ 4Sunscreen ☐ 5Under make-up ☐ 6**MEN: PLEASE SKIP TO 3RD COLUMN PAGE 9****WOMEN: PLEASE CONTINUE****HOME PERMANENTS
AND RELAXERS**
(Women)

You Personally:

Used in
last 6
monthsTimes/
last 6
months

028

TOTAL: ☐ 00**TYPES:**Perm ☐ 01Relaxer ☐ 02**BRANDS:**Africa's Best ☐ 03African Pride ☐ 04Dark & Lovely ☐ 05Motions ☐ 06Optimum Care ☐ 07Soft & Beautiful ☐ 08..... ☐ 999

OTHER (Write In)

**HAIR CARE
PRODUCTS**
(Women)

You Personally:

Used in
last 6
months

029-0

Yes ☐ 1**TYPES:**Blow Dryer ☐ 2Brushes ☐ 3Diffuser ☐ 4Electric Curlers ☐ 5Electric Curling Iron/Brush ☐ 6Hair Rollers ☐ 7Straightening Iron ☐ 8

BATH/SHOWER ADDITIVES (Women)		You Personally:	
032		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	
.....		☐	999
OTHER (Write In)			

FOUNDATION MAKE-UP (Women)		You Personally:	
033		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	
.....		☐	999
OTHER (Write In)			

LOOSE OR PRESSED FACE POWDER (Women)		You Personally:	
034		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	
.....		☐	999
OTHER (Write In)			

BLUSHER (Women)		You Personally:	
035		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	

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	
Strengtheners/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	☐	24	
Salon Manicure	☐	25	
Sally Hansen Diamond	☐	26	
Strength Polish	☐	27	
Sally Hansen Insta-Dri	☐	28	
Sally Hansen Miracle Gel	☐	29	
Sally Hansen Xtreme Wear	☐	30	
Other Sally Hansen Polish	☐	31	
SinfulColors	☐	32	
Wet n Wild	☐	33	
Zoya	☐	34	
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	

SANITARY NAPKINS
(Women)You Personally:
Used in
last 6
months
Number/
last 30
days

046

TOTAL: ☐ 00

TYPES:

Scented ☐ 01

Unscented ☐ 02

KINDS:

Regular (non-winged) ☐ 03

With Wings ☐ 04

BRANDS:

Always Infinity ☐ 05

Always Radiant ☐ 06

Always Overnight Maxi ☐ 07

Always Regular Maxi ☐ 08

Always Ultra Thin ☐ 09

Other Always ☐ 10

Stayfree Maxi Regular ☐ 11

Stayfree Maxi Super ☐ 12

Stayfree Ultra Thin ☐ 13

Other Stayfree ☐ 14

U by Kotex Maxi ☐ 15

U by Kotex Overnight Pads ☐ 16

U by Kotex Ultra Thin ☐ 17

Other U by Kotex ☐ 18

Store's Own Brand ☐ 19

..... ☐ 999

OTHER (Write In)

PANTILINERS
(Women)You Personally:
Used in
last 6
months
Number/
last 30
days

048

TOTAL: ☐ 00

TYPES:

Scented ☐ 01

Unscented ☐ 02

Odor Absorbing ☐ 03

KINDS:

Regular ☐ 04

Long/Extra Coverage ☐ 05

Thong ☐ 06

BRANDS:

Always Radiant ☐ 07

Always Thin ☐ 08

Always Xtra Protection ☐ 09

Other Always ☐ 10

Carefree Original ☐ 11

Carefree Acti-Fresh ☐ 12

Other Carefree ☐ 13

U by Kotex Lightdays ☐ 14

Regular ☐ 14

U by Kotex Lightdays Long ☐ 15

Other U by Kotex ☐ 16

Store's Own Brand ☐ 17

..... ☐ 999

OTHER (Write In)

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

..... ☐ 6

OTHER (Write In)

PERFUME AND
COLOGNE
FOR WOMENYou Personally:
Used in
last 6
months
Times/
last 7
days

049

TOTAL: ☐ 00

TYPES:

Cologne ☐ 01

Perfume ☐ 02

After Bath Splash ☐ 03

Body Spray ☐ 04

BRANDS:

Acqua di Gioia ☐ 05

Angel ☐ 06

Avon ☐ 07

Bath & Body Works ☐ 08

Beautiful ☐ 09

Beyoncé ☐ 10

Black Opium ☐ 11

Body Fantasies ☐ 12

Britney Spears ☐ 13

Burberry Body ☐ 14

Burberry My Burberry ☐ 15

Chance ☐ 16

Chanel No. 5 ☐ 17

Other Chanel ☐ 18

Charlie ☐ 19

Chloé ☐ 20

ck One ☐ 21

Clinique Happy ☐ 22

Coco ☐ 23

Coco Mademoiselle ☐ 24

Curve ☐ 25

DKNY ☐ 26

Dolce & Gabbana ☐ 27

Eternity ☐ 28

euphoria ☐ 29

Flowerbomb ☐ 30

Gucci ☐ 31

Guess ☐ 32

Issey Miyake ☐ 33

J'adore ☐ 34

Jennifer Lopez ☐ 35

Jimmy Choo ☐ 36

Jovan ☐ 37

Juicy Couture ☐ 38

La Vie Est Belle ☐ 39

Marc Jacobs ☐ 40

Mary Kay ☐ 41

Michael Kors ☐ 42

Miss Dior ☐ 43

Mon Paris ☐ 44

Obsession ☐ 45

Opium ☐ 46

Oscar de la Renta ☐ 47

Passion ☐ 48

Pleasures ☐ 49

Poison ☐ 50

Prada ☐ 51

Ralph ☐ 52

Red Door ☐ 53

Romance ☐ 54

Sarah Jessica Parker ☐ 55

Secret Body Spray ☐ 56

Shalimar ☐ 57

Si ☐ 58

Tory Burch ☐ 59

Trésor ☐ 60

Vera Wang ☐ 61

Victoria's Secret ☐ 62

White Diamonds ☐ 63

White Linen ☐ 64

..... ☐ 999

OTHER (Write In)

AFTERSHAVE LOTION
& COLOGNE
FOR MENYou Personally:
Used in
last 6
months
Times/
last 7
days

050

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

Gillette ☐ 23

Gucci ☐ 24

Hugo Boss ☐ 25

Invictus ☐ 26

Issey Miyake ☐ 27

Jean Paul Gaultier Le Male ☐ 28

Kenneth Cole ☐ 29

L'Homme Yves Saint Laurent ☐ 30

Michael Kors ☐ 31

Montblanc Legend ☐ 32

Nautica ☐ 33

Nivea Men ☐ 34

Old Spice ☐ 35

Playboy ☐ 36

Polo Black ☐ 37

Polo Blue ☐ 38

Polo Red ☐ 39

Other Polo ☐ 40

Prada ☐ 41

Sauvage ☐ 42

Skin Bracer ☐ 43

Stetson ☐ 44

Versace ☐ 45

..... ☐ 999

OTHER (Write In)

TOTAL PERFUME
AND COLOGNE
EXPENDITURESAmount you personally
spent on perfume
& cologne,
last 12 months:

As a gift:	For Men	For Women
	051-0	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	For Women
	14K	14L
As a gift	01	01
For yourself	02	02

DISPOSABLE RAZORS			You Personally:	
			Used in last 6 months	Times/last 7 days
053				
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 Mach3	☐	09		
Gillette Sensor 2 Plus	☐	10		
Gillette Sensor 3	☐	11		
Gillette Venus Disposables	☐	12		
Noxzema	☐	13		
Schick Quattro for Women	☐	14		
Schick Xtreme 3	☐	15		
Other Schick	☐	16		
OTHER (Write In)			☐	999

RAZOR BLADES			You Personally:	
			Used in last 6 months	Times/last 7 days
054				
TOTAL:			☐	00
BRANDS:				
Dollar Shave Club	☐	01		
Gillette Fusion5	☐	02		
Gillette Fusion5 ProGlide	☐	03		
Gillette Fusion5 ProShield	☐	04		
Gillette Mach3	☐	05		
Gillette Mach3 Turbo	☐	06		
Gillette Sensor	☐	07		
Gillette Sensor Excel	☐	08		
Gillette Venus	☐	09		
Gillette Venus ComfortGlide	☐	10		
Gillette Venus Embrace	☐	11		
Harry's	☐	12		
Schick Hydro	☐	13		
Schick Intuition	☐	14		
Schick Quattro	☐	15		
Other Schick	☐	16		
OTHER (Write In)			☐	999

HAIR TONIC OR DRESSING (Men)			You Personally:	
			Used in last 6 months	Times/last 7 days
057				
TOTAL:			☐	00
BRANDS:				
Alberto VO5	☐	01		
Brylcreem	☐	02		
OTHER (Write In)			☐	999

HEALTH & BEAUTY AIDS EXPENDITURES			In the past 12 months, amount spent on the purchase of Health & Beauty Aids:	
			for Men	for Women
058				
Less than \$100	☐	01		
\$100-299	☐	02		
\$300-499	☐	03		
\$500 or more	☐	04		
			1	2

SHAVING CREAMS OR GELS			You Personally:	
			Used in last 6 months	Times/last 7 days
056				
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			You Personally:	
			Had service, last 6 months	Times/last 3 months
15M				
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		

DENTURES		
14T-0		
Do you wear dentures? Yes ☐ 1		

ELECTRIC SHAVERS			You Personally:	
			Used in last 6 months	Times/last 7 days
059				
TOTAL:			☐	00
BRANDS:				
Braun	☐	01		
Panasonic	☐	02		
Philips Norelco	☐	03		
Remington	☐	04		
OTHER (Write In)			☐	999

PERSONAL FOOT CARE PRODUCTS			You Personally:	
			Used in last 6 months	Times/last 30 days
14J				
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			You Personally:	
			Used in last 6 months	Times/last 7 days
060				
TOTAL:			☐	00
TYPES:				
Liners/Cushions/Wafers	☐	01		
Paste/Cream	☐	02		
Powder	☐	03		
Strips	☐	04		
BRANDS:				
Fixodent Complete	☐	05		
Fixodent Plus	☐	06		
Other Fixodent	☐	07		
Super PoliGrip Original	☐	08		
Super PoliGrip Free	☐	09		
Super PoliGrip Ultra Fresh	☐	10		
Other Super PoliGrip	☐	11		
Sea-Bond	☐	12		
OTHER (Write In)			☐	999

DENTURE CLEANERS			You Personally:	
			Used in last 6 months	Times/last 7 days
061				
TOTAL:			☐	00
TYPES:				
Paste	☐	01		
Powder	☐	02		
Tablet	☐	03		
BRANDS:				
Efferdent	☐	04		
Polident	☐	05		
Store's Own Brand	☐	06		
OTHER (Write In)			☐	999

SORE THROAT REMEDIES & COUGH DROPS

You Personally:
Used in
last 6
months

Times/
last 30
days

064

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)

You Personally:
Used in
last 6
months

Times/
last 30
days

066

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

You Personally:
Used in
last 6
months

Times/
last 30
days

074

TOTAL: ☐ _____ 00

BRANDS:

Compound W ☐ _____ 01

Dr. Scholl's Clear Away ☐ _____ 02

Dr. Scholl's Freeze Away ☐ _____ 03

Wartner ☐ _____ 04

OTHER (Write In) ☐ _____ 999

ADHESIVE & LIQUID BANDAGES

You Personally:
Used in
last 6
months

Times/
last 30
days

090

TOTAL: ☐ _____ 00

TYPES:

Adhesive ☐ _____ 01

Liquid ☐ _____ 02

BRANDS:

Band-Aid Antibiotic ☐ _____ 03

Band-Aid Clear ☐ _____ 04

Band-Aid Flexible Fabric ☐ _____ 05

Band-Aid Plastic ☐ _____ 06

Band-Aid Sheer ☐ _____ 07

Band-Aid Skin-Flex ☐ _____ 08

Band-Aid Tough-Strips ☐ _____ 09

Other Band-Aid Bandages ☐ _____ 10

Curad Flex-Fabric ☐ _____ 11

Curad Sheer ☐ _____ 12

Other Curad ☐ _____ 13

New-Skin ☐ _____ 14

Nexcare ☐ _____ 15

Store's Own Brand ☐ _____ 16

OTHER (Write In) ☐ _____ 999

EYE WASH AND DROPS

You Personally:
Used in
last 6
months

Times/
last 30
days

069

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

NASAL SPRAYS (non-medicated)

You Personally:
Used in
last 6
months

Times/
last 30
days

068

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

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?

Discount Store Optical Center ☐ 103-0

Private Ophthalmologist, Optician or Optometrist ☐ 1

Retail Optical Chain ☐ 2

Internet/online ☐ 3

Other ☐ 4

Contact Lens Brands, used last 12 months:

Acuvue ☐ 15X-0

Air Optix ☐ 1

Bausch + Lomb ☐ 2

Biofinity ☐ 3

Dailies ☐ 4

Other ☐ 5

Amount Spent 092
Last 12 Months

Eyeglasses \$ _____ 01

Sunglasses (nonprescription) \$ _____ 02

Contact Lenses \$ _____ 03

CONTACT LENS CLEANING/WETTING SOLUTIONS

You Personally:
Used in
last 6
months

Times/
last 30
days

093

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

075

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 ☐ 1COLD, SINUS AND
ALLERGY REMEDIES
(Nonprescription)You Personally:
Used in
last 6
months Times/
last 30
days

078

TOTAL: ☐ _____ 00

TYPES:

Aspirin Formula ☐ _____ 01
Non-Aspirin Formula ☐ _____ 02

KINDS:

Caplets ☐ _____ 03
Capsules ☐ _____ 04
Effervescent ☐ _____ 05
Liquid ☐ _____ 06
LiquiGels/LiquiCaps ☐ _____ 07
Nasal Sprays ☐ _____ 08
Nasal Strips ☐ _____ 09
Tablets ☐ _____ 10

BRANDS:

Advil Allergy Sinus ☐ _____ 11
Advil Cold & Sinus ☐ _____ 12
Advil Sinus Congestion &
Pain ☐ _____ 13
Afrin ☐ _____ 14
Airborne ☐ _____ 15
Aleve-D Sinus & Cold ☐ _____ 16
Alka-Seltzer Plus Cold ☐ _____ 17
Alka-Seltzer Plus Cold &
Cough ☐ _____ 18
Alka-Seltzer Plus Night ☐ _____ 19
Allegra Allergy ☐ _____ 20
Allegra-D ☐ _____ 21
Benadryl Allergy ☐ _____ 22
Other Benadryl ☐ _____ 23
Breathe Right ☐ _____ 24
ClariSpray ☐ _____ 25
Claritin ☐ _____ 26
Claritin-D ☐ _____ 27
Cold-Eeze ☐ _____ 28
Coricidin HBP ☐ _____ 29
Dimetapp ☐ _____ 30
Emergen-C ☐ _____ 31
Equate ☐ _____ 32
Flonase OTC ☐ _____ 33
Mentholatum Ointment ☐ _____ 34
Mucinex ☐ _____ 35
Nasacort Allergy 24HR ☐ _____ 36
Rhinocort ☐ _____ 37
Robitussin ☐ _____ 38
Sudafed Congestion ☐ _____ 39
Sudafed PE Pressure + Pain ☐ _____ 40
Other Sudafed ☐ _____ 41
Theraflu Nighttime Severe
Cold & Cough ☐ _____ 42
Other Theraflu ☐ _____ 43
Tylenol Cold ☐ _____ 44
Tylenol Sinus ☐ _____ 45
Vicks DayQuil ☐ _____ 46
Vicks NyQuil ☐ _____ 47
Vicks NyQuil LiquiCaps ☐ _____ 48
Vicks Sinex ☐ _____ 49
Vicks VapoRub ☐ _____ 50
Xyzal Allergy 24-Hour ☐ _____ 51
Zicam ☐ _____ 52
Zyrtec ☐ _____ 53
Zyrtec-D ☐ _____ 54
Generic (No Label) ☐ _____ 55
Store's Own Brand ☐ _____ 56
OTHER (Write In) ☐ _____ 999

Used for:

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 ☐ 9PAIN RELIEVING RUBS,
LIQUIDS & PATCHES
(Nonprescription)You Personally:
Used in
last 6
months Times/
last 30
days

071

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

Used for:

072-0

Arthritis pain ☐ 1
Backache ☐ 2
Injury ☐ 3
Sore muscle pain ☐ 4
Other ☐ 5MEDICATED SKIN
OINTMENTS,
CREAMS, LOTIONS
& SPRAYSYou Personally:
Used in
last 6
months Times/
last 30
days

073

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
REMEDIESYou 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 Original ☐ _____ 21

Other Pepto-Bismol ☐ _____ 22

Prevacid 24HR (OTC) ☐ _____ 23

Prilosec OTC ☐ _____ 24

Rolaids ☐ _____ 25

Tums Regular ☐ _____ 26

Tums Extra ☐ _____ 27

Tums Smoothies ☐ _____ 28

Tums Ultra ☐ _____ 29

Other Tums ☐ _____ 30

Zantac 75 ☐ _____ 31

Zantac 150 ☐ _____ 32

Zantac Duo Fusion ☐ _____ 33

Store's Own Brand ☐ _____ 34

_____ 999

OTHER (Write In)

Used for: 14H-0

Upset Stomach ☐ 1

Heartburn ☐ 2

Indigestion ☐ 3

Diarrhea ☐ 4

Gas ☐ 5

Bloating ☐ 6

LAXATIVES/
FIBER
SUPPLEMENTSYou 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
REMEDIESYou 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 PRODUCTSYou 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

Lamisil ☐ _____ 10

Lotrimin ☐ _____ 11

Tinactin ☐ _____ 12

Store's Own Brand ☐ _____ 13

_____ 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 ☐ _____ 01

Feminine Relief ☐ _____ 02

Monistat 1 ☐ _____ 03

Monistat 3 ☐ _____ 04

Monistat 7 ☐ _____ 05

Vagisil Anti-Itch ☐ _____ 06

Store's Own Brand ☐ _____ 07

_____ 999

OTHER (Write In)

PERSONAL
LUBRICANTSYou Personally:
Used in
last 6
months

087-0

Yes ☐ 1

BRANDS:

Astroglide ☐ 2

K-Y ☐ 3

Replens ☐ 4

Trojan Lubricants ☐ 5

Store's Own Brand ☐ 6

_____ 7

OTHER (Write In)

VITAMIN AND
DIETARY
SUPPLEMENTSYou 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

Ginkgo Biloba ☐ _____ 14

Ginseng ☐ _____ 15

Glucosamine ☐ _____ 16

Iron ☐ _____ 17

Multiple Formula ☐ _____ 18

Multiple Formula with Iron ☐ _____ 19

Multiple Formula with Minerals ☐ _____ 20

Omega 3/Fish Oil ☐ _____ 21

Prenatal ☐ _____ 22

Probiotic ☐ _____ 23

St. John's Wort ☐ _____ 24

Stress Formula ☐ _____ 25

Zinc ☐ _____ 26

Other ☐ _____ 27

BRANDS:

Bausch + Lomb ☐ _____ 28

PreserVision ☐ _____ 29

Caltrate 600 ☐ _____ 30

Centrum ☐ _____ 31

Centrum Multigummies ☐ _____ 32

Centrum Silver Adults ☐ _____ 33

Centrum Silver Men ☐ _____ 34

Centrum Silver Women ☐ _____ 35

Centrum Vitamins ☐ _____ 36

Other Centrum ☐ _____ 37

Citracal ☐ _____ 38

Emergen-C ☐ _____ 39

Ester-C ☐ _____ 40

Natrol ☐ _____ 41

Nature Made ☐ _____ 42

Nature's Bounty ☐ _____ 43

Nature's Way Alive! ☐ _____ 44

Ocuvite ☐ _____ 45

One-A-Day 50+ Advantage ☐ _____ 46

One-A-Day Men's Health ☐ _____ 47

One-A-Day Women's Active Metabolism ☐ _____ 48

One-A-Day Women's ☐ _____ 49

One-A-Day VitaCraves ☐ _____ 50

Other One-A-Day ☐ _____ 51

Os-Cal ☐ _____ 52

Osteo Bi-Flex ☐ _____ 53

Schiff ☐ _____ 54

Sundown Naturals ☐ _____ 55

TruBiotics ☐ _____ 56

Vitafusion ☐ _____ 57

Store's Own Brand ☐ _____ 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?	
Blood sugar level	095-0 ☐ 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:	
Fat-free	096-0 ☐ 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:	
Cooking Light diet	097-0 ☐ 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			
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	
KINDS:			
Suntan Lotion/Sunscreen	☐	01	
Sunless Tanner	☐	02	
FORMS:			
Gel	☐	03	
Lotion	☐	04	
Oil	☐	05	
Spray	☐	06	
Stick	☐	07	
Tube (cream)	☐	08	
BRANDS:			
Australian Gold	☐	09	
Aveeno	☐	10	
Avon	☐	11	
Bain de Soleil	☐	12	
Banana Boat	☐	13	
Banana Boat Sport	☐	14	
Bull Frog	☐	15	
CeraVé	☐	16	
Clinique	☐	17	
Coppertone Sport	☐	18	
Other Coppertone	☐	19	
Hawaiian Tropic	☐	20	
L'Oréal Sublime Bronze	☐	21	
Mary Kay	☐	22	
Neutrogena Sunblock	☐	23	
Neutrogena Sunless Tan	☐	24	
Other Neutrogena	☐	25	
No-Ad	☐	26	
Ocean Potion	☐	27	
Panama Jack	☐	28	
Sally Hansen Airbrush	☐	29	
Store's Own Brand	☐	30	
	☐	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)			

SLEEPING AIDS & SNORE RELIEF		You Personally:	
	Used in last 6 months	Times/last 30 days	
081			
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	
	☐	999	
OTHER (Write In)			
Used for:		14F-0	
Snore Relief	☐ 1		
Sleeplessness	☐ 2		

IN HOME SHOPPING/HEALTH AIDS/
SMOKING/TOBACCO/MARIJUANAIN 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

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

TOTAL: 062 ☐ 00

BRANDS:

Anbesol ☐ 01
Colgate Orabase ☐ 02
Kank-A ☐ 03
Orajel Mouth Sore ☐ 04
Orajel Toothache ☐ 05
OTHER (Write In) ☐ 999

Used for:

Toothache ☐ 1
Gum/Canker Sore ☐ 2

COLD SORES/
FEVER BLISTERS

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

TOTAL: 14D ☐ 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

CIGARS

You Personally:
Smoked in last 6 months Number/last 7 days

TOTAL: 113 ☐ 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

PIPE TOBACCO

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

TOTAL: 117 ☐ 00

CIGARETTE
ROLLING PAPERS

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

TOTAL: 118 ☐ 00

BRANDS:

EZ Wider ☐ 01
Zig Zag ☐ 02
OTHER (Write In) ☐ 999

MARIJUANA/
CANNABIS

You Personally:
Used for Recreation, last 6 months Used Medically, last 6 months

Yes 120 ☐ 1 ☐ 01

How Used:

Loose Leaf ☐ 02
(e.g. rolled, pipe, bong, etc) ☐ 03
Edible ☐ 04
Vape Device ☐ 05
CBD Product ☐ 06
Other ☐ 06

CHEWING AND
SMOKELESS
TOBACCO

You Personally:
Used in last 6 months Cans/Packages last 30 days

TOTAL: 119 ☐ 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
Skool ☐ 11
OTHER (Write In) ☐ 999

ELECTRONIC/
E-CIGARETTES/
VAPING

You Personally:
Smoked in last 12 months Cartridges/last 7 days

TOTAL: 14C ☐ 00

TYPES:

E-Cig ☐ 01
Vape Device ☐ 02

BRANDS:

blu ☐ 03
Green Smoke ☐ 04
JUUL ☐ 05
LOGIC ☐ 06
MarkTen ☐ 07
Mistic ☐ 08
NJoy ☐ 09
VUSE Vibe ☐ 10
Other VUSE ☐ 11
OTHER (Write In) ☐ 999

CIGARETTES

You Personally:
Smoked in last 12 months Packs/last 7 days

TOTAL: 115 ☐ 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
Store's Own Brand ☐ 4
Other ☐ 5

HOUSEHOLD
TOBACCO USE

14R-0
Has any other adult in your household (aged 18 or older) used any type of tobacco or nicotine product (including e-cigarettes and vaping products) in the last 12 months?

Yes ☐ 1

AILMENTS/REMEDIES		You Personally:	How treated in the last 12 months?				
		Have/ Had in last 12 months	Used a prescription remedy		Used a non- prescription remedy	Used a home/ herbal remedy	Have not treated
			Branded	Generic			
AILMENTS	107	1	2	3	4	5	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 (Type 1-Insulin Dependent)	☐	☐	☐	☐	☐	☐	☐ 20
Diabetes (Type 2-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	14X-0
Television Advertisement ☐ 1	Patient support group ☐ 1
Magazine Advertisement ☐ 2	Pharmacist ☐ 2
Other Advertisement ☐ 3	Pharmaceutical company ☐ 3
Doctor or Healthcare professional ☐ 4	Medical journals ☐ 4
Friends/Family ☐ 5	Social Media site ☐ 5
Pamphlets/Brochures ☐ 6	Other Online/Internet site ☐ 6
	Other ☐ 7

DOCTOR
VISITS

You Personally:

Visited in last 12 months	Times/ last 12 months
---------------------------------	-----------------------------

094

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	You Personally: Used in last 12 months	PRESCRIPTION DRUGS (Continued)	You Personally: Used in last 12 months	PRESCRIPTION DRUGS (Continued)	
108-0		15S-0		Number of prescriptions filled for yourself in the last 30 days _____ 15E-0 Write in number	
BRANDS:				On the average, how much do you spend out of pocket per month on your prescription medication(s)? \$ _____ 15F-0 Write in amount	
Abilify ☐ 1		Lamisil ☐ 1		In the last 12 months, where did you fill a prescription?	
Actonel ☐ 2		Latuda ☐ 2		Drug Store/Pharmacy ☐ 1	
Actos ☐ 3		Lexapro ☐ 3		Supermarket ☐ 2	
Aczone ☐ 4		Linzees ☐ 4		Discount/Department Store ☐ 3	
Adderall ☐ 5		Lipitor ☐ 5		Mail order ☐ 4	
Advair ☐ 6		Lovaza ☐ 6		Internet/Online ☐ 5	
Ambien/Ambien CR ☐ 7		Lyrica ☐ 7		Other ☐ 6	
109-0		Medical marijuana ☐ 8			
Boniva ☐ 1		Nasonex ☐ 9			
Botox ☐ 2		Nexium ☐ 0			
Breo ☐ 3		Norvasc ☐ X			
Celebrex ☐ 4		Opdivo ☐ Y			
Cialis ☐ 5		132-0			
Clarinet ☐ 6		Ortho Tri-cyclen ☐ 1			
Coreg ☐ 7		Paxil/Paxil CR ☐ 2			
Cosentyx ☐ 8		Plavix ☐ 3			
Crestor ☐ 9		Pravachol ☐ 4			
Cymbalta ☐ 0		Premarin ☐ 5			
Diflucan ☐ X		Prevacid ☐ 6			
110-0		Prevmar 13 ☐ 7			
Diovan/Diovan HCT ☐ 1		Pristiq ☐ 8			
Dulera ☐ 2		Prolia ☐ 9			
Effexor/Effexor XR ☐ 3		112-0			
Eliquis ☐ 4		Protonix ☐ 1			
Enbrel ☐ 5		Prozac ☐ 2			
Entresto ☐ 6		Restasis ☐ 3			
EpiPen ☐ 7		Seroquel ☐ 4			
Evista ☐ 8		Singulair ☐ 5			
Farxiga ☐ 9		Spiriva ☐ 6			
Flomax ☐ 0		Symbicort ☐ 7			
Flovent ☐ X		Taltz ☐ 8			
131-0		Tamiflu ☐ 9			
Fosamax ☐ 1		Trulicity ☐ 0			
Glucophage/Glucophage XR ☐ 2		15T-0			
Humira ☐ 3		Valtrex ☐ 1			
Imitrex ☐ 4		Viagra ☐ 2			
Invokana ☐ 5		Victoza ☐ 3			
Januvia ☐ 6		Wellbutrin ☐ 4			
Jublia ☐ 7		Xarelto ☐ 5			
Juvederm ☐ 8		Zetia ☐ 6			
Keytruda ☐ 9		Zocor ☐ 7			
		Zolof ☐ 8			
		Zostavax ☐ 9			

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

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	Somewhat Agree	Somewhat Disagree	Disagree Strongly
	1	2	3	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	
Crunch	☐	19	
Dove Chocolate	☐	20	
5th Avenue	☐	21	
Ghirardelli	☐	22	
Goobers	☐	23	
Good & Plenty	☐	24	
Haribo Gold-Bears	☐	25	
Heath	☐	26	
Hershey's Air Delight	☐	27	
Hershey's-Almond	☐	28	
Hershey's Cookie Layer	☐		
Crunch	☐	29	
Hershey's Cookies 'n'	☐		
Creme	☐	30	
Hershey's Drops	☐	31	
Hershey's Golden Almond	☐	32	
Hershey's Kisses (Single	☐		
serving pack)	☐	33	
Hershey's Kisses with	☐		
Almonds (Single serving	☐	34	
pack)	☐		
Hershey's Milk Chocolate	☐	35	
Hershey's Special Dark	☐	36	
Hershey's Symphony	☐	37	
Junior Mints	☐	38	
Kit Kat	☐	39	
Life Savers Gummies	☐	40	
Lindt	☐	41	
M & M's Almond	☐	42	
M & M's Caramel	☐	43	
M & M's Crispy	☐	44	
M & M's Dark Chocolate	☐	45	
M & M's Dark Chocolate	☐		
Peanut	☐	46	
M & M's Milk Chocolate	☐	47	
M & M's Minis	☐	48	
M & M's Peanut	☐	49	
M & M's Peanut Butter	☐	50	
M & M's Pretzel	☐	51	
Mike and Ike	☐	52	
Milk Duds	☐	53	
Milky Way	☐	54	
Milky Way Midnight	☐	55	
Milky Way Simply Caramel	☐	56	
Mounds	☐	57	
Mr. Goodbar	☐	58	
Nerds	☐	59	
Now and Later	☐	60	
100 Grand	☐	61	
PayDay	☐	62	
Peanut Chews	☐	63	

CANDY (Regular or King Size) (Continued)		You Personally:	
	Bought last 6 months	Individual bars, boxes, bags bought last 7 days	
Raisinets	☐	64	
Red Vines	☐	65	
Reese's Peanut Butter Cup	☐	66	
Reese's Pieces	☐	67	
Reese's Sticks	☐	68	
Reese's Dark PB Cup	☐	69	
Reese's White Choc. PB Cup	☐	70	
Rolo	☐	71	
Russell Stover	☐	72	
Skittles	☐	73	
Skor	☐	74	
Snickers	☐	75	
Snickers Dark	☐	76	
Snickers Peanut Butter	☐		
Squared	☐	77	
Sno-Caps	☐	78	
Starburst Fruit Chews	☐	79	
Sugar Babies	☐	80	
Sugar Daddy	☐	81	
Sweetarts	☐	82	
Take 5	☐	83	
3 Musketeers	☐	84	
Toblerone	☐	85	
Toffifay	☐	86	
Tootsie Roll	☐	87	
Trolli	☐	88	
Twix	☐	89	
Twizzlers	☐	90	
Twizzlers Pull 'n' Peel	☐	91	
Whatchamacallit	☐	92	
Whoppers	☐	93	
York Peppermint Pattie	☐	94	
Zero	☐	95	
	☐	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 Kisses Deluxe	☐	05	
Hershey's Pot of Gold	☐	06	
Lindt	☐	07	
Merci	☐	08	
Russell Stover	☐	09	
See's	☐	10	
Whitman's	☐	11	
	☐	999	
OTHER (Write In)			
How purchased:			
Bought as gift	☐	128-0	
Bought for self	☐	1	
	☐	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	
BarkThins	☐	05	
Brach's Candy Corn	☐	06	
Brach's Jelly Beans	☐	07	
Brookside	☐	08	
Butterfinger	☐	09	
Cadbury Mini Eggs	☐	10	
Crunch	☐	11	
Dove Promises Chocolate	☐	12	
Haribo Gold-Bears	☐	13	
Hershey's-Almond	☐	14	
Hershey's Drops	☐	15	
Hershey's Hugs	☐	16	
Hershey's Kisses	☐	17	
Hershey's Kisses with	☐		
Almonds	☐	18	
Hershey's Krackel	☐	19	
Hershey's Milk Chocolate	☐	20	
Hershey's Miniatures	☐	21	
Hershey's Nuggets	☐	22	
Hershey's Pieces	☐	23	
Jelly Belly beans	☐	24	
Jolly Rancher Chews	☐	25	
Jolly Rancher Gummies	☐	26	
Jolly Rancher Hard Candy	☐	27	
Kraft Caramels	☐	28	
Life Savers	☐	29	
Life Savers Gummies	☐	30	
Life Savers Sugar Free	☐	31	
Lindt Lindor Truffles	☐	32	
M & M's Almond	☐	33	
M & M's Milk Chocolate	☐	34	
M & M's Peanut	☐	35	
M & M's Peanut Butter	☐	36	
Milk Duds	☐	37	
Milky Way	☐	38	
Mounds	☐	39	
Mr. Goodbar	☐	40	
Raisinets	☐	41	
Reese's Peanut Butter Cup	☐	42	
Reese's Pieces	☐	43	
Riesen	☐	44	
Rolo	☐	45	
Skittles	☐	46	
Snickers	☐	47	
Sour Patch Kids	☐	48	
Starburst Fruit Chews	☐	49	
Starburst Jellybeans	☐	50	
Swedish Fish	☐	51	
3 Musketeers	☐	52	
Tootsie Roll	☐	53	
Twix	☐	54	
Twizzlers	☐	55	
Werther's Original	☐	56	
Werther's Original	☐		
Sugar Free	☐	57	
Whoppers	☐	58	
York Peppermint Pattie	☐	59	
	☐	999	
OTHER (Write In)			

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 Vibes		☐		16	
Trident White		☐		17	
Wrigley's Big Red		☐		18	
Wrigley's Doublemint		☐		19	
Wrigley's Eclipse		☐		20	
Wrigley's Extra		☐		21	
Wrigley's Juicy Fruit		☐		22	
Wrigley's Juicy Fruit Starburst		☐		23	
Wrigley's Orbit		☐		24	
Wrigley's Orbit White		☐		25	
Wrigley's Spearmint		☐		26	
Wrigley's Winterfresh		☐		27	
		☐		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	
Garden of Eatin'		☐		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	
Pure Via		☐		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	

DIET COLA DRINKS

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

133

TOTAL: ☐ 00

KINDS:

Plastic Bottles. ☐ 01

Glass Bottles ☐ 02

Cans. ☐ 03

BRANDS:

Caffeine Free Diet Coke . . . ☐ 04

Coca-Cola Life ☐ 05

Coca-Cola Zero Sugar . . . ☐ 06

Coca-Cola Cherry Zero . . . ☐ 07

Diet Coke ☐ 08

Diet Coke Cherry ☐ 09

Diet Coke w/Lime ☐ 10

Diet Rite Pure Zero ☐ 11

Caffeine Free Diet Pepsi . . . ☐ 12

Diet Pepsi ☐ 13

Diet Pepsi Wild Cherry . . . ☐ 14

Pepsi Zero Sugar ☐ 15

Store's Own Brand ☐ 16

OTHER (Write In) ☐ 999

REGULAR COLA
DRINKS, NOT DIET

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

134

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

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

143

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

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

137

TOTAL: ☐ 00

KINDS:

Plastic Bottles. ☐ 01

Glass Bottles ☐ 02

Cans. ☐ 03

BRANDS:

Diet A & W Root Beer. ☐ 04

Diet Barq's Root Beer. ☐ 05

Canada Dry Diet Ginger Ale ☐ 06

Diet Dr Pepper ☐ 07

Diet Dr Pepper Cherry . . . ☐ 08

Dr Pepper TEN ☐ 09

Fanta Zero ☐ 10

Fresca ☐ 11

Diet Mist Twst ☐ 12

Diet Mtn Dew ☐ 13

Diet Mug Root Beer ☐ 14

Diet 7 Up ☐ 15

Diet 7 Up Cherry ☐ 16

Sprite Zero ☐ 17

Diet Squirt ☐ 18

Diet Sunkist Orange ☐ 19

OTHER (Write In) ☐ 999

OTHER REGULAR
CARBONATED SOFT
DRINKS
(Not seltzer, colas or diet)

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

140

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

Mtn Dew ☐ 19

Mtn Dew Code Red ☐ 20

Mtn Dew Ice ☐ 21

Mtn Dew Kickstart ☐ 22

Mug Root Beer ☐ 23

Pibb Xtra. ☐ 24

Seagram's Ginger Ale . . . ☐ 25

7 Up ☐ 26

7 Up Cherry ☐ 27

Schwepes Club Soda. ☐ 28

Schwepes Ginger Ale. ☐ 29

Schwepes 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

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

135

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

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

156

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

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

157

TOTAL: ☐ 00

TYPES:

Frozen Concentrate ☐ 01

Liquid ☐ 02

BRANDS:

Bacardi Mixers ☐ 03

Daily's Mixers ☐ 04

José Cuervo Margarita Mix . ☐ 05

Master of Mixes ☐ 06

Mr. & Mrs. T ☐ 07

OTHER (Write In) ☐ 999

FLAVORED
ALCOHOLIC
BEVERAGES/COOLERS

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

148

TOTAL: ☐ 00

BRANDS:

Bartles & Jaymes. ☐ 01

Bud Light Lime-A-Rita . . . ☐ 02

Bud Light Straw-Ber-Rita . . ☐ 03

Four Loko ☐ 04

Henry's ☐ 05

Mike's Hard Lemonade. ☐ 06

Seagram's Escapes ☐ 07

Smirnoff Ice ☐ 08

Smirnoff Ice Triple Black. . . ☐ 09

Twisted Tea. ☐ 10

OTHER (Write In) ☐ 999

REGULAR DOMESTIC BEER/ALE		You Personally:	
	Drank in last 6 months	Glasses/ last 7 days	
142			
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 Genuine Draft	☐	19	
Miller High Life	☐	20	
Milwaukee's Best	☐	21	
Natural Ice	☐	22	
New Belgium	☐	23	
Pabst Blue Ribbon	☐	24	
Redd's Apple Ale	☐	25	
Redhook	☐	26	
Rolling Rock	☐	27	
Samuel Adams	☐	28	
Shiner Bock	☐	29	
Shock Top	☐	30	
Sierra Nevada	☐	31	
Yuengling	☐	32	
Other Small/Regional Brand	☐	33	
OTHER (Write In)	☐	999	

IMPORTED BEER/ALE		You Personally:	
	Drank in last 6 months	Glasses/ last 7 days	
144			
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	
Corona Premier	☐	11	
Dos Equis	☐	12	
Foster's	☐	13	
Grolsch	☐	14	
Guinness Draught	☐	15	
Guinness Stout	☐	16	
Harp	☐	17	
Heineken	☐	18	
Heineken Light	☐	19	
Hoegaarden	☐	20	
Kirin	☐	21	
Labatt Blue	☐	22	
Lefe	☐	23	
Modelo Especial	☐	24	
Modelo Negra	☐	25	
Molson Canadian	☐	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	

DOMESTIC DINNER/ TABLE WINES		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 7 days	
147			
TOTAL:	☐	00	
TYPES:			
Bottle	☐	01	
Box	☐	02	
Can	☐	03	
KINDS:			
Cabernet Sauvignon	☐	04	
Chardonnay	☐	05	
Merlot	☐	06	
Pinot Grigio	☐	07	
Pinot Noir	☐	08	
Rosé	☐	09	
Sauvignon Blanc	☐	10	
Other Red	☐	11	
Other White	☐	12	
Other	☐	13	
BRANDS:			
Almaden	☐	14	
Apothic	☐	15	
Arbor Mist	☐	16	
Barefoot	☐	17	
Beaulieu Vineyard (BV)	☐	18	
Beringer	☐	19	
Black Box	☐	20	
Blackstone	☐	21	
Bogle	☐	22	
Carlo Rossi	☐	23	
Chateau Ste. Michelle	☐	24	
Charles Shaw	☐	25	
Clos du Bois	☐	26	
Columbia Crest	☐	27	
Concannon Vineyard	☐	28	
Corbett Canyon	☐	29	
Crane Lake	☐	30	
Cupcake Vineyards	☐	31	
The Federalist	☐	32	
Fetzer	☐	33	
Francis Coppola	☐	34	
Franzia	☐	35	
Gallo	☐	36	
Gnarly Head	☐	37	
Inglennook	☐	38	
Josh Cellars	☐	39	
Kendall-Jackson	☐	40	
Kenwood Vineyards	☐	41	
Layer Cake	☐	42	
Livingston Cellars	☐	43	
Manischewitz	☐	44	
Ménage à Trois	☐	45	
Mirassou	☐	46	
Mogen David	☐	47	
The Naked Grape	☐	48	
Oak Leaf	☐	49	
Ravenswood	☐	50	
Redwood Creek	☐	51	
Rex-Goliath	☐	52	
Robert Mondavi	☐	53	
Rodney Strong	☐	54	
Seven Daughters	☐	55	
Skinnygirl	☐	56	
Smoking Loon	☐	57	
Sterling Vineyards	☐	58	
Sutter Home	☐	59	
Toasted Head	☐	60	
Turning Leaf	☐	61	
Vendange	☐	62	
Wild Vines	☐	63	
Woodbridge	☐	64	
OTHER (Write In)	☐	999	

LOW CALORIE DOMESTIC BEER		You Personally:	
	Drank in last 6 months	Glasses/ last 7 days	
141			
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	

HARD CIDER		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
146			
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		You Personally:	
	Drank in last 6 months	Glasses/ last 30 days	
149			
TOTAL:	☐	00	
BRANDS:			
Colt 45	☐	01	
King Cobra	☐	02	
Mickey's	☐	03	
Olde English 800	☐	04	
OTHER (Write In)	☐	999	

IMPORTED DINNER/ TABLE WINES		You Personally:		PORT, SHERRY & DESSERT WINES		You Personally:		TYPES OF DRINKS		You Personally:	
		Drank in last 6 months	Drinks or glasses/ last 7 days			Drank in last 6 months	Drinks or glasses/ last 30 days			Drank in last 6 months	Drinks or glasses/ last 30 days
150				153				155			
TOTAL:		☐	00	TOTAL:		☐	00	TOTAL:		☐	00
KINDS:				TYPES:				FORMS:			
Australian Red		☐	01	Dry		☐	01	Shot or Neat (no ice)		☐	01
Australian White		☐	02	Sweet		☐	02	On the rocks (over ice)		☐	02
French Red		☐	03	BRANDS:				Mixed drink		☐	03
French White		☐	04	Christian Brothers.		☐	03	MIXED DRINK TYPES:			
German White		☐	05	Gallo		☐	04	Apple Martini		☐	04
Italian Red		☐	06	Harvey's Bristol Cream.		☐	05	Bloody Mary		☐	05
Italian White		☐	07	Taylor's		☐	06	Cosmopolitan		☐	06
South American Red		☐	08	OTHER (Write In)		☐	999	Daiquiri		☐	07
South American White		☐	09	CORDIALS & LIQUEURS		You Personally:		Gin & Tonic		☐	08
Spanish Red		☐	10			Drank in last 6 months	Drinks or glasses/ last 30 days	Gin Martini		☐	09
Spanish White		☐	11	TOTAL:		☐	00	Jack & Coke		☐	10
Other		☐	12	KINDS:				Lemon Drop		☐	11
BRANDS:				Amaretto		☐	01	Long Island Iced Tea		☐	12
Bella Sera		☐	13	Anisette		☐	02	Manhattan		☐	13
Black Swan		☐	14	Blackberry		☐	03	Margarita		☐	14
Bolla		☐	15	Coffee		☐	04	Mimosa		☐	15
Cavit		☐	16	Creme de Cacao		☐	05	Mojito		☐	16
Concha y Toro		☐	17	Creme de Menthe		☐	06	Old Fashioned		☐	17
Ecco Domani		☐	18	Hazelnut		☐	07	Piña Colada		☐	18
FishEye		☐	19	Irish Cream		☐	08	Rum & Coke		☐	19
Georges Duboeuf		☐	20	Melon		☐	09	Scotch & Water		☐	20
Jacob's Creek		☐	21	Sambuca		☐	10	Screwdriver		☐	21
Kim Crawford		☐	22	Peach Schnapps		☐	11	7 & 7		☐	22
Lindeman's		☐	23	Peppermint Schnapps		☐	12	Vodka Martini		☐	23
The Little Penguin		☐	24	Other Schnapps		☐	13	Vodka & Cranberry		☐	24
Mezzacorona		☐	25	Triple Sec/Orange		☐	14	Vodka & Tonic		☐	25
Mouton Cadet		☐	26	Other		☐	15	Whiskey Sour		☐	26
Real Sangria		☐	27	BRANDS:				White Russian		☐	27
Riunite		☐	28	Alizé		☐	16	OTHER (Write In)		☐	999
Roscato		☐	29	Amaretto Di Amore		☐	17	RUM		You Personally:	
Rosemount Estate		☐	30	Baileys Orig. Irish Cream		☐	18			Drank in last 6 months	Drinks or glasses/ last 30 days
Ruffino		☐	31	Carolans Irish Cream		☐	19	160			
Santa Margherita		☐	32	Chambord		☐	20	TOTAL:		☐	00
Santa Rita		☐	33	Cointreau		☐	21	TYPES:			
Stella Rosa		☐	34	DeKuyper		☐	22	Light		☐	01
Yellow Tail		☐	35	DiSaronno Originale		☐	23	Dark		☐	02
OTHER (Write In)		☐	999	Drambuie		☐	24	Gold		☐	03
				Frangelico		☐	25	KINDS:			
CHAMPAGNE & SPARKLING WINES		You Personally:		Godiva		☐	26	Flavored		☐	04
		Drank in last 6 months	Drinks or glasses/ last 30 days	Goldschläger		☐	27	Non-Flavored		☐	05
151				Grand Marnier		☐	28	BRANDS:			
TOTAL:		☐	00	Jack Daniel's Tennessee Honey		☐	29	Admiral Nelson's		☐	06
KINDS:				Jägermeister		☐	30	Appleton Estate		☐	07
Asti Spumanti		☐	01	Kahlúa Original		☐	31	Bacardi Gold		☐	08
Cava		☐	02	Kahlúa Flavors		☐	32	Bacardi Light/Regular/ Superior		☐	09
Champagne		☐	03	Midori		☐	33	Bacardi Limón		☐	10
Prosecco		☐	04	Patrón XO Café		☐	34	Other Bacardi		☐	11
Other Sparkling Wines		☐	05	Romana Sambuca		☐	35	Calico Jack		☐	12
BRANDS:				Southern Comfort		☐	36	Capt. Morgan Parrot Bay		☐	13
André		☐	06	Tequila Rose		☐	37	Capt. Morgan Spiced		☐	14
Ballatore		☐	07	Wild Turkey American Honey		☐	38	Other Capt. Morgan		☐	15
Barefoot Bubbly		☐	08	OTHER (Write In)		☐	999	Cruzan		☐	16
Chandon		☐	09	VERMOUTH		You Personally:		DonQ		☐	17
Cook's		☐	10			Drank in last 6 months	Drinks or glasses/ last 30 days	Kraken		☐	18
Dom Perignon		☐	11	TOTAL:		☐	00	Malibu Coconut		☐	19
Freixenet		☐	12	BRANDS:				Other Malibu		☐	20
Korbel		☐	13	Martini & Rossi		☐	01	Mount Gay		☐	21
Martini & Rossi		☐	14	Stock		☐	02	Myers's		☐	22
Mionetto		☐	15	OTHER (Write In)		☐	999	Unspecified brand at bar/ restaurant		☐	23
Moët & Chandon		☐	16					OTHER (Write In)		☐	999
Perrier-Jouët		☐	17								
Verdi Spumante		☐	18								
Veuve Clicquot		☐	19								
Yellow Tail		☐	20								
OTHER (Write In)		☐	999								

COGNAC		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
158			
TOTAL:	☐		00
BRANDS:			
Courvoisier	☐		01
Hennessy	☐		02
Rémy Martin	☐		03
OTHER (Write In)	☐		999

BRANDY		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
159			
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		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
161			
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		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
165			
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		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
162			
TOTAL:	☐		00
BRANDS:			
Bushmills	☐		01
Jameson	☐		02
Tullamore Dew	☐		03
Unspecified brand at bar/ restaurant	☐		04
OTHER (Write In)	☐		999

RYE OR BLENDED WHISKEY		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
163			
TOTAL:	☐		00
BRANDS:			
Seagram's 7 Crown	☐		01
Unspecified brand at bar/ restaurant	☐		02
OTHER (Write In)	☐		999

SCOTCH WHISKY		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
164			
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		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
168			
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		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
166			
TOTAL:	☐		00
KINDS:			
Flavored	☐		01
Non-Flavored	☐		02
BRANDS:			
Absolut	☐		03
Absolut Citron	☐		04
Absolut Mandarin	☐		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		You Personally:	
	Drank in last 6 months	Drinks or glasses/ last 30 days	
167			
TOTAL:	☐		00
BRANDS:			
Beefeater	☐		01
Bombay	☐		02
Bombay Sapphire	☐		03
Gordon's	☐		04
Hendrick's	☐		05
New Amsterdam	☐		06
Seagram's	☐		07
Tanqueray	☐		08
Unspecified brand at bar/ restaurant	☐		09
OTHER (Write In)	☐		999

ALCOHOLIC BEVERAGES: WHERE CONSUMED/ AMOUNT SPENT			
Where you consumed alcohol, last 30 days:			
14U			
	Beer	Wine	Liquor
Restaurant	☐	☐	☐ 01
Bar/Club	☐	☐	☐ 02
Your Home	☐	☐	☐ 03
Someone Else's Home	☐	☐	☐ 04
Other	☐	☐	☐ 05
145			
Amount spent, last 30 days:			
\$ _____ \$ _____ \$ _____			
(write in amount spent for each)			
01 02 03			

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?				
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



**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
Apple CarPlay or Android Auto	☐ 1	☐ 1	☐ 1	☐ 1
Other App/Internet connectivity system	☐ 2	☐ 2	☐ 2	☐ 2
Infotainment system (touchscreen)	☐ 3	☐ 3	☐ 3	☐ 3
Custom speakers	☐ 4	☐ 4	☐ 4	☐ 4
DVD player	☐ 5	☐ 5	☐ 5	☐ 5
MP3 player connection	☐ 6	☐ 6	☐ 6	☐ 6
Satellite Radio	☐ 7	☐ 7	☐ 7	☐ 7
WiFi Hotspot	☐ 8	☐ 8	☐ 8	☐ 8
Was the vehicle's audio/entertainment system:				
Standard with vehicle	☐ 9	☐ 9	☐ 9	☐ 9
Upgraded with vehicle	☐ 0	☐ 0	☐ 0	☐ 0
An aftermarket purchase	☐ X	☐ X	☐ X	☐ X
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
Lane Departure alert	181-0	194-0	207-0	221-0
OnStar, Tele Aid or other Vehicle Monitoring System (currently subscribing)	☐ 1	☐ 1	☐ 1	☐ 1
Radar Detector	☐ 2	☐ 2	☐ 2	☐ 2
Security/burglar alarm	☐ 3	☐ 3	☐ 3	☐ 3
Sunroof/moonroof	☐ 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 ☐ 1No ☐ 2

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

One ☐ 1Two ☐ 2Three or more ☐ 3

What year model is it?

	Most Recent Purchase	2nd Most Recent Purchase	Other Purchase
2020	236-0	243-0	250-0
2019	☐ 1	☐ 1	☐ 1
2018	☐ 2	☐ 2	☐ 2
2017	☐ 3	☐ 3	☐ 3
2016	☐ 4	☐ 4	☐ 4
2015 or earlier	☐ 5	☐ 5	☐ 5
	☐ 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	
Yourselves (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	
Yourselves	☐ 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 ☐ 1No ☐ 2

If so, how many does your whole household own?

229-0

One ☐ 1Two ☐ 2Three or more ☐ 3

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?

☐ 4	☐ 4
Arctic Cat	☐ 4
Can-Am	☐ 5
Honda	☐ 6
John Deere	☐ 7
Kawasaki	☐ 8
Polaris	☐ 9
Suzuki	☐ 0
Yamaha	☐ X
Other	☐ Y

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?

☐ 5	☐ 5
Recreation	☐ 5
Work	☐ 6
Both Recreation and Work	☐ 7

How is it transported?

☐ 8	☐ 8
Truck	☐ 8
Trailer	☐ 9

Who is the primary rider?

☐ 0	☐ 0
Yourselves	☐ 0
Someone else	☐ 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 INSURANCENumber of vehicles in
your household covered
by insurance:

None	☐	1	☐	2	☐
One	☐		☐	01	☐
Two	☐		☐	02	☐
Three or more	☐		☐	03	☐
			☐	04	☐

With which company(s)?

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

How was it acquired?

From an agent	☐	262-0	☐
Direct from insurance company via phone	☐		1
Direct from insurance company via website	☐		2
At place of work or union	☐		3
At dealership where car/vehicle was purchased or leased	☐		4
Other	☐		5
	☐		6

How did you hear about the company?

Insurance agent	☐	263-0	☐
Newspaper or magazine ad.	☐		1
Television or radio ad.	☐		2
Internet ad.	☐		3
Search engine	☐		4
Direct mail at home	☐		5
Internet quote	☐		6
comparison service	☐		7
Family or Friends	☐		8
Other	☐		9

What type carried?

Collision	☐	264-0	☐
Liability- Bodily Injury	☐		1
Liability- Property Damage	☐		2
Medical Payments	☐		3
Uninsured Motorist	☐		4
Comprehensive	☐		5
Towing	☐		6
	☐		7

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

Did not change	☐	64X-0	☐
One time	☐		1
Two times	☐		2
Three or more times	☐		3
	☐		4

Did you acquire a new or different policy in the
last 12 months?Yes ☐ 1 268-0CAR 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
	☐	999

OTHER (Write In)

WHERE RENTED:

Airport	☐	270-0	☐
Adjacent to airport	☐		1
At home (local rental)	☐		2
Somewhere else	☐		3
	☐		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):

Alamo	☐	274-0	☐
Avis	☐		1
Budget	☐		2
Dollar	☐		3
Enterprise	☐		4
Hertz	☐		5
National	☐		6
Thrifty	☐		7
Zipcar	☐		8
Other	☐		9
	☐		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
	☐	999

OTHER (Write In)

WHERE RENTED:

Airport	☐	273-0	☐
Adjacent to airport	☐		1
At home (local rental)	☐		2
Somewhere else	☐		3
	☐		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	☐	6
Avis	☐	7
Budget	☐	8
Dollar	☐	9
Enterprise	☐	0
Hertz	☐	
National	☐	
Thrifty	☐	
Zipcar	☐	
Other	☐	

YOUR
TRANSPORTATIONTransportation method(s), if any, you use on an
average weekday and average weekend:

	Average Weekday	Average Weekend
Walking	☐	☐
Bicycle	☐	☐
Driving (not in a carpool)	☐	☐
Driving in a carpool	☐	☐
Motorcycle	☐	☐
Golf Cart	☐	☐
Taxi	☐	☐
Lyft	☐	☐
Uber	☐	☐
Other Mobile app-based Car service/Rideshare	☐	☐
Bus	☐	☐
Subway/Metro	☐	☐
Train	☐	☐
Other	☐	☐

DRIVING

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

None	☐	279-0	☐
1- 999	☐		1
1,000- 2,999	☐		2
3,000- 4,999	☐		3
5,000- 7,999	☐		4
8,000- 9,999	☐		5
10,000-14,999	☐		6
15,000-19,999	☐		7
20,000-29,999	☐		8
30,000-39,999	☐		9
40,000-49,999	☐		0
50,000 or more	☐		X
	☐		Y

Primary reason(s) you personally drive:

Commute to work	☐	651-0	☐
Other driving for work	☐		1
Leisure	☐		2
Errands	☐		3
Transport others	☐		4
Other	☐		5
	☐		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	
Texaco	☐	29	
Valero	☐	30	
Walmart	☐	31	
Warehouse/Club Store	☐	32	
OTHER (Write In)	☐	999	
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	
OTHER (Write In)	☐	999	
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	
OTHER (Write In)	☐	999	
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	
OTHER (Write In)	☐	999	
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	
OTHER (Write In)	☐	999	
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	
Walmart	☐	5	
Other auto parts store	☐	6	
Gas Station	☐	7	
Grocery/Supermarket	☐	8	
Other Discount/Dept. Store	☐	9	

MOTOR OIL		You Personally:	
		Bought/changed in last 12 months	Quarts/last 12 months
298			
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	

AIR FILTERS		You Personally:	
		Bought in last 12 months	Number/last 12 months
304			
TOTAL:		☐	00
BRANDS:			
ACDelco	☐	01	
Champion	☐	02	
Fram	☐	03	
K & N	☐	04	
Motorcraft	☐	05	
NAPA	☐	06	
Pennzoil	☐	07	
Purulator	☐	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	

MUFFLERS		You Personally:	
		Bought in last 12 months	Times used/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		You Personally:	
		Bought in last 12 months	Times used/last 12 months
315			
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	

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	

CAR CLEANER WASH/WIPES		You Personally:	
		Bought in last 12 months	Times used/last 12 months
310			
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

CAR/OTHER
VEHICLE BATTERIES

You Personally:

Bought
in last 12
months317-0
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

Motorcraft 318-0
NAPA ☐ 1
Optima ☐ 2
Other ☐ 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
monthsNumber/
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
monthsNumber/
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
monthsNumber/
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
monthsNumber
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
monthsTimes 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
 Fuddruggers ☐ _____ 29
 Hardee's ☐ _____ 30
 Jack in the Box ☐ _____ 31
 Jamba Juice ☐ _____ 32
 Jersey Mike's Subs ☐ _____ 33
 Jimmy John's ☐ _____ 34
 KFC ☐ _____ 35
 Krispy Kreme Doughnuts ☐ _____ 36
 Krystal ☐ _____ 37
 Little Caesars ☐ _____ 38
 Long John Silver's ☐ _____ 39
 McAlister's Deli ☐ _____ 40
 McDonald's ☐ _____ 41
 Moe's Southwest Grill ☐ _____ 42
 Noodles & Company ☐ _____ 43
 Panda Express ☐ _____ 44
 Panera Bread ☐ _____ 45
 Papa John's ☐ _____ 46
 Papa Murphy's ☐ _____ 47
 Pizza Hut ☐ _____ 48
 Popeyes Chicken ☐ _____ 49
 Qdoba Mexican Eats ☐ _____ 50
 Rally's ☐ _____ 51
 Round Table Pizza ☐ _____ 52
 Sbarro ☐ _____ 53
 Schlotzsky's ☐ _____ 54
 Smashburger ☐ _____ 55
 Sonic Drive-In ☐ _____ 56
 Starbucks ☐ _____ 57
 Steak 'n Shake ☐ _____ 58
 Subway ☐ _____ 59
 Taco Bell ☐ _____ 60
 Taco John's ☐ _____ 61
 Tim Hortons ☐ _____ 62
 Tropical Smoothie Café ☐ _____ 63
 Wendy's ☐ _____ 64
 Whataburger ☐ _____ 65
 White Castle ☐ _____ 66
 Wing•Stop ☐ _____ 67
 Zaxby's ☐ _____ 68
 _____ ☐ _____ 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
 Bonafish Grill ☐ _____ 09
 Buffalo Wild Wings ☐ _____ 10
 California Pizza Kitchen ☐ _____ 11
 Carrabba's Italian Grill ☐ _____ 12
 Cheddar's Scratch Kitchen ☐ _____ 13
 The Cheesecake Factory ☐ _____ 14
 Chevy's ☐ _____ 15
 Chili's Grill & Bar ☐ _____ 16
 Cici's ☐ _____ 17
 Cracker Barrel ☐ _____ 18
 Dave & Buster's ☐ _____ 19
 Denny's ☐ _____ 20
 El Torito ☐ _____ 21
 Famous Dave's ☐ _____ 22
 Friendly's ☐ _____ 23
 Golden Corral ☐ _____ 24
 Hard Rock Cafe ☐ _____ 25
 HomeTown Buffet ☐ _____ 26
 Hooters ☐ _____ 27
 Houlihan's ☐ _____ 28
 International House of
 Pancakes (IHOP) ☐ _____ 29
 Joe's Crab Shack ☐ _____ 30
 Johnny Carino's ☐ _____ 31
 Logan's Roadhouse ☐ _____ 32
 Lone Star Steakhouse ☐ _____ 33
 LongHorn Steakhouse ☐ _____ 34
 Marie Callenders ☐ _____ 35
 O'Charley's ☐ _____ 36
 Old Country Buffet ☐ _____ 37
 Olive Garden ☐ _____ 38
 On The Border ☐ _____ 39
 Outback Steakhouse ☐ _____ 40
 P.F. Chang's ☐ _____ 41
 Pei Wei Asian Diner ☐ _____ 42
 Perkins ☐ _____ 43
 Ponderosa Steakhouse ☐ _____ 44
 Red Lobster ☐ _____ 45
 Red Robin ☐ _____ 46
 Romano's Macaroni Grill ☐ _____ 47
 Ruby Tuesday ☐ _____ 48
 Ruth's Chris Steak House ☐ _____ 49
 Ryan's ☐ _____ 50
 Shoney's ☐ _____ 51
 Sizzler ☐ _____ 52
 Smokey Bones ☐ _____ 53
 Texas Roadhouse ☐ _____ 54
 TGI Friday's ☐ _____ 55
 Tony Roma's ☐ _____ 56
 Uno Pizzeria & Grill ☐ _____ 57
 Village Inn Restaurant ☐ _____ 58
 Waffle House ☐ _____ 59
 _____ ☐ _____ 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 ☐ _____ 70
 Lunch ☐ _____ 71
 Snacks ☐ _____ 72
 Supper/Dinner ☐ _____ 73

What Days:

Weekdays ☐ _____ 74
 Weekends ☐ _____ 75

How Ordered:

Eat-in ☐ _____ 76
 Home Delivery ☐ _____ 77
 Take-Out: Drive-Thru ☐ _____ 78
 Take-Out: Walk-In ☐ _____ 79

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

FINE DINING RESTAURANTS 61Y

Any Visit ☐ _____ 01

OTHER RESTAURANTS

Any Visit ☐ _____ 02RESTAURANT
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

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

Your Household:

Owens Bought
last 12
months

341 1 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

Your Household:

Owens Acquired
in last 12
months

343 1 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

You Personally:

Own Number
bought
last 12
months

355

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)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
2019	☐ 1	☐ 1	☐ 1
2018	☐ 2	☐ 2	☐ 2
2017	☐ 3	☐ 3	☐ 3
2016	☐ 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?

	☐ 6	☐ 6	☐ 6
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

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:

	☐ 5	☐ 5	☐ 5
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
	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
Turkish Airlines	☐ 6	☐ 6	☐ 6
United	☐ 7	☐ 7	☐ 7
	372-0	386-0	400-0
Virgin Atlantic	☐ 1	☐ 1	☐ 1
Other Asia/Pacific based airline	☐ 2	☐ 2	☐ 2
Other European based airline	☐ 3	☐ 3	☐ 3
Other Latin American based airline ..	☐ 4	☐ 4	☐ 4
Other	☐ 5	☐ 5	☐ 5

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
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Was this trip taken on an all inclusive travel package?

Yes	☐ 6	☐ 6	☐ 6
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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

Continued in next Column



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:			
1	406-0 ☐ 1	419-0 ☐ 1	432-0 ☐ 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 # Write in # Write in #
407-0 420-0 433-0

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
Florida	409-0 ☐ 1	422-0 ☐ 1	435-0 ☐ 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?

	411-0	424-0	437-0
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?

	414-0	427-0	440-0
Yourself (alone or with someone else)	☐ 4	☐ 4	☐ 4
Travel Agent	☐ 5	☐ 5	☐ 5
Spouse or Mate	☐ 6	☐ 6	☐ 6

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:

	415-0	428-0	441-0
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
Southwest	416-0 ☐ 1	429-0 ☐ 1	442-0 ☐ 1
United	☐ 2	☐ 2	☐ 2
Virgin America	☐ 3	☐ 3	☐ 3
Other	☐ 4	☐ 4	☐ 4

(Write In)

For each airplane trip, what did you fly?

	416-0	429-0	442-0
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?

	417-0	430-0	443-0
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
Play golf	418-0 ☐ 1	431-0 ☐ 1	444-0 ☐ 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

You Personally:
Stayed in for Business Stayed in for Personal/Vacation

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

1	448-0 ☐ 1	453-0 ☐ 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:

Americas Best Value Inn.	449-0 ☐ 1	454-0 ☐ 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

Embassy Suites.	450-0 ☐ 1	455-0 ☐ 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

Hyatt.	451-0 ☐ 1	456-0 ☐ 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

Residence Inn (by Marriott).	452-0 ☐ 1	457-0 ☐ 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

Other hotel/motel (chain).	60K-0 ☐ 1	60L-0 ☐ 1
Other hotel/motel (non-chain).	☐ 2	☐ 2
Bed and Breakfast.	☐ 3	☐ 3
Other.	☐ 4	☐ 4

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

Airbnb.	60Y-0 ☐ 1	60Z-0 ☐ 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	Vacation/Personal/Honeymoon
60M	60V

How many of these were:

Within the continental U.S.	_____ 01 (Write in Number) (Write in Number)
Outside the continental U.S.	_____ 02 (Write in Number) (Write in Number)

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	Elite member
American AAdvantage.	☐ 1	☐ 01
Delta SkyMiles.	☐ 2	☐ 02
JetBlue TrueBlue.	☐ 3	☐ 03
Southwest Rapid Rewards.	☐ 4	☐ 04
United MileagePlus.	☐ 5	☐ 05
Other.	☐ 6	☐ 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
World of Hyatt.	☐ 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?

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? _____ 461-0
(Write in Number)

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

Airbnb.com.	60P-0 ☐ 1	60R-0 ☐ 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
TripAdvisor.com.	☐ X	☐ X
Trivago.com.	☐ Y	☐ Y
VRBO.com.	60W-0 ☐ 1	60X-0 ☐ 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

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

	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

By Catalog (phone/mail) last 12 months	By Internet (Site/App) last 12 months
60%	78%

	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 

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

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

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

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

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

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
BestBuy.com	☐ 9
Costco.com	☐

	65V-0
CVS.com	☐ 1
Dell.com	☐ 2
Disney (shopDisney.com)	☐ 3
eBay.com	☐ 4
EdibleArrangements.com	☐ 5
Etsy.com	☐ 6
Expedia.com	☐ 7
Fandango.com	☐ 8
FreshDirect.com	☐ 9

	65W-0
Gap.com	☐ 1
HomeDepot.com	☐ 2
Hotels.com	☐ 3
Hotwire.com	☐ 4
iTunes.com (Apple Store)	☐ 5
Jet.com	☐ 6
Joann.com	☐ 7
Kmart.com	☐ 8
Kohls.com	☐ 9
LiveNation.com	☐

	65Z-0
Lowes.com	☐ 1
Michaels.com	☐ 2
MoviePass.com	☐ 3
Nike.com	☐ 4
OldNavy.com	☐ 5
Orbitz.com	☐ 6
Overstock.com	☐ 7
Payless.com	☐ 8
PetSmart.com	☐ 9

Priceline.com	1
SamsClub.com	2
Sears.com	3
Sephora.com	4
StubHub.com	5

	65Y-0
TJMaxx.com	☐ 1
Target.com	☐ 2
Ticketmaster.com	☐ 3
Travelocity.com	☐ 4
Walgreens.com	☐ 5

Walmart.com	☐ 6
Wayfair.com	☐ 7
Zappos.com	☐ 8
Zulily.com	☐ 9
Other Internet site	☐

**Your Household
ordered from,
last 12 months**

	483-0
Blue Apron	☐ 1
Birchbox	☐ 2
HelloFresh	☐ 3
Home Chef	☐ 4
Plated	☐ 5
Stitch Fix	☐ 6
Other	☐ 7

CREDIT/DEBIT CARDS

You Personally:

Have (in your own name)	Used in the last 12 months
487	

Major Credit/Debit Cards

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

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

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

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

Never or rarely	☐	676-0
Sometimes	☐	1
Usually or always	☐	2
	☐	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)?

Business	☐	488-0
Personal	☐	1
	☐	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

You Personally or Jointly:

	Have	Acquired Last 12 months
64H		
Home Mortgage (1st)	☐ 1	☐ 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?

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

Have

Acquired last 12 months

Bank Accounts/Services:

Savings Account	☐	481	☐	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	☐ 3
TIAA	☐ 4
UBS	☐ 5
USAA	☐ 6
Vanguard	☐ 7
Wells Fargo Advisors	☐ 8
	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	Acquired or added to in last 12 months
	1	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

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?

507-0

Number of policies

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)

Have
Policy

Acquired
Last 12
Months

With which company:

- 1 509 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
 MasterPass by MasterCard ☐ 4
 PayPal ☐ 5
 Samsung Pay ☐ 6
 Venmo ☐ 7
 Visa Checkout ☐ 8
 Zelle ☐ 9
 Other digital payment service ☐ 0

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

TOTAL VALUE OF HOLDINGS

Acquired
or added to
in last 12
months

Securities you personally own:

- | | Own
1 | Under
\$10,000
2 | \$10,000-
\$49,999
3 | \$50,000-
\$149,999
4 | \$150,000-
\$249,999
5 | \$250,000
or more
6 | Acquired
or added to
in last 12
months
7 |
|--|--------------------------|--------------------------|----------------------------|-----------------------------|------------------------------|---------------------------|--|
| 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	Acquired Last 12 Months
	1	2
Homeowner	☐	☐ 01
Renter	☐	☐ 02
Condominium/Co-op	☐	☐ 03

With what company?

AAA	☐ 1	513-0
Allstate	☐ 2	
American Family	☐ 3	
Amica	☐ 4	
Country Financial	☐ 5	
Encompass	☐ 6	
Esurance	☐ 7	
Farmers Insurance	☐ 8	
Foremost	☐ 9	
GEICO	☐ 0	

The Hartford	☐ 1	514-0
Liberty Mutual	☐ 2	
MetLife	☐ 3	
Nationwide	☐ 4	
Progressive	☐ 5	
Safeco	☐ 6	
State Farm	☐ 7	
Travelers	☐ 8	
USAA	☐ 9	
Other	☐ 0	

How was it acquired?

From an agent	☐ 1	515-0
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?

Yourself (alone or with someone else)	☐ 1	516-0
Someone else	☐ 2	

Total value for loss covered by policies:

Less than \$10,000	☐ 1	518-0
\$ 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:

Floater for jewelry or furs	☐ 1	519-0
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?

Yes	☐ 1	520-0
-----	----------------------------	-------

Who is covered by this insurance?

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

What type of policy(ies) do you have?

Non-Government (e.g. Group, Individual, etc.)	☐ 1	522-0
Medicaid	☐ 2	
Medicare	☐ 3	

With which company?

AARP	☐ 1	523-0
Aetna	☐ 2	
AFLAC	☐ 3	
Bankers Life	☐ 4	
BlueCross BlueShield	☐ 5	
Cigna	☐ 6	
Colonial Life	☐ 7	
Health Net	☐ 8	

Humana	☐ 1	524-0
Kaiser Permanente	☐ 2	
MetLife	☐ 3	
Mutual of Omaha	☐ 4	
State Farm	☐ 5	
United Healthcare	☐ 6	
Unum	☐ 7	
WellCare	☐ 8	
Other	☐ 9	

How was policy obtained?

From a union	☐ 1	521-0
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?

EPO (Exclusive Provider Organization)	☐ 1	64K-0
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?

Yes	☐ 1	525-0
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MORE ABOUT
INSURANCE

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

64Z	VERY IMPORTANT WHEN CHOOSING			
	Auto Insurance	Homeowners/Personal Property Insurance	Life Insurance	Medical Insurance
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

OTHER INSURANCE

Which of the following types of insurance do you personally carry?

Delta Dental	☐ 1	526-0
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	
Travel	☐ 1	517-0

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

ATHLETIC SHOES

530	Pairs purchased in last 12 months	AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:			
		Under \$50	\$50- \$74	\$75- \$149	\$150 +
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
		1	2	3	4

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	AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:			
		Under \$50	\$50- \$99	\$100- \$249	\$250 +
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
		1	2	3	4

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		AGREE	
	Completely	Somewhat	Somewhat	Completely
	1	2	3	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 typically use skincare products that contain 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. I purchase clothes that make me feel confident.	☐	☐	☐	☐ 32
33. Buying new clothes gives me a thrill.	☐	☐	☐	☐ 33
34. Postings I see on social media influence my fashion choices.	☐	☐	☐	☐ 34
35. I enjoy experimenting with haircare and styling products I've never used before.	☐	☐	☐	☐ 35

MEN'S CLOTHING

		AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:			
How many did you buy in the last 12 months		Under \$100	\$100- \$249	\$250 +	
527					
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					
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		62E-0	
Adidas	☐ 1	Lacoste	☐ 1
Armani	☐ 2	Lands' End	☐ 2
Banana Republic	☐ 3	Lee	☐ 3
Brooks Brothers	☐ 4	Levi's	☐ 4
Calvin Klein	☐ 5	Nautica	☐ 5
Carhartt	☐ 6	Nike	☐ 6
Champion	☐ 7	The North Face	☐ 7
Claiborne	☐ 8		
Columbia	☐ 9	Old Navy	☐ 1
Dickies	☐ 0	Patagonia	☐ 2
DKNY	☐ X	Polo	☐ 3
Dockers	☐ Y	Ralph Lauren	☐ 4
Eddie Bauer	☐ 1	Reebok	☐ 5
Express	☐ 2	Russell Athletic	☐ 6
Fruit of the Loom	☐ 3	Speedo	☐ 7
The Gap	☐ 4	Tommy Hilfiger	☐ 8
H&M	☐ 5	Under Armour	☐ 9
Haggar	☐ 6	Van Heusen	☐ 0
Hanes	☐ 7	Wrangler	☐ X
Hugo Boss	☐ 8	Other	☐ Y
IZOD	☐ 9		
Jockey	☐ 0		
Kenneth Cole	☐ X		

SPORTS CLOTHING

		Total Amount You Spent in the Last 12 Months:			
Under \$100		\$100- \$149	\$150- \$299	\$300 +	
536					
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

		AMOUNT SPENT IN TOTAL IN THE LAST 12 MONTHS:			
How many did you buy in the last 12 months		Under \$100	\$100- \$249	\$250 +	
533					
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					
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		64D-0	
Adidas	☐ 1	Levi's	☐ 1
Alfred Dunner	☐ 2	Liz Claiborne	☐ 2
Ann Taylor	☐ 3	LOFT	☐ 3
Anne Klein	☐ 4	Lucky Brand	☐ 4
Armani	☐ 5	Lululemon	☐ 5
Banana Republic	☐ 6	New York & Company	☐ 6
Calvin Klein	☐ 7	Nike	☐ 7
Champion	☐ 8	The North Face	☐ 8
Columbia	☐ 9	Not Your Daughter's Jeans	☐ 9
Danskin	☐ 0	Old Navy	☐ 0
DKNY	☐ 1	Patagonia	☐ X
Dockers	☐ 2		
Eddie Bauer	☐ 3		
Express	☐ 4	62M-0	
The Gap	☐ 5	Polo	☐ 1
Guess	☐ 6	Ralph Lauren	☐ 2
H&M	☐ 7	Reebok	☐ 3
Hanes	☐ 1	Riders by Lee	☐ 4
Inc.	☐ 2	Sag Harbor	☐ 5
IZOD	☐ 3	Speedo	☐ 6
Jones New York	☐ 4	Talbots	☐ 7
Juicy Couture	☐ 5	Tommy Hilfiger	☐ 8
Kenneth Cole	☐ 6	True Religion	☐ 9
Lacoste	☐ 7	Under Armour	☐ 0
Lee	☐ 8	Wrangler	☐ X
		Other	☐ Y

CLOTHING
EXPENDITURES

		In the past 12 months, how much did you spend on the purchase of clothing:
537-0		
Under \$100	☐	1
\$ 100 - \$299	☐	2
\$ 300 - \$499	☐	3
\$ 500 - \$999	☐	4
\$1,000 - \$1,999	☐	5
\$2,000 - \$2,999	☐	6
\$3,000 +	☐	7

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
Helzberg Diamonds	☐	3
Jared	☐	4
Kay Jewelers	☐	5
Pandora	☐	6
Swarovski	☐	7
Zales	☐	8
Other Retail Chain	☐	9
Warehouse/Club Store	☐	0
Other	☐	X

Purchased for:

547-0

Yourself	☐	1
Someone else (gift)	☐	2

WATCHES

541

You Personally:

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

KINDS:

Sport	☐	1	☐	01
Dress	☐	2	☐	02
Casual	☐	3	☐	03

BRANDS:

Anne Klein	☐	4	☐	04
Breitling	☐	5	☐	05
Bulova	☐	6	☐	06
Cartier	☐	7	☐	07
Casio	☐	8	☐	08
Citizen	☐	9	☐	09
Fossil	☐	10	☐	10
Gucci	☐	11	☐	11
Guess	☐	12	☐	12
Movado	☐	13	☐	13
Omega	☐	14	☐	14
Rolex	☐	15	☐	15
Seiko	☐	16	☐	16
Swatch	☐	17	☐	17
Tag Heuer	☐	18	☐	18
Timex	☐	19	☐	19
Victorinox Swiss Army	☐	20	☐	20
Other	☐	21	☐	21

Total amount spent on watches
in the last 12 months:

542-0

\$1-\$49 ☐ 1	\$100-\$299 ☐ 3	\$500-\$999 ☐ 5
\$50-\$99 ☐ 2	\$300-\$499 ☐ 4	\$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	\$50-\$99 ☐ 3	\$200+ ☐ 5
\$25-\$49 ☐ 2	\$100-\$199 ☐ 4	

WRITING
INSTRUMENTS

546

You Personally:

Bought in last 12 months	Bought as gift
--------------------------------	----------------------

TYPES:

Matched Set	☐	1	☐	01
Ball Point	☐	2	☐	02
Mechanical Lead Pencil	☐	3	☐	03
Rollerball	☐	4	☐	04
Marker	☐	5	☐	05

BRANDS:

Bic	☐	6	☐	06
Classic	☐	7	☐	07
Crayola	☐	8	☐	08
Cross	☐	9	☐	09
Expo	☐	10	☐	10
Montblanc	☐	11	☐	11
Paper Mate	☐	12	☐	12
Parker	☐	13	☐	13
Pentel	☐	14	☐	14
Pilot	☐	15	☐	15
Sharpie	☐	16	☐	16
Uni-ball	☐	17	☐	17
Waterman	☐	18	☐	18
Zebra	☐	19	☐	19
Other	☐	20	☐	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
------	--------------------------------

Air compressor (not 12 volt inflator)	☐	1	☐	01
Automotive tools	☐	2	☐	02
Car vacuum	☐	3	☐	03
Chain saw (gas)	☐	4	☐	04
Chain saw (electric)	☐	5	☐	05
Chipper/Shredder	☐	6	☐	06
Circular saw (portable)	☐	7	☐	07
Decorative paint tools/kits	☐	8	☐	08
Drive bits	☐	9	☐	09
Electric car polisher	☐	10	☐	10
Electric drill – cordless	☐	11	☐	11
Electric drill – corded	☐	12	☐	12
Electric router	☐	13	☐	13
Electric sander	☐	14	☐	14
Electric screwdriver (cordless)	☐	15	☐	15
Glue gun	☐	16	☐	16
Hand tools	☐	17	☐	17
Jig/sabre saw (portable)	☐	18	☐	18
Lawn mower – riding	☐	19	☐	19
Lawn mower (non-power)	☐	20	☐	20
Lawn mower, walk behind (electric)	☐	21	☐	21
Lawn mower, walk behind (gas)	☐	22	☐	22
Lawn or garden tractor	☐	23	☐	23
Lawn sprinkler	☐	24	☐	24
Leaf shredder	☐	25	☐	25
Outdoor blower (gas)	☐	26	☐	26
Outdoor blower (electric)	☐	27	☐	27
Paint sprayer	☐	28	☐	28
Pliers	☐	29	☐	29
Pneumatic tools	☐	30	☐	30
Power ratchet; cordless	☐	31	☐	31
Saw blades	☐	32	☐	32
Shears (non-electric)	☐	33	☐	33
Shovel	☐	34	☐	34
Snowblower	☐	35	☐	35
Staple gun	☐	36	☐	36
Stationary band saw	☐	37	☐	37
Stationary drill press	☐	38	☐	38
Stationary table saw	☐	39	☐	39
Stationary radial arm saw	☐	40	☐	40
Tiller (garden)	☐	41	☐	41
Trimmer/edger (electric)	☐	42	☐	42
Trimmer/edger (gas)	☐	43	☐	43
Wallpaper stripper	☐	44	☐	44
Welder	☐	45	☐	45
Wet-dry shop vacuum	☐	46	☐	46
Workbench (portable)	☐	47	☐	47
Other	☐	48	☐	48

Who decided to make these purchases?

227-0

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

HOUSEHOLD FURNISHINGS	Your Household:		AMOUNT SPENT IN LAST 12 MONTHS			
	Owns	Bought last 12 months	\$1-	\$250-	\$700-	\$1000 or more
			\$249	\$699	\$999	
550	1	2	3	4	5	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	1	2	3	4	5	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	Your Household:		AMOUNT SPENT IN LAST 12 MONTHS			
	Owns	Bought last 12 months	\$1-	\$100-	\$400-	\$1000 or more
			\$99	\$399	\$999	
553	1	2	3	4	5	6
Air cleaner—electronic	☐	☐	☐	☐	☐	☐ 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
Ductless cooling and heating system	☐	☐	☐	☐	☐	☐ 10
Electric heating (central)	☐	☐	☐	☐	☐	☐ 11
Space heater (electric)	☐	☐	☐	☐	☐	☐ 12
“Smart” or Wi-Fi connected thermostat	☐	☐	☐	☐	☐	☐ 13
Automatic setback thermostat	☐	☐	☐	☐	☐	☐ 14
Dehumidifier	☐	☐	☐	☐	☐	☐ 15
Humidifier	☐	☐	☐	☐	☐	☐ 16
Fireplace	☐	☐	☐	☐	☐	☐ 17
Heat pump	☐	☐	☐	☐	☐	☐ 18
Kerosene heater	☐	☐	☐	☐	☐	☐ 19
Who decided to make these purchases? 554-0 ☐ 1 Yourself (alone or with someone else) ☐ 2 Someone else						

PAINT/STAIN	You Personally:	
	Bought/last 12 months	Gallons/last 12 months
	555	
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	You Personally:	
	Shopped last 12 months	Times in last 12 months
	67J	
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 Furniture	☐	☐ 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

Your Household:

Owns	Bought last 12 months
1	2

560

- | | | | |
|---|--------------------------|--------------------------|----|
| 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 ☐ 2SMALL KITCHEN
APPLIANCES

Your Household:

Owns	Bought last 12 months
1	2

563

- | | | | |
|--|--------------------------|--------------------------|----|
| 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

You Personally:

Amount spent last 12 months

Own	Bought last 12 months
1	2

\$1-\$24	\$25-\$49	\$50 +
3	4	5

570

- | | | | | | | |
|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----|
| 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

Your Household:

Owns	Bought last 12 months
1	2

567

- | | | | |
|--|--------------------------|--------------------------|----|
| 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

Your Household:

Owns	Bought last 12 months
1	2

565

- | | | | |
|---|--------------------------|--------------------------|----|
| 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 – canister | ☐ | ☐ | 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

You Personally:

Own	Bought last 12 months	Bought as gift
1	2	3

571

- | | | | | |
|-------------------------------------|--------------------------|--------------------------|--------------------------|----|
| 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:		Amount Spent		
		Yourself or Other Household Member	Outside Contractor	Under \$1000	\$1000-\$2999	\$3000 or more
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:		Amount Spent		
		Yourself or Other Household Member	Outside Contractor	Under \$100	\$100-\$499	\$500 or more
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 ☐ 1Did 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
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

You Personally:

Shopped in last 6 months

Times/last 30 days

584	
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
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	
Beer.....	☐
Wine.....	☐
Liquor.....	☐
	1 2 3 4 5 6 7

CAMERAS/CAMCORDERS		You Personally:	
590	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.....	☐		
Advanced Amateur.....	☐		
Professional.....	☐		
Amount spent on cameras/camcorders, last 12 months:			
\$..... 63U-0			
(Write in Amount)			

CAMERA & DEVELOPING ACCESSORIES		You Personally:	
591	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		You Personally:	
61N	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		You Personally:	
593	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)		You Personally:	
592-0	Enrolled in:	Enrolled in:	
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	
Other.....			1
595-0			

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

DIGITAL PHOTOS		You Personally:	
597-0	Digital photo activities you did, last 12 months:	Digital photo activities you did, last 12 months:	
Edited photos using software.....	☐		1
Edited photos online or with app.....	☐		2
Edited photos another way.....	☐		3
Ordered photobook/calendar.....	☐		4
Ordered photo cards/stationery.....	☐		5
Ordered other customized photo product.....	☐		6
Have you printed digital photos in the last 12 months?	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	
Animals/Pets.....	☐	☐	01
Family Portrait.....	☐	☐	02
Food.....	☐	☐	03
Nature/Landscape.....	☐	☐	04
Self-Portrait.....	☐	☐	05
Special Occasions/Events.....	☐	☐	06
Sports.....	☐	☐	07
Vacation/Travel.....	☐	☐	08

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:			
Under 27" (Small)	635-0 ☐ 1	640-0 ☐ 1	645-0 ☐ 1
27"-35" (Medium)	☐ 2	☐ 2	☐ 2
36"-42" (Large)	☐ 3	☐ 3	☐ 3
43"-54" (XLarge)	☐ 4	☐ 4	☐ 4
55"-69" (XXLarge)	☐ 5	☐ 5	☐ 5
70" and over (XXXLarge)	☐ 6	☐ 6	☐ 6
KINDS:			
Regular (tube)	581-0 ☐ 1	582-0 ☐ 1	583-0 ☐ 1
LCD	☐ 2	☐ 2	☐ 2
LED	☐ 3	☐ 3	☐ 3
OLED	☐ 4	☐ 4	☐ 4
Plasma	☐ 5	☐ 5	☐ 5
Projection	☐ 6	☐ 6	☐ 6
DLP	☐ 7	☐ 7	☐ 7
BRANDS:			
Element	636-0 ☐ 1	641-0 ☐ 1	646-0 ☐ 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
Sharp	637-0 ☐ 1	642-0 ☐ 1	647-0 ☐ 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?			
Yes	638-0 ☐ 1	643-0 ☐ 1	648-0 ☐ 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:			
3D TV	639-0 ☐ 1	644-0 ☐ 1	649-0 ☐ 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:	
	Owens	Bought last 12 months
608	1	2
DVD or Blu-ray Player	☐ 1	☐ 01
KINDS:		
4K Ultra HD	☐ 1	☐ 02
3D	☐ 1	☐ 03
Smart/Internet Connectable	☐ 1	☐ 04
FORMATS:		
DVD	☐ 1	☐ 05
Blu-ray	☐ 1	☐ 06
BRANDS:		
LG	☐ 1	☐ 07
Magnavox	☐ 1	☐ 08
Panasonic	☐ 1	☐ 09
Philips	☐ 1	☐ 10
RCA	☐ 1	☐ 11
Samsung	☐ 1	☐ 12
Sony	☐ 1	☐ 13
Other	☐ 1	☐ 14
(Write In)		

INTERNET VIDEO DEVICES FOR TV	
The following devices attach to your TV and let you view video through the Internet. Check if any of these, if any, does your household own?	
601-0	
Amazon Fire TV	☐ 1
Apple TV	☐ 2
Google Chromecast	☐ 3
Mi Box	☐ 4
Nvidia Shield TV	☐ 5
Roku	☐ 6
Slingbox	☐ 7
Other	☐ 8

PORTABLE GPS NAVIGATION DEVICES (Not Factory-installed/ Not Built-In)	Your Household:	
	Owens	Bought last 12 months
64P	1	2
Portable GPS Device	☐ 1	☐ 01
BRANDS:		
Garmin	☐ 1	☐ 02
Magellan	☐ 1	☐ 03
TomTom	☐ 1	☐ 04
Other	☐ 1	☐ 05
(Write In)		

PODCASTS	You Personally:	
	Listened last 30 days	Number of episodes listened, last 7 days
602		
ANY PODCAST	☐ 1	☐ 00
TYPES:		
Business/Finance	☐ 1	☐ 01
Comedy	☐ 1	☐ 02
Crime/Investigative Reporting	☐ 1	☐ 03
Education	☐ 1	☐ 04
Entertainment/Culture	☐ 1	☐ 05
Health/Fitness/Lifestyle	☐ 1	☐ 06
History	☐ 1	☐ 07
Music	☐ 1	☐ 08
News/Current Events	☐ 1	☐ 09
Politics	☐ 1	☐ 10
Science	☐ 1	☐ 11
Sports	☐ 1	☐ 12
Other	☐ 1	☐ 13

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

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

PAY PER VIEW/ VIDEO ON DEMAND	
In the past 12 months did you watch ...?	
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	☐ 01 (Write in #)
Sports Events	☐ 02 (Write in #)
Other	☐ 03 (Write in #)
Number of times you watched Video-On-Demand, past 30 days: 612	
Movies	☐ 01 (Write in #)
TV Shows	☐ 02 (Write in #)
Music Programs/Videos	☐ 03 (Write in #)
Other	☐ 04 (Write in #)

VIDEO GAMES (HOUSEHOLD OWNS)		Your Household:	
	Owens	Bought last 12 months	
616		1	2
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
Who is/are the principal user(s)? 617-0			
Yourself	☐	1	
Other Adult	☐	2	
Teen (12-17)	☐	3	
Child (under 12)	☐	4	
63E		Video Games	Video Game Systems
Where purchased, last 12 months:		1	2
Video Store	☐	☐	01
Electronics Store	☐	☐	02
GameStop	☐	☐	03
Other Gaming Store	☐	☐	04
Discount Dept. Store	☐	☐	05
Steam	☐	☐	06
Other 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		You Personally:	
	Bought last 6 months	Number bought last 6 months	
65F			
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
	☐		999
OTHER (Write In)			
Used for: 64G-0			
Recording music	☐	1	
Recording video	☐	2	
Recording photos	☐	3	
Backing up data/software	☐	4	
Other	☐	5	
VIDEO GAMES (PERSONALLY PLAYED)		You Personally:	
	Played last 30 days	Hours played/last 7 days	
63F			
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 .			

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 1	Use at Work 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 1	Use at Work 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 1	Use at Work 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 1	Use at Work 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

PERSONAL
COMPUTERS AT HOME
OR AT WORK (Continued)

Computer Software	Own at Home 1	Use at Work 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:

\$ 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 1	Other(s) 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:

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
FORMAT VIEWED:	1	2
DVD	☐	☐ 01
Blu-ray Disc	☐	☐ 02
Downloaded/Streamed from Internet	☐	☐ 03
On-Demand/Pay-Per-View (e.g. from cable or satellite provider)	☐	☐ 04
TYPES:		
Action/Adventure	☐	☐ 05
Classics	☐	☐ 06
Comedy	☐	☐ 07
Drama	☐	☐ 08
Exercise/Fitness	☐	☐ 09
Family/Children-Oriented	☐	☐ 10
Foreign	☐	☐ 11
Horror	☐	☐ 12
Musical	☐	☐ 13
News/Information/Documentary	☐	☐ 14
Romance	☐	☐ 15
Science Fiction	☐	☐ 16
TV Shows	☐	☐ 17
Westerns	☐	☐ 18
Other	☐	☐ 19

WHERE RENTED/PURCHASED:

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

Internet Download or Stream

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

	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

Your Household:
Owns Bought
last 12
months

	1	631	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

You Personally:
Own Bought last
12 months

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

**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	At club	At other facility
Yes	☐ 1	☐ 2	☐ 3

**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

You Personally:
Bought in last
12 months Times
last 30
days

658	Any lottery tickets:	☐ _____ 00
KINDS:		
Instant game (Scratch-off)	☐	☐ 01
Daily drawing	☐	☐ 02
Mega Millions	☐	☐ 03
Powerball	☐	☐ 04
Other Lotto or drawing game	☐	☐ 05
	☐	☐ 999
OTHER (Write In) _____		

VOTING

65G	How often you vote:	Always	Sometimes	Never
National Elections	☐	☐	☐ 01	
Statewide Elections	☐	☐	☐ 02	
Local Elections	☐	☐	☐ 03	
	1	2	3	

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	Amount
How much did you contribute in total?	
\$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

You Personally:
Bought in last
6 months Number of
cards last
30 days

657	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
	☐	☐ 999
OTHER (Write In) _____		

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

You Personally:
Participated in last
12 months Times
last 12
months

659	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	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	
662							
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

	Not at all Important	Not Very Important	Somewhat Important	Very Important
	1	2	3	4
Reasons for using Social Media:				
Keep in touch with family/friends	☐	☐	☐	☐ 01
Reconnect with people from my past	☐	☐	☐	☐ 02
Meet new friends	☐	☐	☐	☐ 03
Follow the activities of my friends and family	☐	☐	☐	☐ 04
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	HOW OFTEN DO YOU ENGAGE IN THESE:					
	You Personally:					
	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
666	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
CrossFit	☐	☐	☐	☐	☐	☐ 12
Fishing – fresh water	☐	☐	☐	☐	☐	☐ 13
Fishing – salt water	☐	☐	☐	☐	☐	☐ 14
Football	☐	☐	☐	☐	☐	☐ 15
Frisbee	☐	☐	☐	☐	☐	☐ 16
Golf	☐	☐	☐	☐	☐	☐ 17
Hiking	☐	☐	☐	☐	☐	☐ 18
Hockey	☐	☐	☐	☐	☐	☐ 19
Horseback riding	☐	☐	☐	☐	☐	☐ 20
Hunting with bow & arrow	☐	☐	☐	☐	☐	☐ 21
Hunting with handgun	☐	☐	☐	☐	☐	☐ 22
Hunting with rifle	☐	☐	☐	☐	☐	☐ 23
Hunting with shotgun	☐	☐	☐	☐	☐	☐ 24
Ice skating	☐	☐	☐	☐	☐	☐ 25
Jet skiing	☐	☐	☐	☐	☐	☐ 26
Jogging/running	☐	☐	☐	☐	☐	☐ 27
Karate	☐	☐	☐	☐	☐	☐ 28
Kick Boxing	☐	☐	☐	☐	☐	☐ 29
Marathon/Triathlon (training and events)	☐	☐	☐	☐	☐	☐ 30
Martial Arts	☐	☐	☐	☐	☐	☐ 31
Motocross	☐	☐	☐	☐	☐	☐ 32
Motorcycling	☐	☐	☐	☐	☐	☐ 33
Obstacle race	☐	☐	☐	☐	☐	☐ 34
Paintball	☐	☐	☐	☐	☐	☐ 35
Pilates	☐	☐	☐	☐	☐	☐ 36
Ping Pong/Table Tennis	☐	☐	☐	☐	☐	☐ 37
Racquetball	☐	☐	☐	☐	☐	☐ 38
Rock climbing	☐	☐	☐	☐	☐	☐ 39
Roller blading/in-line skating	☐	☐	☐	☐	☐	☐ 40
Roller skating	☐	☐	☐	☐	☐	☐ 41
Rowing: stationary/outdoor	☐	☐	☐	☐	☐	☐ 42
Sailing	☐	☐	☐	☐	☐	☐ 43
Scuba diving	☐	☐	☐	☐	☐	☐ 44
Skateboarding	☐	☐	☐	☐	☐	☐ 45
Skiing – Cross country	☐	☐	☐	☐	☐	☐ 46
Skiing – Downhill	☐	☐	☐	☐	☐	☐ 47
Snorkeling/skin diving	☐	☐	☐	☐	☐	☐ 48
Snowboarding	☐	☐	☐	☐	☐	☐ 49
Snowmobiling	☐	☐	☐	☐	☐	☐ 50
Soccer	☐	☐	☐	☐	☐	☐ 51
Softball	☐	☐	☐	☐	☐	☐ 52
Spinning	☐	☐	☐	☐	☐	☐ 53
Surfing/windsurfing	☐	☐	☐	☐	☐	☐ 54
Swimming	☐	☐	☐	☐	☐	☐ 55
Target shooting	☐	☐	☐	☐	☐	☐ 56
Tennis	☐	☐	☐	☐	☐	☐ 57
Volleyball	☐	☐	☐	☐	☐	☐ 58
Wakeboarding	☐	☐	☐	☐	☐	☐ 59
Walking for exercise	☐	☐	☐	☐	☐	☐ 60
Water skiing	☐	☐	☐	☐	☐	☐ 61
Weight lifting	☐	☐	☐	☐	☐	☐ 62
Whitewater rafting	☐	☐	☐	☐	☐	☐ 63
Yoga	☐	☐	☐	☐	☐	☐ 64
Zumba	☐	☐	☐	☐	☐	☐ 65
Other	☐	☐	☐	☐	☐	☐ 66

HOME PHONE & ACCESSORIES (Landline phone) 669 In-Home Telephone: ☐ 1 ☐ 2 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? Call forwarding ☐ 1 Call return ☐ 2 Call waiting ☐ 3 Caller ID ☐ 4 Repeat dialing ☐ 5 Three-way calling ☐ 6 Voice messaging/Voice mail ☐ 7	“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: 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 Video Doorbell ☐ 1 Washer/Dryer ☐ 2 Other ☐ 3	WEARABLE TECH (Smartwatches, Fitness Trackers, VR Headsets, etc.) 668-0 Wearable Tech are devices that are worn, may connect to the Internet and can synchronize with other devices, such as a smartphone or computer. You Personally Own Fitness Trackers: FitBit ☐ 1 Garmin ☐ 2 Samsung Gear Fit2 ☐ 3 Other wristband fitness tracker ☐ 4 Other wearable fitness tracker ☐ 5 Smartwatches: Apple Watch ☐ 6 Garmin ☐ 7 Google Android Wear (any brand) ☐ 8 Samsung Gear ☐ 9 Other Smartwatch ☐ 0 Virtual Reality Headsets: Google Daydream View ☐ 1 HTC Vive ☐ 2 Lenovo Mirage ☐ 3 Oculus Go ☐ 4 Oculus Rift ☐ 5 Samsung Gear VR ☐ 6 Sony PlayStation VR ☐ 7																																																																							
CALLING/PRE-PAID CARDS & COLLECT CALLS 674 CALLING/PRE-PAID CARDS: AT&T ☐ 1 ☐ 01 Other ☐ ☐ 02 Using calling card, average number of calls you personally make each month for: 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)	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-0 AT&T ☐ 1 CenturyLink ☐ 2 Comcast/Xfinity ☐ 3 Cox ☐ 4 Time Warner/Spectrum ☐ 5 Verizon ☐ 6 Vonage ☐ 7 Other ☐ 8 (Write In) Number of International calls you made, last 30 days: 65M International Long Distance ☐ 01 (Write in Number)	CELL/MOBILE PHONE “APPS” 680 TYPE OF APPS: Banking/Finance ☐ 1 ☐ 01 Books ☐ ☐ 02 Calendar/Schedule ☐ ☐ 03 “Daily Deal” ☐ ☐ 04 Dating ☐ ☐ 05 Digital Payment ☐ ☐ 06 Education ☐ ☐ 07 Email ☐ ☐ 08 Fitness ☐ ☐ 09 Food (Cooking/Recipes) ☐ ☐ 10 Food (Delivery) ☐ ☐ 11 Games ☐ ☐ 12 Healthcare ☐ ☐ 13 Local Information ☐ ☐ 14 Magazine ☐ ☐ 15 Movies ☐ ☐ 16 Music (to listen) ☐ ☐ 17 Music Store (to purchase) ☐ ☐ 18 Navigation/Maps ☐ ☐ 19 News ☐ ☐ 20 Newspaper ☐ ☐ 21 Photography ☐ ☐ 22 Real Estate ☐ ☐ 23 Reference ☐ ☐ 24 Rideshare/Taxi ☐ ☐ 25 Shopping/Retail ☐ ☐ 26 Sports ☐ ☐ 27 Social Media ☐ ☐ 28 Text ☐ ☐ 29 TV/Cable ☐ ☐ 30 Travel ☐ ☐ 31 Video (e.g. short clips) ☐ ☐ 32 Weather ☐ ☐ 33 Other Entertainment ☐ ☐ 34 Other ☐ ☐ 35 (Write In) Number of Apps downloaded for free, last 30 days: 681 ☐ 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 61K 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. <table border="1" style="width:100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2"></th> <th colspan="2">DISAGREE</th> <th colspan="2">AGREE</th> </tr> <tr> <th>Completely</th> <th>Somewhat</th> <th>Somewhat</th> <th>Completely</th> </tr> </thead> <tbody> <tr> <td>1. I will always keep a household (landline) telephone, no matter how much cell phone service improves . . .</td> <td>☐ 1</td> <td>☐ 2</td> <td>☐ 3</td> <td>☐ 4</td> </tr> <tr> <td>2. I am frequently annoyed at people talking too loudly on their cell phones in public places</td> <td>☐ ☐ 01</td> <td>☐ ☐ 02</td> <td>☐ ☐ 03</td> <td>☐ ☐ 04</td> </tr> <tr> <td>3. I only answer my cell phone when I know who is calling . .</td> <td>☐ ☐ 05</td> <td>☐ ☐ 06</td> <td>☐ ☐ 07</td> <td>☐ ☐ 08</td> </tr> <tr> <td>4. Kids today are permitted too much screen-time</td> <td>☐ ☐ 09</td> <td>☐ ☐ 10</td> <td>☐ ☐ 11</td> <td>☐ ☐ 12</td> </tr> <tr> <td>5. The primary reason I have my cell phone is for safety . .</td> <td>☐ ☐ 13</td> <td>☐ ☐ 14</td> <td>☐ ☐ 15</td> <td>☐ ☐ 16</td> </tr> <tr> <td>6. Sometimes my cell phone makes me feel like I'm too available</td> <td>☐ ☐ 17</td> <td>☐ ☐ 18</td> <td>☐ ☐ 19</td> <td>☐ ☐ 20</td> </tr> <tr> <td>7. Cell phones are too complicated these days</td> <td>☐ ☐ 21</td> <td>☐ ☐ 22</td> <td>☐ ☐ 23</td> <td>☐ ☐ 24</td> </tr> </tbody> </table> How important to you are the following features when choosing a mobile phone service provider? <table border="1" style="width:100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">Important</th> </tr> <tr> <th>Not</th> <th>Somewhat</th> <th>Very</th> </tr> </thead> <tbody> <tr> <td>1. Customer Service</td> <td>☐ 1</td> <td>☐ 2</td> <td>☐ 3</td> </tr> <tr> <td>2. Phone Models Available</td> <td>☐ ☐ 01</td> <td>☐ ☐ 02</td> <td>☐ ☐ 03</td> </tr> <tr> <td>3. Service Coverage Area</td> <td>☐ ☐ 04</td> <td>☐ ☐ 05</td> <td>☐ ☐ 06</td> </tr> <tr> <td>4. Service Plans Available</td> <td>☐ ☐ 07</td> <td>☐ ☐ 08</td> <td>☐ ☐ 09</td> </tr> <tr> <td>5. Price</td> <td>☐ ☐ 10</td> <td>☐ ☐ 11</td> <td>☐ ☐ 12</td> </tr> </tbody> </table>				DISAGREE		AGREE		Completely	Somewhat	Somewhat	Completely	1. I will always keep a household (landline) telephone, no matter how much cell phone service improves . . .	☐ 1	☐ 2	☐ 3	☐ 4	2. I am frequently annoyed at people talking too loudly on their cell phones in public places	☐ ☐ 01	☐ ☐ 02	☐ ☐ 03	☐ ☐ 04	3. I only answer my cell phone when I know who is calling . .	☐ ☐ 05	☐ ☐ 06	☐ ☐ 07	☐ ☐ 08	4. Kids today are permitted too much screen-time	☐ ☐ 09	☐ ☐ 10	☐ ☐ 11	☐ ☐ 12	5. The primary reason I have my cell phone is for safety . .	☐ ☐ 13	☐ ☐ 14	☐ ☐ 15	☐ ☐ 16	6. Sometimes my cell phone makes me feel like I'm too available	☐ ☐ 17	☐ ☐ 18	☐ ☐ 19	☐ ☐ 20	7. Cell phones are too complicated these days	☐ ☐ 21	☐ ☐ 22	☐ ☐ 23	☐ ☐ 24		Important			Not	Somewhat	Very	1. Customer Service	☐ 1	☐ 2	☐ 3	2. Phone Models Available	☐ ☐ 01	☐ ☐ 02	☐ ☐ 03	3. Service Coverage Area	☐ ☐ 04	☐ ☐ 05	☐ ☐ 06	4. Service Plans Available	☐ ☐ 07	☐ ☐ 08	☐ ☐ 09	5. Price	☐ ☐ 10	☐ ☐ 11	☐ ☐ 12
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CELLULAR/
MOBILE PHONES/
SMARTPHONES

You Personally:

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

Working cell phones
you personally:

Use most often
(choose one) Other working
cell phone(s)

Handset Brands:

- | | | |
|------------------------|--------------------------|-----------------------------|
| | 1 | 2 |
| 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:

- | | |
|---------------------------------|----------------------------|
| 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:

- | | |
|-----------------------|----------------------------|
| \$ 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:

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

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?

- | | |
|--|----------------------------|
| 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 |
| 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 |
| 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 |
| 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.

DISAGREE AGREE
 Completely Somewhat Somewhat Completely

- | | | | | |
|---|----------------------------|----------------------------|----------------------------|----------------------------|
| 1. I understand how to use most of the features on my cell phone | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 2. I often wish I could take a break from technology | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 3. There are some features on my cell phone I'd like to use, but I don't know how to use them | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 4. I just want to use my cell phone to make and receive calls and don't care about any other features | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 5. I think of my mobile phone as a source of entertainment | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 6. My cell phone is an extension of my personality | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 7. I enjoy customizing the look and sound of my cell phone | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 8. I use my mobile service provider's website or app to track data usage on my plan | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 9. I worry that I waste too much time looking at my mobile phone | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 10. I would be willing to receive advertisements on my cell phone in exchange for lower monthly costs | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 11. I like to receive coupons on my cell phone that are based on my location | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 12. I expect the quality of video on my cell phone to be as good as that on my TV | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 13. Advertisements on cell phones are annoying | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 14. I feel compelled to check my phone, even when I'm in the middle of a conversation | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 15. I would use the Internet on my cell phone more often, if it were less expensive | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 16. I would use the Internet on my cell phone more often, if the websites loaded more easily | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |
| 17. I would use the Internet on my cell phone more often, if the screen were easier to read | ☐ 1 | ☐ 2 | ☐ 3 | ☐ 4 |

TABLETS & E-READERS	You Personally:		TABLETS & E-READERS (Continued)	TABLETS & E-READERS (Continued)	Type of Apps you personally used last 30 days	Apps/activities you would miss if unavailable
	Own	Bought Last 12 Months				
BRANDS: Amazon Kindle (e-reader) . . . ☐ 1 ☐ 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			Activities you have done using a Tablet or E-reader, last 30 days: 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 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 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 ☐ 6 (Write In)		TYPE OF APPS: Banking/Finance ☐ ☐ 01 Books ☐ ☐ 02 Calendar/Schedule ☐ ☐ 03 "Daily Deal" ☐ ☐ 04 Dating ☐ ☐ 05 Digital Payment ☐ ☐ 06 Education ☐ ☐ 07 Email ☐ ☐ 08 Fitness ☐ ☐ 09 Food (Cooking/Recipes) ☐ ☐ 10 Food (Delivery) ☐ ☐ 11 Games ☐ ☐ 12 Healthcare ☐ ☐ 13 Local Information ☐ ☐ 14 Magazine ☐ ☐ 15 Movies ☐ ☐ 16 Music (to listen) ☐ ☐ 17 Music Store (to purchase) ☐ ☐ 18 Navigation/Maps ☐ ☐ 19 News ☐ ☐ 20 Newspaper ☐ ☐ 21 Photography ☐ ☐ 22 Real Estate ☐ ☐ 23 Reference ☐ ☐ 24 Rideshare/Taxi ☐ ☐ 25 Shopping/Retail ☐ ☐ 26 Sports ☐ ☐ 27 Social media ☐ ☐ 28 Text ☐ ☐ 29 TV/Cable ☐ ☐ 30 Travel ☐ ☐ 31 Video (e.g. short video clips) ☐ ☐ 32 Weather ☐ ☐ 33 Other Entertainment ☐ ☐ 34 Other ☐ ☐ 35 (Write In)	
Total cost of Tablet(s) or E-reader(s), purchased last 12 months: \$ _____ 01 (Write in Amount)			Number of Apps downloaded for free, last 30 days: _____ 01 (Write in Number)		Number of Apps purchased, last 30 days: _____ 02 (Write in Number)	
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			Amount spent on Apps, last 30 days: \$ _____ 61E-0 (Write in Amount)		Who uses your tablet? 61U-0 Yourself ☐ 1 Other adult ☐ 2 Child (under 18) ☐ 3	

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.

	DISAGREE		AGREE	
	Completely	Somewhat	Somewhat	Completely
1. On my tablet, I prefer to use apps instead of websites	☐ 1	☐ 2	☐ 3	☐ 4
2. On my cell phone, I prefer to use apps instead of websites	☐ 1	☐ 2	☐ 3	☐ 4
3. I often use my mobile device inside a store to get information about the products sold there	☐ 1	☐ 2	☐ 3	☐ 4
4. I often use my mobile device inside a store to help me make purchase decisions	☐ 1	☐ 2	☐ 3	☐ 4
5. I often use my mobile device inside a store to look for coupons or other offers	☐ 1	☐ 2	☐ 3	☐ 4
6. I often use my mobile device to compare prices before making a purchase	☐ 1	☐ 2	☐ 3	☐ 4
7. Mobile apps are updated too frequently	☐ 1	☐ 2	☐ 3	☐ 4
8. My mobile device provides entertainment during my daily commute	☐ 1	☐ 2	☐ 3	☐ 4
9. I rely on my phone for maps and directions	☐ 1	☐ 2	☐ 3	☐ 4
10. Checking my phone is the first thing I do in the morning	☐ 1	☐ 2	☐ 3	☐ 4
11. I'm always checking out the app store to see what's new	☐ 1	☐ 2	☐ 3	☐ 4
12. I text more than I talk on my phone	☐ 1	☐ 2	☐ 3	☐ 4
13. In general, I prefer texting over email to communicate with friends and family	☐ 1	☐ 2	☐ 3	☐ 4
14. Apps have made my life so much more convenient	☐ 1	☐ 2	☐ 3	☐ 4

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?

	WATCHED ON TV		LISTENED TO RADIO		ATTENDED		Very Interested	Somewhat Interested	A little bit Interested	Not at all Interested	
	Last 12 months	Regularly Watched	Last 12 months	Regularly Listened	Last 12 months	Regularly Attended					
682											
Alpine Skiing & Ski Jumping	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	01
Auto Racing – NASCAR	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	02
Auto Racing – Other	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	03
Baseball – College	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	04
Baseball – MLB Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	05
Baseball – MLB Playoffs/World Series	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	06
Basketball – College	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	07
Basketball – NBA Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	08
Basketball – NBA Playoffs/Finals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	09
Basketball – NCAA Basketball Tourn.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	10
Basketball – WNBA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	11
Bicycle Racing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	12
Bowling	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	13
Boxing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	14
Equestrian Events	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	15
eSports (video game tournament)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	16
Extreme Sports – Summer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	17
Extreme Sports – Winter	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	18
Figure Skating	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	19
Fishing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	20
Football – College	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	21
Football – NFL Monday, Thursday or Sunday Night Games	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	22
Football – NFL Weekend Games (Day)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	23
Football – NFL Playoffs/Super Bowl	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	24
Golf – PGA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	25
Golf – LPGA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	26
Golf – Other	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	27
Gymnastics	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	28
High School Sports	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	29
Horse Racing (at track or OTB)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	30
Ice Hockey – NHL Regular Season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	31
Ice Hockey – NHL Playoffs and Stanley Cup Finals	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	32
Lacrosse – MLL	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	33
Marathon, Triathlon & Obstacle Race	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	34
Motorcycle Racing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	35
Olympics – Summer	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	36
Olympics – Winter	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	37
Poker Tournament	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	38
Pro Bull Riding (PBR)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	39
Rodeo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	40
Soccer – MLS	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	41
Soccer – World Cup	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	42
Soccer – U.S. Men's National Team	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	43
Soccer – U.S. Women's National Team	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	44
Soccer – International	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	45
Tennis – Men's	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	46
Tennis – Women's	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	47
Track & Field	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	48
Truck and Tractor Pull/Mud Racing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	49
Ultimate Fighting Championship (UFC)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	50
Other Mixed Martial Arts (MMA)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	51
Volleyball – Pro Beach	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	52
Wrestling – WWE	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	53
Wrestling – Other Professional	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	54
	1	2	3	4	5	6	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.)

PROFESSIONAL
EXTERMINATORS

Your Household:
Had treatment last 12 months
Times/last 12 months

	Non-Fan		Average Fan						Super-Fan			
	0	1	2	3	4	5	6	7	8	9		10
491												
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

690

TOTAL ☐ 00

FOR:

Insects (ants, roaches, etc.) ☐ 01

Pests (mice, rats, etc.) ☐ 02

Termites ☐ 03

COMPANIES:

Orkin ☐ 04

Terminix ☐ 05

..... ☐ 999

OTHER (Write In) _____

YELLOW PAGES

You personally referred to:

Paper
yellow
pages

Internet
yellow
pages

691

Last 12 months. ☐ 1 ☐ 2

Last 7 days. ☐ 01 ☐ 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

Services Used:

Business

Personal

661

DHL. ☐ 01

FedEx. ☐ 02

UPS. ☐ 03

U.S. Postal Service. ☐ 04

Other. ☐ 05

1 2

GARDEN

Do you have a garden?

Yes ☐ 1 685-0

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

Your Household:

Bought
last 12
months

687-0

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:

Yes ☐ 1 No ☐ 2 689-0

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

Read in
Sunday/
Weekend
Newspaper

1 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:

Very. ☐ 5 ☐ 8

Somewhat. ☐ 6 ☐ 9

Not at all. ☐ 7 ☐ 0

BATTERIES

You Personally:

Purchased
in last 6
months

Number/
last 6
months

633

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

999

OTHER (Write In)

CHILDREN'S TOYS & GAMES

You Personally:

Bought
last 12
months

Number
bought last
12 months

693

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

You Personally:

Bought
last 12
months

Number
bought last
12 months

695

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

999

OTHER (Write In)

Where purchased:

696-0

Barnes & Noble Book store. ☐ 1

Other book store. ☐ 2

amazon.com. ☐ 3

barnesandnoble.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

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.	☐	☐	☐	☐	☐

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.)

	DISAGREE		AGREE		
	Mostly	Somewhat	Somewhat	Mostly	
	1	2	3	4	
698					
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
VIEWINGListed 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	Somewhere 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/ John Dickerson)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 Good Morning America (Stephanopoulos/Roberts)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 Today Show (Guthrie/Kotb)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 Today Show (4th Hour) with Hoda Kotb & Kathie Lee Gifford	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

68E

DAYTIME PROGRAMS

01 The Bold & The Beautiful	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 Days of Our Lives	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 General Hospital	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 GMA Day	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 Let's Make a Deal	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 The Price is Right	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 The Talk	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 The View	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 The Young & The Restless	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

EARLY EVENING WEEKDAY NEWS PROGRAMS

10 ABC World News Tonight with David Muir	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 BBC World News	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 CBS Evening News with Jeff Glor	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 NBC Nightly News with Lester Holt	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 PBS NewsHour	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

EARLY EVENING WEEKDAY NEWS PROGRAMS (LOCAL)

15 ABC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 CBS (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 FOX (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 NBC (local TV news)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

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 The Tonight Show Starring Jimmy Fallon	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

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

68F

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

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

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

ONCE A WEEK PROGRAMS

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

**TELEVISION
VIEWING
(Continued)**

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 (Continued)

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

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

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

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

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

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ONCE A WEEK PROGRAMS (Continued)

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

TELEVISION
VIEWING
(Continued)

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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	Somewhere Else
01 Access	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02 Access Live	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03 American Dad	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04 American Ninja Warrior	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05 The Big Bang Theory	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06 Black-ish	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07 Cash Cab	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08 Caught in Providence	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 Chicago PD	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 The Cleveland Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
11 Cops	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
12 Couples Court/Paternity Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13 Daily Mail	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
14 Dateline	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
15 Dish Nation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
16 Divorce Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
17 The Doctors	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
18 The Dr. Oz Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
19 The Dr. Phil Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
20 Ellen Degeneres	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
21 Entertainment Tonight	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
22 Extra	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
23 Face the Truth	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
24 Family Feud (Steve Harvey)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
25 Family Guy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
26 Friends	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
27 The Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
28 The Goldbergs	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
29 Golf Magazine TV	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
30 Hot Bench	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
31 How I Met Your Mother	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
32 Inside Edition	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
33 Jeopardy!	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
34 The Jerry Springer Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
35 Judge Jerry	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
36 Judge Judy	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
37 Judge Mathis	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
38 Kelly Clarkson Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
39 King of Queens	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
40 King of the Hill	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
41 Last Man Standing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
42 Law & Order: Criminal Intent	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
43 Live PD: Police Patrol	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
44 Live with Kelly and Ryan	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
45 Maury	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
46 The Mel Robbins Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
47 Mike & Molly	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
48 Modern Family	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
49 Mom	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
50 Page Six TV	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
51 People's Court	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
52 Pickler and Ben	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
53 Rachael Ray	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
54 The Real	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
55 Right This Minute	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
56 Rules of Engagement	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
57 Seinfeld	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
58 The 700 Club	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
59 Steve	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
60 The Steve Wilkos Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
61 Tamron	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
62 TMZ	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
63 Top 30	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
64 True Crime Files	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
65 Two and a Half Men	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
66 2 Broke Girls	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
67 The Verdict with Judge Hatchett	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
68 The Wendy Williams Show	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
69 Wheel of Fortune	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
70 Who Wants To Be A Millionaire	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
	X	1	2	3	4	5	6	8	9	0	5	4

TELEVISION
VIEWING
(Continued)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

EARLY EVENING WEEKEND NEWS PROGRAMS

	None	1	2	3	4	Yes	Full	Most	Some	Your Own Home	Some-where Else
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 (Margaret Brennan)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
09 CBS Sunday Morning (Jane Pauley)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10 CBS This Morning Saturday: Anthony Mason, Michelle Miller, Dana Jacobson	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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 Biography	☐	☐	☐	☐	☐
02 The First 48	☐	☐	☐	☐	☐
03 Hoarders	☐	☐	☐	☐	☐
04 Intervention	☐	☐	☐	☐	☐
05 Live PD	☐	☐	☐	☐	☐
[adult swim] Adult Swim					
06 Bob's Burgers	☐	☐	☐	☐	☐
07 Family Guy	☐	☐	☐	☐	☐
08 Mike Tyson Mysteries	☐	☐	☐	☐	☐
09 Rick & Morty	☐	☐	☐	☐	☐
10 Robot Chicken	☐	☐	☐	☐	☐
 AMC					
11 Better Call Saul	☐	☐	☐	☐	☐
12 Fear the Walking Dead	☐	☐	☐	☐	☐
13 Into the Badlands	☐	☐	☐	☐	☐
14 Preacher	☐	☐	☐	☐	☐
15 The Walking Dead	☐	☐	☐	☐	☐
 animal planet					
16 Animal Cries	☐	☐	☐	☐	☐
17 The Aquarium	☐	☐	☐	☐	☐
18 Extinct or Alive	☐	☐	☐	☐	☐
19 Jeremy Wade: Dark Waters	☐	☐	☐	☐	☐
20 The Zoo	☐	☐	☐	☐	☐
 BET					
21 American Soul	☐	☐	☐	☐	☐
22 Boomerang	☐	☐	☐	☐	☐
23 Finding Justice	☐	☐	☐	☐	☐
24 Games Divas Play	☐	☐	☐	☐	☐
25 Tales	☐	☐	☐	☐	☐
	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
 Bravo					
26 Million Dollar Listing NY	☐	☐	☐	☐	☐
27 Project Runway	☐	☐	☐	☐	☐
28 The Real Housewives of New York City	☐	☐	☐	☐	☐
29 The Real Housewives of Orange County	☐	☐	☐	☐	☐
30 Watch What Happens Live	☐	☐	☐	☐	☐
 CARTOON NETWORK					
31 Ben 10	☐	☐	☐	☐	☐
32 OK K.O.	☐	☐	☐	☐	☐
33 Teen Titans Go!	☐	☐	☐	☐	☐
34 Unikitty	☐	☐	☐	☐	☐
35 We Bare Bears	☐	☐	☐	☐	☐
 CNBC					
36 Fast Money	☐	☐	☐	☐	☐
37 Mad Money	☐	☐	☐	☐	☐
38 The Profit	☐	☐	☐	☐	☐
39 Shark Tank	☐	☐	☐	☐	☐
40 Squawk Box	☐	☐	☐	☐	☐
 CNN					
41 Anderson Cooper 360°	☐	☐	☐	☐	☐
42 CNN Tonight with Don Lemon	☐	☐	☐	☐	☐
43 Cuomo Prime Time	☐	☐	☐	☐	☐
44 Erin Burnett OutFront	☐	☐	☐	☐	☐
45 New Day	☐	☐	☐	☐	☐
	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



Comedy Central

46 Corporate	☐	☐	☐	☐	☐
47 The Daily Show with Trevor Noah	☐	☐	☐	☐	☐
48 Drunk History	☐	☐	☐	☐	☐
49 The Jim Jefferies Show	☐	☐	☐	☐	☐
50 South Park	☐	☐	☐	☐	☐



Discovery Channel

51 Alaskan Bush People	☐	☐	☐	☐	☐
52 Deadliest Catch	☐	☐	☐	☐	☐
53 Fast N' Loud	☐	☐	☐	☐	☐
54 Naked & Afraid	☐	☐	☐	☐	☐
55 Street Outlaws	☐	☐	☐	☐	☐



E! (Entertainment Television)

56 E! News	☐	☐	☐	☐	☐
57 Keeping Up with the Kardashians	☐	☐	☐	☐	☐
58 Live from the Red Carpet	☐	☐	☐	☐	☐
59 People's Choice Awards	☐	☐	☐	☐	☐
60 Total Divas	☐	☐	☐	☐	☐
61 True Hollywood Story	☐	☐	☐	☐	☐



ESPN

62 Around the Horn	☐	☐	☐	☐	☐
63 First Take	☐	☐	☐	☐	☐
64 Get Up!	☐	☐	☐	☐	☐
65 PTI (Pardon the Interruption)	☐	☐	☐	☐	☐
66 SportsCenter	☐	☐	☐	☐	☐



ESPN2

67 CFB Live	☐	☐	☐	☐	☐
68 Jalen & Jacoby	☐	☐	☐	☐	☐
69 NBA: The Jump	☐	☐	☐	☐	☐
70 NFL Live	☐	☐	☐	☐	☐



Food Network

71 Beat Bobby Flay	☐	☐	☐	☐	☐
72 Chopped	☐	☐	☐	☐	☐
73 Cooks vs. Cons	☐	☐	☐	☐	☐
74 Diners, Drive-ins and Dives	☐	☐	☐	☐	☐
75 Guy's Grocery Games	☐	☐	☐	☐	☐



Fox News Channel

76 The Five	☐	☐	☐	☐	☐
77 Fox and Friends	☐	☐	☐	☐	☐
78 Hannity	☐	☐	☐	☐	☐
79 Special Report with Bret Baier	☐	☐	☐	☐	☐
80 Tucker Carlson Tonight	☐	☐	☐	☐	☐



FREEFORM

Freeform

81 The Bold Type	☐	☐	☐	☐	☐
82 Grownish	☐	☐	☐	☐	☐
83 Marvel's Cloak & Dagger	☐	☐	☐	☐	☐
84 Pretty Little Liars: The Perfectionists	☐	☐	☐	☐	☐
85 Siren	☐	☐	☐	☐	☐

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



FEARLESS

FX

86 American Horror Story	☐	☐	☐	☐	☐
87 Atlanta	☐	☐	☐	☐	☐
88 Better Things	☐	☐	☐	☐	☐
89 Legion	☐	☐	☐	☐	☐
90 Mayans MC	☐	☐	☐	☐	☐



Hallmark Channel

91 Chesapeake Shores	☐	☐	☐	☐	☐
92 Good Witch	☐	☐	☐	☐	☐
93 Home & Family	☐	☐	☐	☐	☐
94 Meet the Peetes	☐	☐	☐	☐	☐
95 When Calls the Heart	☐	☐	☐	☐	☐



HISTORY

History Channel

96 Alone	☐	☐	☐	☐	☐
97 American Pickers	☐	☐	☐	☐	☐
98 The Curse of Oak Island	☐	☐	☐	☐	☐
99 Forged In Fire	☐	☐	☐	☐	☐
100 Swamp People	☐	☐	☐	☐	☐



Home & Garden Television

101 Beachfront Bargain Hunt	☐	☐	☐	☐	☐
102 Hometown	☐	☐	☐	☐	☐
103 House Hunters	☐	☐	☐	☐	☐
104 Property Brothers: Buying and Selling	☐	☐	☐	☐	☐
105 Restored by the Fords	☐	☐	☐	☐	☐



HLN

106 Forensic Files	☐	☐	☐	☐	☐
107 How it Really Happened	☐	☐	☐	☐	☐
108 Morning Express With Robin Meade	☐	☐	☐	☐	☐
109 On the Story	☐	☐	☐	☐	☐
110 Weekend Express With Lynn Smith	☐	☐	☐	☐	☐



Hulu

111 The Act	☐	☐	☐	☐	☐
112 Four Weddings and a Funeral	☐	☐	☐	☐	☐
113 Ramy	☐	☐	☐	☐	☐
114 Shrill	☐	☐	☐	☐	☐
115 Wu-Tang: An American Saga	☐	☐	☐	☐	☐



Investigation Discovery

116 Deadline Crime with Tamron Hall	☐	☐	☐	☐	☐
117 Disappeared	☐	☐	☐	☐	☐
118 Homicide Hunter Lt. Joe Kenda	☐	☐	☐	☐	☐
119 On the Case with Paula Zahn	☐	☐	☐	☐	☐
120 See No Evil	☐	☐	☐	☐	☐



TELEVISION

ION

121 Chicago PD	☐	☐	☐	☐	☐
122 Criminal Minds	☐	☐	☐	☐	☐
123 Law & Order: Special Victims Unit	☐	☐	☐	☐	☐
124 NCIS: Los Angeles	☐	☐	☐	☐	☐
125 Private Eyes	☐	☐	☐	☐	☐

1

6

8

9

0

CABLE/SATELLITE/
STREAMING TV
NETWORKS
(Continued)

66X

Watched
last
30 daysWatched
last
7 daysIf you watched the
program in the Past 7
days, how much
attention were
you paying?

Full Most Some



Lifetime

126	Bring It.	☐	☐	☐	☐	☐
127	Little Women	☐	☐	☐	☐	☐
128	Live PD: Women on Patrol	☐	☐	☐	☐	☐
129	Married At First Sight	☐	☐	☐	☐	☐
130	You.	☐	☐	☐	☐	☐



MTV

131	The Challenge	☐	☐	☐	☐	☐
132	Ex on the Beach	☐	☐	☐	☐	☐
133	Lindsay Lohan's Beach Club	☐	☐	☐	☐	☐
134	Made in Staten Island	☐	☐	☐	☐	☐
135	Siesta Key	☐	☐	☐	☐	☐



National Geographic Channel

136	Cosmos	☐	☐	☐	☐	☐
137	Life Below Zero	☐	☐	☐	☐	☐
138	Mars.	☐	☐	☐	☐	☐
139	Valley of the Boom.	☐	☐	☐	☐	☐
140	Wicked Tuna	☐	☐	☐	☐	☐



Netflix

141	Atypical	☐	☐	☐	☐	☐
142	The Crown	☐	☐	☐	☐	☐
143	House of Cards	☐	☐	☐	☐	☐
144	One Day at a Time.	☐	☐	☐	☐	☐
145	Stranger Things	☐	☐	☐	☐	☐



NFL Network

146	A Football Life	☐	☐	☐	☐	☐
147	GameDay Morning	☐	☐	☐	☐	☐
148	Good Morning Football	☐	☐	☐	☐	☐
149	NFL Fantasy Live.	☐	☐	☐	☐	☐
150	NFL Total Access.	☐	☐	☐	☐	☐



Nickelodeon

151	Blaze	☐	☐	☐	☐	☐
152	Henry Danger	☐	☐	☐	☐	☐
153	The Loud House	☐	☐	☐	☐	☐
154	Paw Patrol	☐	☐	☐	☐	☐
155	SpongeBob SquarePants	☐	☐	☐	☐	☐



Paramount Network

156	Bar Rescue	☐	☐	☐	☐	☐
157	Ink Master	☐	☐	☐	☐	☐
158	Lip Sync Battle.	☐	☐	☐	☐	☐
159	Yellowstone	☐	☐	☐	☐	☐



Prime Video (formerly Amazon Prime Video)

160	Bosch.	☐	☐	☐	☐	☐
161	Catastrophe	☐	☐	☐	☐	☐
162	The Grand Tour	☐	☐	☐	☐	☐
163	Jack Ryan	☐	☐	☐	☐	☐
164	The Marvelous Mrs. Maisel	☐	☐	☐	☐	☐
		1	6	8	9	0

CABLE/SATELLITE/
STREAMING TV
NETWORKS
(Continued)

66X

Watched
last
30 daysWatched
last
7 daysIf you watched the
program in the Past 7
days, how much
attention were
you paying?

Full Most Some



SYFY

165	Deadly Class	☐	☐	☐	☐	☐
166	Happy!	☐	☐	☐	☐	☐
167	Krypton	☐	☐	☐	☐	☐
168	The Magicians	☐	☐	☐	☐	☐
169	Wynonna Earp.	☐	☐	☐	☐	☐



TBS

170	Conan	☐	☐	☐	☐	☐
171	Final Space	☐	☐	☐	☐	☐
172	Last OG.	☐	☐	☐	☐	☐
173	Miracle Workers.	☐	☐	☐	☐	☐
174	Misery Index	☐	☐	☐	☐	☐



TLC

175	Little People, Big World	☐	☐	☐	☐	☐
176	Long Island Medium	☐	☐	☐	☐	☐
177	My Big Fat Fabulous Life	☐	☐	☐	☐	☐
178	90 Day Fiance	☐	☐	☐	☐	☐
179	Sister Wives.	☐	☐	☐	☐	☐



TNT

180	Animal Kingdom.	☐	☐	☐	☐	☐
181	Claws.	☐	☐	☐	☐	☐
182	I Am the Night	☐	☐	☐	☐	☐
183	Snowpiercer.	☐	☐	☐	☐	☐
184	Tell Me Your Secrets	☐	☐	☐	☐	☐



truTV

185	Adam Ruins Everything.	☐	☐	☐	☐	☐
186	The Carbonaro Effect.	☐	☐	☐	☐	☐
187	Hack My Life	☐	☐	☐	☐	☐
188	Impractical Jokers	☐	☐	☐	☐	☐
189	I'm Sorry	☐	☐	☐	☐	☐



USA Network

190	Chrisley Knows Best	☐	☐	☐	☐	☐
191	Miz & Mrs.	☐	☐	☐	☐	☐
192	Queen Of The South	☐	☐	☐	☐	☐
193	Real Country	☐	☐	☐	☐	☐
194	WWE Raw	☐	☐	☐	☐	☐



The Weather Channel

195	AMHQ	☐	☐	☐	☐	☐
196	SOS: How to Survive.	☐	☐	☐	☐	☐
197	Weather Center Live	☐	☐	☐	☐	☐
198	Weather Gone Viral	☐	☐	☐	☐	☐
199	Weekend Recharge.	☐	☐	☐	☐	☐
		1	6	8	9	0

SPORTS PROGRAMS

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?

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

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 16 days. On about how many of the 16 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

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.)

68N		Yes	Full	Most	Some	Your Own Home	Someone Else's Home	Hotel/Motel	Bar/Restaurant	Somewhere Else
BASEBALL										
01	ABC Little League World Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	ESPN Little League World Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	FOX Major League Baseball World Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	FOX MLB Championship Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	FOX MLB Divisional Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	MLB Wild Card Game	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	TBS MLB Championship Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	TBS MLB Divisional Series	☐	☐	☐	☐	☐	☐	☐	☐	☐
BASKETBALL										
09	ABC NBA Finals	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	ABC NBA Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	ABC WNBA Championship Finals	☐	☐	☐	☐	☐	☐	☐	☐	☐
12	ABC WNBA Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	CBS NCAA Men's Basketball Tournament	☐	☐	☐	☐	☐	☐	☐	☐	☐
14	ESPN NBA Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
15	SEC Championship	☐	☐	☐	☐	☐	☐	☐	☐	☐
16	TBS NCAA Basketball Tournament	☐	☐	☐	☐	☐	☐	☐	☐	☐
17	TNT NBA Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
18	TNT NCAA Basketball Tournament	☐	☐	☐	☐	☐	☐	☐	☐	☐
19	TRU NCAA Basketball Tournament	☐	☐	☐	☐	☐	☐	☐	☐	☐
FOOTBALL										
20	CBS NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
21	CBS NFL Pre-Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
22	DIRECTV NFL Sunday Ticket	☐	☐	☐	☐	☐	☐	☐	☐	☐
23	ESPN NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
24	ESPN NFL Pre-Season Football	☐	☐	☐	☐	☐	☐	☐	☐	☐
25	FOX NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
26	FOX NFL Pre-Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
27	NBC NFL Football Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
28	NBC NFL Pre-Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
29	NFL Network Pre-Season Football	☐	☐	☐	☐	☐	☐	☐	☐	☐
30	NFL RedZone	☐	☐	☐	☐	☐	☐	☐	☐	☐
HOCKEY										
31	NBC NHL Hockey Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
32	NBC NHL Hockey Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
33	NBC Sports Network NHL Hockey Playoffs	☐	☐	☐	☐	☐	☐	☐	☐	☐
34	NBC Sports Network NHL Hockey Regular Season Games	☐	☐	☐	☐	☐	☐	☐	☐	☐
35	NHL Stanley Cup Finals	☐	☐	☐	☐	☐	☐	☐	☐	☐
SOCCER										
36	beIN Sports La Liga	☐	☐	☐	☐	☐	☐	☐	☐	☐
37	beIN Sports Ligue Un	☐	☐	☐	☐	☐	☐	☐	☐	☐
38	beIN Sports Serie A	☐	☐	☐	☐	☐	☐	☐	☐	☐
39	ESPN Major League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
40	FOX Bundesliga Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
41	FOX Major League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
42	NBC Premier League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
43	NBC Sports Network Premier League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
44	TNT UEFA Champions League	☐	☐	☐	☐	☐	☐	☐	☐	☐
		6	8	9	0	5	1	6	3	4

ANNUAL SPORTS EVENTS/SPECIALS

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.)

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			Watched Past 12 months		Where Watched			
		Yes	Your Own Home	Someone Else's Home	Somewhere Else	Yes	Your Own Home	Someone Else's Home	Somewhere Else		
AUTO RACING											
01	Formula 1	☐	☐	☐	☐	13	American Championship	☐	☐	☐	
02	Indianapolis 500	☐	☐	☐	☐	14	NBA All Star Game	☐	☐	☐	
03	Indianapolis 500 Pre-Race Show	☐	☐	☐	☐	15	NCAA Atlantic 10 Championship	☐	☐	☐	
04	IndyCar Series	☐	☐	☐	☐	16	NCAA Basketball Championship Selection Show	☐	☐	☐	
05	Monster Energy NASCAR Cup Series on FOX	☐	☐	☐	☐	17	NCAA Big East Tournament	☐	☐	☐	
06	Monster Energy NASCAR Cup Series on NBC	☐	☐	☐	☐	18	NCAA Big Ten Championship	☐	☐	☐	
07	Monster Energy NASCAR Cup Series on NBC Sports Network	☐	☐	☐	☐	19	NCAA Men's Basketball Championship Game	☐	☐	☐	
08	NASCAR Daytona 500	☐	☐	☐	☐	20	NCAA Men's Division II Basketball Championship	☐	☐	☐	
09	NASCAR Xfinity Series on FOX	☐	☐	☐	☐	21	NCAA Men's Final Four	☐	☐	☐	
10	NHRA Drag Racing on FOX	☐	☐	☐	☐	22	NCAA Missouri Valley Conference Championship	☐	☐	☐	
BASEBALL											
11	FOX Major League All-Star Game	☐	☐	☐	☐	23	NCAA Mountain West Championship	☐	☐	☐	
12	Home Run Derby	☐	☐	☐	☐	24	NCAA Road to the Final Four	☐	☐	☐	
		6	5	1	4	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.)

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		
		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	Belk Bowl	☐	☐	☐
31	Celebration Bowl	☐	☐	☐
32	Citrus Bowl	☐	☐	☐
33	College Football Playoff National Championship	☐	☐	☐
34	Cotton Bowl	☐	☐	☐
35	ESPN NFL Draft	☐	☐	☐
36	Fiesta Bowl	☐	☐	☐
37	Heisman Trophy	☐	☐	☐
38	Las Vegas Bowl	☐	☐	☐
39	NFL Network NFL Draft	☐	☐	☐
40	Orange Bowl	☐	☐	☐
41	Peach Bowl	☐	☐	☐
42	Rose Bowl	☐	☐	☐
43	SEC Championship Game	☐	☐	☐
44	Sugar Bowl	☐	☐	☐
45	Sun Bowl	☐	☐	☐
46	Super Bowl	☐	☐	☐
47	Super Bowl Post-Game Show	☐	☐	☐
48	Super Bowl Pre-Game Show	☐	☐	☐
GOLF				
49	Arnold Palmer Invitational	☐	☐	☐
50	AT&T Byron Nelson	☐	☐	☐
51	AT&T Pebble Beach Pro-Am	☐	☐	☐
52	BMW Championship	☐	☐	☐
53	Charles Schwab Challenge	☐	☐	☐
54	Dell Technologies Championship	☐	☐	☐
55	Farmers Insurance Open	☐	☐	☐
56	FedEx St. Jude Classic	☐	☐	☐
57	Fort Worth Invitational	☐	☐	☐
58	Franklin Templeton Shootout	☐	☐	☐
59	Genesis Open	☐	☐	☐
60	The Greenbrier Classic	☐	☐	☐
61	Hero World Challenge	☐	☐	☐
62	The Honda Classic	☐	☐	☐
63	John Deere Classic	☐	☐	☐
64	LPGA Tour Championship	☐	☐	☐
65	The Masters	☐	☐	☐
66	the Memorial Tournament presented by Nationwide	☐	☐	☐
67	The National	☐	☐	☐
68	The Northern Trust	☐	☐	☐
69	The Open Championship	☐	☐	☐
70	PGA Championship	☐	☐	☐
71	PGA of America Specials	☐	☐	☐
72	PGA Specials	☐	☐	☐
73	PGA Tour on Golf Channel	☐	☐	☐
74	PGA TOUR Specials	☐	☐	☐
75	The Players Championship	☐	☐	☐
76	PNC Father/Son Challenge	☐	☐	☐
77	The President's Cup	☐	☐	☐
78	RBC Canadian Open	☐	☐	☐
	6	5	1	4

ANNUAL SPORTS EVENTS/SPECIALS (Continued)	Watched Past 12 months Yes	Where Watched		
		Your Own Home	Someone Else's Home	Some- where Else
GOLF (Continued)				
79	RBC Heritage	☐	☐	☐
80	Rocket Mortgage Classic	☐	☐	☐
81	Ryder Cup	☐	☐	☐
82	Senior British Open	☐	☐	☐
83	Senior PGA Championship	☐	☐	☐
84	Shell Houston Open	☐	☐	☐
85	3M Open	☐	☐	☐
86	The Tour Championship	☐	☐	☐
87	Travelers Championship	☐	☐	☐
88	U.S. Amateur Championship	☐	☐	☐
89	U.S. Open	☐	☐	☐
90	U.S. Senior Open	☐	☐	☐
91	U.S. Women's Open	☐	☐	☐
92	Valero Texas Open	☐	☐	☐
93	Valspar Championship	☐	☐	☐
94	Waste Management Phoenix Open	☐	☐	☐
95	Wells Fargo Championship	☐	☐	☐
96	WGC—Bridgestone Invitational	☐	☐	☐
97	WGC—Dell Match Play	☐	☐	☐
98	WGC—Mexico Championship	☐	☐	☐
99	Women's British Open	☐	☐	☐
100	Women's PGA Championship	☐	☐	☐
101	Wyndham Championship	☐	☐	☐
102	Zurich Classic of New Orleans	☐	☐	☐
HORSE RACING				
103	Belmont Stakes	☐	☐	☐
104	FOX Jockey Club Horse Racing	☐	☐	☐
105	Kentucky Derby	☐	☐	☐
106	NBC Breeder's Cup	☐	☐	☐
107	NBC Sports Network Horse Racing	☐	☐	☐
108	Preakness Stakes	☐	☐	☐
109	Road to the Kentucky Derby	☐	☐	☐
110	Santa Anita Derby	☐	☐	☐
111	Summer at Saratoga/Road to Breeder's Cup	☐	☐	☐
SKATING				
112	ISU Grand Prix	☐	☐	☐
113	NBC Skating Specials	☐	☐	☐
114	U.S. Figure Skating Championships	☐	☐	☐
115	World Figure Skating Championships	☐	☐	☐
TENNIS				
116	Australian Open	☐	☐	☐
117	French Open	☐	☐	☐
118	U.S. Open Tennis on ESPN	☐	☐	☐
119	U.S. Open Tennis—Men's Championship	☐	☐	☐
120	U.S. Open Tennis—Women's Championship	☐	☐	☐
121	Wimbledon	☐	☐	☐
122	Wimbledon Highlights	☐	☐	☐
123	WTA (Women's Tennis Association)	☐	☐	☐
TRACK & FIELD				
124	Adidas Grand Prix	☐	☐	☐
125	Prefontaine Classic	☐	☐	☐
126	U.S. Track & Field Championships	☐	☐	☐
127	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.)

68P

Watched
Past 12
months

Where Watched

Your Own Home	Someone Else's Home	Some- where Else
---------------------	---------------------------	------------------------

ANNUAL SPORTS
EVENTS SPECIALS (Continued)

Yes

OTHER SPORTS

128	Alli Dew Tour	☐	☐	☐
129	America's Toughest Mudder	☐	☐	☐
130	CBS Pro Bull Riding (PBR) Series	☐	☐	☐
131	Deer Valley Celebrity Skifest	☐	☐	☐
132	English Premiership Rugby	☐	☐	☐
133	FOX Premier Boxing Champions	☐	☐	☐
134	FOX Professional Bowling	☐	☐	☐
135	Global Rally Cross Championship	☐	☐	☐
136	Jeep World Adventure	☐	☐	☐
137	Lucas Oil Challenge Cup	☐	☐	☐
138	Lucas Oil Late Model Dirt Series	☐	☐	☐
139	Lucas Oil Off Road Racing Series Pro4 & Pro2	☐	☐	☐
140	Lucas Oil Pro Pulling League	☐	☐	☐
141	Major League Fishing	☐	☐	☐
142	Moto America	☐	☐	☐
143	MotoGP	☐	☐	☐
144	NYC Marathon	☐	☐	☐
145	Red Bull Signature Series	☐	☐	☐
146	Showtime Boxing on CBS Presented by Premier Boxing Champions	☐	☐	☐
147	Summer X Games	☐	☐	☐
148	Tour de France	☐	☐	☐
149	U.S. Open Polo Championship	☐	☐	☐
150	U.S. Swimming Championship	☐	☐	☐
151	USSA Skiing	☐	☐	☐
152	The VEX Robotics World Championship	☐	☐	☐
153	Winter X Games	☐	☐	☐
154	World Cup Soccer - Men's	☐	☐	☐
155	World Cup Soccer - Women's	☐	☐	☐
156	World Gymnastics Championships	☐	☐	☐
157	World SBK	☐	☐	☐
158	World Swimming Championships	☐	☐	☐
159	WrestleMania	☐	☐	☐

ENTERTAINMENT/NEWS SPECIALS

01	ABBA All-Star Tribute	☐	☐	☐
02	ABC Academy Awards	☐	☐	☐
03	ABC American Music Awards	☐	☐	☐
04	ABC Annual Country Music Association Awards (CMA)	☐	☐	☐
05	ABC Barbara Walters Specials	☐	☐	☐
06	ABC 20/20 Specials	☐	☐	☐
07	Academy of Country Music Awards	☐	☐	☐
08	An American Celebration at Ford's Theater	☐	☐	☐
09	American Masters	☐	☐	☐
10	American Ninja Warrior Specials	☐	☐	☐
11	Big Brother	☐	☐	☐
12	Billboard Music Awards	☐	☐	☐
13	Bruno Mars 24K Magic Live	☐	☐	☐
14	A Capitol Fourth	☐	☐	☐
15	Carol Burnett 50th Anniversary Special	☐	☐	☐
16	CBS Kennedy Center Honors	☐	☐	☐
17	CBS Thanksgiving Day Parade	☐	☐	☐
18	Charlie Brown Specials	☐	☐	☐
19	Christmas in Rockefeller Center	☐	☐	☐
20	A Christmas Story	☐	☐	☐
21	CMA Country Christmas	☐	☐	☐
22	CMA Music Festival Television Special	☐	☐	☐
23	Darci Lynne: My Hometown Christmas	☐	☐	☐
24	Daytime Emmy Awards	☐	☐	☐
25	Deal or No Deal: Happy Howie Days	☐	☐	☐
26	Dick Clark's New Years Rockin' Eve with Ryan Seacrest	☐	☐	☐
27	Dick Van Dyke Special	☐	☐	☐
28	Ellen's Game of Games: Holiday Special	☐	☐	☐
29	ESPY Awards	☐	☐	☐
30	FOX New Year's Special	☐	☐	☐

6

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

Watched Past
12 months

Where Watched

Your Own Home	Someone Else's Home	Some- where Else
---------------------	---------------------------	------------------------

ENTERTAINMENT/NEWS SPECIALS
(Continued)

Yes

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

6

5

1

4

SPORTS

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?

66E

SPORTS PROGRAMS		Yes	None	One	Two	Three	Four	Full	Most	Some	Your Own Home	Some-where Else
01	Contacto Deportivo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	Formula 1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	Fútbol Central	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	Liga Mexicana De Fútbol	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	República Deportiva	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	Sólo Boxeo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	Titulares y Más	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	Titulares y Más Fin de Semana	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		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 Ford	☐	☐	☐	☐	☐	☐	☐	☐	☐
02	Combate Americas	☐	☐	☐	☐	☐	☐	☐	☐	☐
03	CONCACAF Champions League	☐	☐	☐	☐	☐	☐	☐	☐	☐
04	Copa América	☐	☐	☐	☐	☐	☐	☐	☐	☐
05	Copa América 2019	☐	☐	☐	☐	☐	☐	☐	☐	☐
06	Copa Mundial Feminina de la FIFA	☐	☐	☐	☐	☐	☐	☐	☐	☐
07	Copa Mundial Sub-17 de la FIFA	☐	☐	☐	☐	☐	☐	☐	☐	☐
08	Copa Mundial Sub-20 de la FIFA	☐	☐	☐	☐	☐	☐	☐	☐	☐
09	Copa Oro	☐	☐	☐	☐	☐	☐	☐	☐	☐
10	Fútbol Estelar	☐	☐	☐	☐	☐	☐	☐	☐	☐
11	La Liga Premier 3er Tiempo	☐	☐	☐	☐	☐	☐	☐	☐	☐
12	La Liga Premier Extra	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	Major League Soccer	☐	☐	☐	☐	☐	☐	☐	☐	☐
14	Que Momento	☐	☐	☐	☐	☐	☐	☐	☐	☐
15	Rumbo al Mundial	☐	☐	☐	☐	☐	☐	☐	☐	☐
16	Superliga	☐	☐	☐	☐	☐	☐	☐	☐	☐
17	UEFA Champions League	☐	☐	☐	☐	☐	☐	☐	☐	☐
18	UEFA Europa League	☐	☐	☐	☐	☐	☐	☐	☐	☐
19	UEFA Nations League	☐	☐	☐	☐	☐	☐	☐	☐	☐
20	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?

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.)

66H

Watched Past 12 months

DAYTIME

Yes

- 01 **TELEMUNDO:**
(Tierra de Reyes, La Patrona, Fonul, La Sombra de Helena, Mujeres Ambisiosas, Por Siempre, Celia, Anonima) ☐
- 02 **UNIMAS:**
(Entre Dos Amores, Por Ella Soy Eva, Sanson y Dalila, Yo No Creo En Los Hombres) ☐
- 03 **UNIVISION:**
(En Tierra Salvajes, Que Bonito Amor, Tenias Que Ser Tu, Sin Tu Mirada) ☐

PRIME TIME

- 04 **TELEMUNDO:**
(El Señor de Los Cielos, Exatlon, Señora Acero, Falsa Identidad, Prisionero Numero Uno, El Baron, La Reina del Sur 2, Betty in New York, LA BANDIDA, El Final del Paraíso) ☐
- 05 **UNIMAS:**
(Atrapada, Rosario Tijeras Season 2, Tres Milagros) ☐
- 06 **UNIVISION:**
(Amar A Muerte, Jesus, Mi Marido Tiene Mas Familia, Por Amar Sin Ley Season 2) ☐

6

66L

Watched Past 12 months

Where Watched

ANNUAL EVENTS/SPECIALS

Yes

	Yes	Someone's Home	Someone Else's Home	Some-where Else
01 Alfombra de Premios Tu Mundo	☐	☐	☐	☐
02 La Alfombra Roja de Billboard.	☐	☐	☐	☐
03 Cine Especial	☐	☐	☐	☐
04 El Desfile de las Rosas	☐	☐	☐	☐
05 Detrás de la Fama.	☐	☐	☐	☐
06 Feliz Año Nuevo	☐	☐	☐	☐
07 El Grito de México.	☐	☐	☐	☐
08 Latin AMAs	☐	☐	☐	☐
09 Latin Billboard Music Awards	☐	☐	☐	☐
10 Latin Grammy	☐	☐	☐	☐
11 Las Mañanitas a la Virgen de Guadalupe . .	☐	☐	☐	☐
12 Miss Venezuela	☐	☐	☐	☐
13 Nuestra Belleza de México	☐	☐	☐	☐
14 Premio Lo Nuestro	☐	☐	☐	☐
15 Premios Bandamax.	☐	☐	☐	☐
16 Premios Billboard: Acceso VIP	☐	☐	☐	☐
17 Premios Juventud	☐	☐	☐	☐
18 Premios Oye	☐	☐	☐	☐
19 Premios Tu Mundo	☐	☐	☐	☐
20 Premios "TV y Novelas".	☐	☐	☐	☐
21 Premios Univision Deportes	☐	☐	☐	☐
22 Teletón USA	☐	☐	☐	☐
	6	5	1	4

TELEVISION NETWORKS

66Y

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?

Network

01	A&E	☐	☐
02	ABC	☐	☐
03	Adult Swim	☐	☐
04	AMC	☐	☐
05	American Heroes Channel	☐	☐
06	Animal Planet	☐	☐
07	ASPiRE	☐	☐
08	AXS TV	☐	☐
09	Azteca	☐	☐
10	BabyFirst	☐	☐
11	BBC America	☐	☐
12	BBC World News	☐	☐
13	beIN Sports	☐	☐
14	beIN Sports en Espanol	☐	☐
15	BET (Black Entertainment TV)	☐	☐
16	BET Her	☐	☐
17	Bloomberg Television	☐	☐
18	Bounce	☐	☐
19	BRAVO	☐	☐
20	Cartoon Network	☐	☐
21	CBS	☐	☐
22	CBS Sports Network	☐	☐
23	Cinemax	☐	☐
24	CMT (Country Music Television)	☐	☐
25	CNBC	☐	☐
26	CNN	☐	☐
27	Comedy Central	☐	☐
28	Cooking Channel	☐	☐
29	COZI TV	☐	☐
30	CW	☐	☐
31	Destination America	☐	☐
32	Discovery Channel	☐	☐
33	Discovery Family	☐	☐
34	Discovery Life Channel	☐	☐
35	Disney Channel	☐	☐
36	Disney Junior	☐	☐
37	Disney XD	☐	☐
38	DIY Network	☐	☐
39	E! (Entertainment Television)	☐	☐
40	El Rey	☐	☐
41	EPIX	☐	☐
42	ESPN	☐	☐
43	ESPN2	☐	☐
44	ESPNU	☐	☐
45	ESPN News	☐	☐
46	ESPN SEC	☐	☐
47	Estrella TV	☐	☐
48	Flix	☐	☐
49	FM	☐	☐
50	Food Network	☐	☐
51	FOX	☐	☐
52	Fox Business Network	☐	☐
53	Fox News Channel	☐	☐
54	Fox Sports 1	☐	☐
55	Fox Sports 2	☐	☐
56	Freeform	☐	☐
57	Fuse	☐	☐
58	FX	☐	☐
59	FXM (FX Movie Channel)	☐	☐
60	FXX	☐	☐
61	FYI	☐	☐
62	Galavision	☐	☐
63	Golf Channel	☐	☐
64	GAC (Great American Country)	☐	☐
65	GSN (Game Show Network)	☐	☐
66	Hallmark Channel	☐	☐
67	Hallmark Movies & Mysteries	☐	☐
68	History Channel	☐	☐
69	HBO	☐	☐
70	HGTV (Home & Garden Television)	☐	☐

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	HLN	☐	☐
72	HSN (Home Shopping Network)	☐	☐
73	IFC TV	☐	☐
74	INSP	☐	☐
75	Investigation Discovery	☐	☐
76	ION	☐	☐
77	LAFF	☐	☐
78	Lifetime	☐	☐
79	Lifetime Movies	☐	☐
80	Logo	☐	☐
81	MAVTV	☐	☐
82	MeTV	☐	☐
83	MLB Network	☐	☐
84	Motor Trend Network	☐	☐
85	MSNBC	☐	☐
86	The Movie Channel	☐	☐
87	MTV (Music Television)	☐	☐
88	MTV Classic	☐	☐
89	MTV 2	☐	☐
90	MTV Live	☐	☐
91	Music Choice	☐	☐
92	Nat Geo Wild	☐	☐
93	National Geographic Channel	☐	☐
94	NBA TV	☐	☐
95	NBC	☐	☐
96	NBC Sports Network	☐	☐
97	NFL Network	☐	☐
98	NHL Network	☐	☐
99	Nick at Nite	☐	☐
100	Nick Jr.	☐	☐
101	Nickelodeon	☐	☐
102	Outdoor Channel	☐	☐
103	Ovation TV	☐	☐
104	OWN (Oprah Winfrey Network)	☐	☐
105	Oxygen	☐	☐
106	Paramount Network	☐	☐
107	PBS	☐	☐
108	PBS KIDS	☐	☐
109	POP	☐	☐
110	QVC	☐	☐
111	Reelz Channel	☐	☐
112	RFD-TV (Rural Free Delivery TV)	☐	☐
113	SCI	☐	☐
114	Showtime	☐	☐
115	Smithsonian Channel	☐	☐
116	Sportsman Channel	☐	☐
117	Starz	☐	☐
118	Starz Encore	☐	☐
119	SundanceTV	☐	☐
120	SYFY	☐	☐
121	TBS	☐	☐
122	TeenNick	☐	☐
123	Telemundo	☐	☐
124	Tennis Channel	☐	☐
125	TLC	☐	☐
126	TNT	☐	☐
127	Travel Channel	☐	☐
128	truTV	☐	☐
129	TCM (Turner Classic Movies)	☐	☐
130	TV Land	☐	☐
131	TV Land Classic	☐	☐
132	TV One	☐	☐
133	Unimas	☐	☐
134	Universal Kids	☐	☐
135	Universo	☐	☐
136	Univision	☐	☐
137	Univision Deportes Network (UDN)	☐	☐
138	UP TV	☐	☐
139	USA Network	☐	☐
140	Vh1	☐	☐
141	Viceland	☐	☐
142	The Weather Channel	☐	☐
143	WE tv	☐	☐
144	WGN America	☐	☐

1

2

MOVIE ATTENDANCE

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:

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		Viewed with Video On Demand or PPV past 6 months	Down- loaded or Streamed from the Internet, past 6 months
		Rented past 6 months	Purchased past 6 months		
12 Strong	☐	☐	☐	☐	☐ 01
The 15:17 to Paris	☐	☐	☐	☐	☐ 02
A Quiet Place	☐	☐	☐	☐	☐ 03
A Simple Favor	☐	☐	☐	☐	☐ 04
A Star is Born (2018)	☐	☐	☐	☐	☐ 05
A Wrinkle in Time	☐	☐	☐	☐	☐ 06
Adrift	☐	☐	☐	☐	☐ 07
Alpha	☐	☐	☐	☐	☐ 08
Annihilation	☐	☐	☐	☐	☐ 09
Ant-Man and the Wasp	☐	☐	☐	☐	☐ 10
Aquaman	☐	☐	☐	☐	☐ 11
Avengers: Infinity War	☐	☐	☐	☐	☐ 12
Bad Times At The El Royale	☐	☐	☐	☐	☐ 13
BlackKkLansman	☐	☐	☐	☐	☐ 14
Blockers	☐	☐	☐	☐	☐ 15
Bohemian Rhapsody	☐	☐	☐	☐	☐ 16
Book Club	☐	☐	☐	☐	☐ 17
Breaking In (2018)	☐	☐	☐	☐	☐ 18
Bumblebee	☐	☐	☐	☐	☐ 19
Chappaquiddick	☐	☐	☐	☐	☐ 20
Crazy Rich Asians	☐	☐	☐	☐	☐ 21
Creed II	☐	☐	☐	☐	☐ 22
Deadpool 2	☐	☐	☐	☐	☐ 23
Death Wish (2018)	☐	☐	☐	☐	☐ 24
Disney's Christopher Robin	☐	☐	☐	☐	☐ 25
Dr. Seuss' The Grinch (2018)	☐	☐	☐	☐	☐ 26
The Equalizer 2	☐	☐	☐	☐	☐ 27
Fantastic Beasts: The Crimes of Grindelwald	☐	☐	☐	☐	☐ 28
The Favourite	☐	☐	☐	☐	☐ 29
First Man	☐	☐	☐	☐	☐ 30
Forever My Girl	☐	☐	☐	☐	☐ 31
Game Night	☐	☐	☐	☐	☐ 32
Goosebumps 2: Haunted Halloween	☐	☐	☐	☐	☐ 33
Green Book	☐	☐	☐	☐	☐ 34
Halloween (2018)	☐	☐	☐	☐	☐ 35
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		Viewed with Video On Demand or PPV past 6 months	Down- loaded or Streamed from the Internet, past 6 months
		Rented past 6 months	Purchased past 6 months		
The Hate U Give	☐	☐	☐	☐	☐ 36
Hereditary	☐	☐	☐	☐	☐ 37
Holmes and Watson	☐	☐	☐	☐	☐ 38
Hotel Transylvania 3: Summer Vacation	☐	☐	☐	☐	☐ 39
The House With A Clock In Its Walls	☐	☐	☐	☐	☐ 40
I Can Only Imagine	☐	☐	☐	☐	☐ 41
I Feel Pretty	☐	☐	☐	☐	☐ 42
Incredibles 2	☐	☐	☐	☐	☐ 43
Instant Family	☐	☐	☐	☐	☐ 44
Isle Of Dogs	☐	☐	☐	☐	☐ 45
Jurassic World: Fallen Kingdom	☐	☐	☐	☐	☐ 46
Life of the Party	☐	☐	☐	☐	☐ 47
Love, Simon	☐	☐	☐	☐	☐ 48
Mamma Mia: Here We Go Again!	☐	☐	☐	☐	☐ 49
Mary Poppins Returns	☐	☐	☐	☐	☐ 50
Mary Queen of Scots	☐	☐	☐	☐	☐ 51
Maze Runner: The Death Cure	☐	☐	☐	☐	☐ 52
The Meg	☐	☐	☐	☐	☐ 53
The Miracle Season	☐	☐	☐	☐	☐ 54
Mission: Impossible - Fallout	☐	☐	☐	☐	☐ 55
The Mule	☐	☐	☐	☐	☐ 56
Night School (2018)	☐	☐	☐	☐	☐ 57
Nobody's Fool	☐	☐	☐	☐	☐ 58
The Nun	☐	☐	☐	☐	☐ 59
The Nutcracker and the Four Realms	☐	☐	☐	☐	☐ 60
Ocean's 8	☐	☐	☐	☐	☐ 61
Operation Finale	☐	☐	☐	☐	☐ 62
Overboard (2018)	☐	☐	☐	☐	☐ 63
Overlord	☐	☐	☐	☐	☐ 64
Pacific Rim Uprising	☐	☐	☐	☐	☐ 65
Paul, Apostle of Christ	☐	☐	☐	☐	☐ 66
Peppermint	☐	☐	☐	☐	☐ 67
Peter Rabbit	☐	☐	☐	☐	☐ 68
The Predator (2018)	☐	☐	☐	☐	☐ 69
Ralph Breaks the Internet	☐	☐	☐	☐	☐ 70
Rampage (2018)	☐	☐	☐	☐	☐ 71
Ready Player One	☐	☐	☐	☐	☐ 72
Red Sparrow	☐	☐	☐	☐	☐ 73
Robin Hood (2018)	☐	☐	☐	☐	☐ 74
Searching	☐	☐	☐	☐	☐ 75
Second Act	☐	☐	☐	☐	☐ 76
Sherlock Gnomes	☐	☐	☐	☐	☐ 77
Show Dogs	☐	☐	☐	☐	☐ 78
Sicario: Day of the Soldado	☐	☐	☐	☐	☐ 79
Skyscraper	☐	☐	☐	☐	☐ 80
Slender Man	☐	☐	☐	☐	☐ 81
Smallfoot	☐	☐	☐	☐	☐ 82
Solo: A Star Wars Story	☐	☐	☐	☐	☐ 83
Sorry to Bother You	☐	☐	☐	☐	☐ 84
Spider-Man: Into The Spider-Verse	☐	☐	☐	☐	☐ 85
The Spy Who Dumped Me	☐	☐	☐	☐	☐ 86
Strangers: Prey at Night	☐	☐	☐	☐	☐ 87
Super Troopers 2	☐	☐	☐	☐	☐ 88
Tag	☐	☐	☐	☐	☐ 89
Teen Titans Go! To The Movies	☐	☐	☐	☐	☐ 90
Tomb Raider	☐	☐	☐	☐	☐ 91
Truth or Dare	☐	☐	☐	☐	☐ 92
Tully (2018)	☐	☐	☐	☐	☐ 93
Tyler Perry's Acrimony	☐	☐	☐	☐	☐ 94
Venom (2018)	☐	☐	☐	☐	☐ 95
Vice	☐	☐	☐	☐	☐ 96
Welcome to Marwen	☐	☐	☐	☐	☐ 97
White Boy Rick	☐	☐	☐	☐	☐ 98
Widows	☐	☐	☐	☐	☐ 99
Won't You Be My Neighbor?	☐	☐	☐	☐	☐ 100
1		2	3	4	5

YOUR INTENTIONS

69K

IN THE NEXT TWELVE MONTHS, HOW LIKELY ARE YOU OR SOMEONE IN YOUR HOUSEHOLD TO:

Very
LikelySomewhat
LikelyNot Very
LikelyNot at all
Likely

Home:

Buy your first house/residence
 Buy a second house/or vacation home
 Sell your house/residence
 Take out a 2nd Mortgage or Equity Loan

☐
☐
☐
☐
☐
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☐
☐
☐
☐
☐
☐
☐ 01
☐ 02
☐ 03
☐ 04

Remodel your home:

Remodel Kitchen
 Remodel Bathroom
 Convert room to home office
 Add rooms – Exterior Additions
 Other

☐
☐
☐
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☐ 05
☐ 06
☐ 07
☐ 08
☐ 09

Buy insurance or financial products:

Homeowner or personal property
 Life insurance
 Auto insurance
 Invest in stocks, bonds, or mutual funds

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Travel: Vacation within the U.S.:

Hawaii
 Florida
 Theme Park
 Other

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Cruise: (for more than 1 day)

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Travel: Vacation abroad:

Europe
 Caribbean
 Mexico
 South America
 Other

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Vehicle:

Buy a new vehicle
 Buy a used or pre-owned vehicle
 Lease a vehicle

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Buy/lease vehicle type:

2-door car
 4-door car
 Van/Mini-van
 Motorcycle
 Sport Utility Vehicle
 Truck
 Hybrid/Alternative Fuel Vehicle

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Buy electronics:

E-reader (e.g. Amazon Kindle)
 Tablet (e.g. Apple iPad)
 Smartwatch
 Home theater system
 Large flat screen/HDTV (27" - 42")
 Giant flat screen/HDTV (43" or more)
 Digital video camera/Digital camera
 Desktop computer
 Laptop computer
 Satellite Radio
 Smartphone
 Smart Speaker (e.g. Amazon Echo)
 "SmartHome" hub

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Lifestyle (you personally):

Get engaged
 Become a parent
 Become a grandparent
 Have a child go away to college
 Have a child graduate from college
 Have a child get married
 Retire from full-time work
 Rollover from pension/IRA/401(k)
 Collect lump-sum from pension/IRA/401(k)
 Start or buy a new business
 Start or return to school
 Change jobs
 Get a dog or cat

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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

69E

ATTITUDES TOWARD ADVERTISING

63B

Does not describe
your attitude at all

1 2 3 4 5 6 7 8 9 10

- [illegible]

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
importantAverage
importanceExtremely
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

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		AGREE	
	Completely	Somewhat	Somewhat	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

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		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	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 _____ Model _____
(Write In) (Write In)

VACATION TRAVEL

69L	DISAGREE		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	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

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		AGREE	
	Completely	Somewhat	Somewhat	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		AGREE	
	Completely	Somewhat	Somewhat	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 and 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		B. How much Interest do you have?		
	Have seen in last 6 months	Have seen in last 30 days	Considerable Interest	Some Interest	Not Much Interest
Billboards	☐	☐	☐	☐	☐ 01
Ads on buses/trains	☐	☐	☐	☐	☐ 02
Ads at bus stops or train stations	☐	☐	☐	☐	☐ 03
Ads inside taxis	☐	☐	☐	☐	☐ 04
Ads on top of taxis	☐	☐	☐	☐	☐ 05
Ads at an airport	☐	☐	☐	☐	☐ 06
Ads on phone booths	☐	☐	☐	☐	☐ 07
Ads at sports or entertainment events	☐	☐	☐	☐	☐ 08
Ads on postcards.	☐	☐	☐	☐	☐ 09
Ads sent to a cell phone or other mobile device	☐	☐	☐	☐	☐ 10
Ads on posters at movie theaters	☐	☐	☐	☐	☐ 11
Ads shown on-screen before the start of a movie	☐	☐	☐	☐	☐ 12
Ads on shopping carts.	☐	☐	☐	☐	☐ 13
Ads in stores (not video ads).	☐	☐	☐	☐	☐ 14
Ads in shopping malls (not video ads).	☐	☐	☐	☐	☐ 15
Video Ads in grocery stores.	☐	☐	☐	☐	☐ 16
Video Ads in drug stores	☐	☐	☐	☐	☐ 17
Video Ads in convenience stores.	☐	☐	☐	☐	☐ 18
Video Ads in large discount/department stores.	☐	☐	☐	☐	☐ 19
Video Ads in warehouse/club stores	☐	☐	☐	☐	☐ 20
Video Ads in other stores	☐	☐	☐	☐	☐ 21
Video Ads in shopping malls	☐	☐	☐	☐	☐ 22
Video Ads in shopping mall food courts	☐	☐	☐	☐	☐ 23
Video Ads in 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		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	4	
1. I enjoy reading about new technology products	☐	☐	☐	☐	01
2. I'm willing to pay more for top quality electronics	☐	☐	☐	☐	02
3. I often take the opportunity to discuss my knowledge of technology or electronic products with others	☐	☐	☐	☐	03
4. Computers are too confusing to be of much use to me	☐	☐	☐	☐	04
5. I give others advice when they are looking to buy technology or electronic products	☐	☐	☐	☐	05
6. Computers can be a good source of entertainment	☐	☐	☐	☐	06
7. I'm fascinated by new technology	☐	☐	☐	☐	07
8. I enjoy learning about technology or electronic products from others	☐	☐	☐	☐	08
9. Technology helps make my life more organized	☐	☐	☐	☐	09
10. Before buying electronics, I do as much research as possible	☐	☐	☐	☐	10
11. Technology has little impact on my daily life	☐	☐	☐	☐	11
12. When I find a technology or electronic product I like, I typically recommend it to people I know	☐	☐	☐	☐	12
13. I am among the first of my friends 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		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	4	
1. The Internet is a great way to gather information on products/services I'm considering purchasing	☐	☐	☐	☐	01
2. The Internet is a great way to actually buy products	☐	☐	☐	☐	02
3. The Internet has allowed me to learn things I probably wouldn't have learned otherwise	☐	☐	☐	☐	03
4. The Internet 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		AGREE		
	Completely	Somewhat	Somewhat	Completely	
	1	2	3	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 a streaming TV service	☐	☐	☐	☐ 14

1

2

3

4

How important are each of the following to you when watching TV programs?

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 with others	☐	☐	☐	☐ 06
"Binge-watching"	☐	☐	☐	☐ 07
Wide variety of programs	☐	☐	☐	☐ 08
On a network I like	☐	☐	☐	☐ 09
Access to older episodes or seasons of a show	☐	☐	☐	☐ 10
Access to series no longer on the air	☐	☐	☐	☐ 11
Watching an episode live when it first airs	☐	☐	☐	☐ 12
Talking about shows with my friends	☐	☐	☐	☐ 13

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	Advertising/promotions	☐ 6
Family and friends (other ways/"word of mouth")	☐ 2	TV service provider's website/app	☐ 7
"Liking" or "following" a network's social networking site	☐ 3	TV network's website/app	☐ 8
Reading or watching reviews	☐ 4	Recommendations from a streaming service's website/app	☐ 9
"Channel-surfing"	☐ 5		

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	Somewhat	AGREE Somewhat	Completely
1. I will often turn to my favorite TV channels, just to see what's on	☐	☐	☐	☐ 01
2. I turn on TV only to watch my favorite shows	☐	☐	☐	☐ 02
3. I subscribe to online streaming TV services just for the original programming	☐	☐	☐	☐ 03
4. Subscribing to streaming services is totally worth the money	☐	☐	☐	☐ 04
5. There are many ways to watch TV nowadays, so there's always something for me to watch	☐	☐	☐	☐ 05
6. I watch more TV now overall than I did one year ago	☐	☐	☐	☐ 06
7. TV is more interesting now than ever before	☐	☐	☐	☐ 07
8. I use social media to talk about shows I watch	☐	☐	☐	☐ 08
9. The quality of TV programming has improved in the last few years	☐	☐	☐	☐ 09
10. "Binge watching" episodes of a TV program is a great way to watch a series	☐	☐	☐	☐ 10
11. There are shows that I want to watch, but I just don't have time	☐	☐	☐	☐ 11
12. I like to "save up" episodes of my favorite shows to watch more than one in a sitting	☐	☐	☐	☐ 12
13. I would consider dropping my cable subscription if I could view my favorite programs online for less money	☐	☐	☐	☐ 13
14. I would watch TV programs on my cell phone more often, if the screen size was bigger	☐	☐	☐	☐ 14
15. I only watch TV when I know I can skip commercials	☐	☐	☐	☐ 15
16. I often talk about TV shows with my friends	☐	☐	☐	☐ 16
17. I like watching shows that everyone's talking about	☐	☐	☐	☐ 17
18. It's important for me to watch TV programs when they first air so I don't accidentally hear any "spoilers"	☐	☐	☐	☐ 18
19. I'm more likely to buy products or services advertised on networks/streaming services I like	☐	☐	☐	☐ 19
20. I pay more attention to commercials on networks/streaming services I like	☐	☐	☐	☐ 20
21. I often feel like I'm overwhelmed with choice when it comes to watching TV	☐	☐	☐	☐ 21
22. My family often watches different programs on different "screens," but in the same room	☐	☐	☐	☐ 22
23. I like watching TV together with my friends and family	☐	☐	☐	☐ 23

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

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

YEAST		Your Household:	
	Used in last 6 months	Packs/ last 30 days	
720			
TOTAL:	☐	00	
BRANDS:			
Fleischmann's	☐	01	
Red Star	☐	02	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	
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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

SPRAY NON-STICK
COOKING PRODUCTSYour Household:
Used in
last 6
months Cans/
last 6
months

729

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
_____ 999

OTHER (Write In)

BAKING POWDER
AND SODAYour Household:
Used in
last 6
months Packages/
last 30
days

730

TOTAL: ☐ _____ 00

TYPES:

Powder ☐ _____ 01
Soda ☐ _____ 02

BRANDS:

Argo ☐ _____ 03
Arm & Hammer ☐ _____ 04
Calumet ☐ _____ 05
Clabber Girl ☐ _____ 06
Davis ☐ _____ 07
Rumford ☐ _____ 08
_____ 999

OTHER (Write In)

SHORTENING

Your Household:
Used in
last 6
months Pounds/
last 30
days

731

TOTAL: ☐ _____ 00

BRANDS:

Crisco Regular ☐ _____ 01
Crisco Butter Flavor ☐ _____ 02
Store's Own Brand ☐ _____ 03
_____ 999

OTHER (Write In)

SOUR CREAM

Your Household:
Used in
last 6
months Containers/
last 30
days

733

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
_____ 999

OTHER (Write In)

FRESH MILK

Your Household:
Used in
last 6
months Quarts/
last 7
days

734

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
_____ 999

OTHER (Write In)

EVAPORATED/
CONDENSED MILKYour Household:
Used in
last 6
months Cans/
last 30
days

736

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
_____ 999

OTHER (Write In)

NON-DAIRY CREAM
SUBSTITUTESYour Household:
Used in
last 6
months Servings/
average
day

737

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
_____ 999

OTHER (Write In)

YOGURT

Your Household:
Used in
last 6
months Containers/
last 7
days

738

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 Whips! ☐ _____ 34

Store's Own Brand ☐ _____ 35
_____ 999

OTHER (Write In)

FROZEN YOGURT

Your Household:
Used in
last 6
months Pints/
last 7
days

739

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
_____ 999

OTHER (Write In)

ICE CREAM,
GELATO
& SHERBETYour Household:
Used in
last 6
months Pints/
last 7
days

740

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
 ☐ 999

OTHER (Write In)

ICE CREAM BARS,
SANDWICHES &
BON BONSYour Household:
Used in
last 6
months Packages/
last 30
days

742

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
 ☐ 999

OTHER (Write In)

FROZEN/
REFRIGERATED
DESSERTSYour Household:
Used in
last 6
months Packages/
last 30
days

745

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
 Philadelphia Cheesecake
Cups ☐ 11
 Sara Lee Cheesecake ☐ 12
 Sara Lee Coffee Cake ☐ 13
 Sara Lee Pies ☐ 14
 Sara Lee Pound Cake ☐ 15
 Sara Lee (Other Desserts) ☐ 16
 Weight Watchers Smart
Ones ☐ 17
 Store's Own Brand ☐ 18
 ☐ 999

OTHER (Write In)

BAR BAKING
CHOCOLATEYour Household:
Used in
last 6
months Boxes/
last 30
days

747

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
 ☐ 999

OTHER (Write In)

WHIPPED TOPPING

Your Household:
Used in
last 12
months Containers/
last 12
months

743

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
 ☐ 999

OTHER (Write In)

FROZEN SNACKS
(Not Frozen Yogurt
or Ice Cream)Your Household:
Used in
last 6
months Packages/
last 30
days

741

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
 ☐ 999

OTHER (Write In)

DESSERT TOPPINGS

Your Household:
Used in
last 12
months Jars/
Containers
last 12 months

744

TOTAL: ☐ 00

BRANDS:

Hershey's ☐ 01
 Mrs. Richardson's ☐ 02
 Nestlé Nesquik ☐ 03
 Smucker's ☐ 04
 Store's Own Brand ☐ 05
 ☐ 999

OTHER (Write In)

NUTS FOR COOKING

Your Household:
Used in
last 6
months Pounds/
last 30
days

852

TOTAL: ☐ 00

TYPES:

Shelled ☐ 01
 Unshelled ☐ 02

BRANDS:

Blue Diamond Almonds ☐ 03
 Diamond ☐ 04
 Fisher ☐ 05
 Planters ☐ 06
 Store's Own Brand ☐ 07
 ☐ 999

OTHER (Write In)

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	☐	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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

COOKIES (Ready to Eat)		Your Household:	
	Used in last 6 months	Boxes or packages/ last 30 days	
757			
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	

GELATIN AND GELATIN DESSERTS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
759			
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		Your Household:	
	Used in last 6 months	Boxes or Packages/ last 30 days	
753			
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		Your Household:	
	Used in last 6 months	Packages last 30 days	
761			
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		Your Household:	
	Used in last 6 months	Packages/ Boxes last 30 days	
758			
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		Your Household:	
	Used in last 6 months	Bars/ last 30 days	
763			
TOTAL:	☐	00	
BRANDS:			
Cascadian Farm Bars	☐	01	
Entenmann's Cereal Bar	☐	02	
Fiber One Chewy Bars	☐	03	
General Mills Milk 'n Cereal Bars	☐	04	
Kashi Bars	☐	05	
Kellogg's Nutri-Grain Bar	☐	06	
Kellogg's Rice Krispies Treats	☐	07	
Kellogg's Special K Bar	☐	08	
KIND Bars	☐	09	
Little Debbie	☐	10	
Nature Valley Granola Bars	☐	11	
Nature's Path	☐	12	
Quaker Cereal Bars	☐	13	
Quaker Chewy Granola Bar	☐	14	
Other Quaker	☐	15	
Sunbelt Fruit & Grain Bars	☐	16	
Sunbelt Granola Bars	☐	17	
Store's Own Brand	☐	18	
OTHER (Write In)	☐	999	

FRUIT SNACKS		Your Household:	
	Used in last 6 months	Snacks/ last 30 days	
995			
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		Your Household:	
	Used in last 6 months	Packages/ Boxes last 30 days	
770			
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	

READY TO EAT MUFFINS		Your Household:	
	Used in last 6 months	Packages/ Boxes last 30 days	
765			
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	

BREAKFAST CEREALS
(Cold)

Your Household:

Used in
last 6
monthsIndividual
portions/
last 7 days

766

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

BREAKFAST CEREALS
(Cold)
(Continued)

Your Household:

Used in
last 6
monthsIndividual
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)

Your Household:

Used in
last 6
monthsIndividual
portions/
last 7 days

764

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

Your Household:

Used in
last 6
monthsPackages/
last 30
days

768

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

Your Household:

Used in
last 6
monthsPackages/
last 30
days

769

TOTAL: ☐ _____ 00

TYPES:

- Buttermilk ☐ _____ 01
Fruit Flavored ☐ _____ 02
Whole Wheat ☐ _____ 03
Regular ☐ _____ 04

BRANDS:

- Aunt Jemima ☐ _____ 05
Eggo Blueberry ☐ _____ 06
Eggo Cinnamon Toast ☐ _____ 07
Eggo Homestyle Waffles ☐ _____ 08
Eggo Nutri-Grain Waffles ☐ _____ 09
Eggo Waffles ☐ _____ 10
Other Eggo Waffles ☐ _____ 11
Kashi ☐ _____ 12
Van's ☐ _____ 13
Store's Own Brand ☐ _____ 14
OTHER (Write In) ☐ _____ 999

FROZEN PANCAKES/
FRENCH TOAST

Your Household:

Used in
last 6
monthsPackages/
last 30
days

767

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
Nature Nate's	☐		03
Sue Bee	☐		04
Generic (No Label)	☐		05
Store's Own Brand	☐		06
	☐		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	☐		

NATURAL OR IMPORTED CHEESE		Your Household:	
	Used in last 6 months	Pounds/last 30 days	
779			
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	

COTTAGE CHEESE		Your Household:	
	Used in last 6 months	Containers/last 30 days	
781			
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		Your Household:	
	Used in last 6 months	Packages/last 30 days	
782			
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:			
Cooking/Baking	☐	1	783-0
Spreading	☐	2	

SPREAD CHEESE/ CHEESE SAUCE		Your Household:	
	Used in last 6 months	Packages/last 30 days	
784			
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	

GRATED CHEESE		Your Household:	
	Used in last 6 months	Containers/last 30 days	
780			
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	

CRACKERS		Your Household:	
	Used in last 6 months	Boxes/last 30 days	
785			
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 Graham's	☐	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 Cheese Nips	☐	31	
Nabisco Good Thins	☐	32	
Nabisco Honey Maid Graham's	☐	33	
Nabisco Premium Saltines	☐	34	
Nabisco Ritz	☐	35	
Nabisco Ritz Bits Cheese Sandwiches	☐	36	
Nabisco Ritz Bits Peanut Butter Sandwiches	☐	37	
Nabisco Ritz Fresh Stacks	☐	38	
Nabisco Triscuit	☐	39	
Nabisco Wheat Thins	☐	40	
Other Nabisco	☐	41	
Pepperidge Farm Crackers	☐	42	
Pepperidge Farm Goldfish	☐	43	
Pepperidge Farm Goldfish Graham's	☐	44	
Pepperidge Farm Flavor Blasted Goldfish	☐	45	
Stoned Wheat Thins	☐	46	
Sunshine Cheez-It	☐	47	
Sunshine Krispy Saltines	☐	48	
Van's	☐	49	
Wasa	☐	50	
Store's Own Brand	☐	51	
OTHER (Write In)	☐	999	

RICE CAKES

Your Household:
Used in
last 6
months Packages/
last 30
days

786

TOTAL: ☐ _____ 00

BRANDS:

Quaker ☐ _____ 01
Store's Own Brand ☐ _____ 02
☐ _____ 999

OTHER (Write In)

PRETZELS

Your Household:
Used in
last 6
months Packages/
last 30
days

789

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
☐ _____ 999

OTHER (Write In)

POTATO CHIPS

Your Household:
Used in
last 6
months Packages/
last 30
days

787

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 Baked ☐ _____ 16
Lay's Kettle Cooked ☐ _____ 17
Lay's Stax ☐ _____ 18
Lay's Wavy ☐ _____ 19
Other Lay's ☐ _____ 20
Munchos ☐ _____ 21
Popchips ☐ _____ 22
Pringles Regular ☐ _____ 23
Other Pringles ☐ _____ 24
Ruffles Regular ☐ _____ 25
Other Ruffles ☐ _____ 26
Terra ☐ _____ 27
Utz ☐ _____ 28
Wise ☐ _____ 29
Store's Own Brand ☐ _____ 30
☐ _____ 999

OTHER (Write In)

POPPING CORN & POPCORN SNACKS

Your Household:
Used in
last 6
months Packages/
Bowls
served/
last 30 days

791

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
☐ _____ 999

OTHER (Write In)

CORN, TORTILLA & OTHER CHIPS & CHEESE SNACKS

Your Household:
Used in
last 6
months Packages/
last 30
days

790

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 Baked ☐ _____ 09
Combos ☐ _____ 10
Corn Nuts ☐ _____ 11
Doritos Nacho Cheese ☐ _____ 12
Doritos Cool Ranch ☐ _____ 13
Other Doritos ☐ _____ 14
Fritos Regular ☐ _____ 15
Fritos Chili Cheese ☐ _____ 16
Fritos Scoops! ☐ _____ 17
Other Fritos ☐ _____ 18
Funyuns ☐ _____ 19
Mission Tortilla Chips ☐ _____ 20
On the Border ☐ _____ 21
Pirate's Booty ☐ _____ 22
Santitas ☐ _____ 23
Stacy's Pita Chips ☐ _____ 24
SunChips ☐ _____ 25
Takis ☐ _____ 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
☐ _____ 999

OTHER (Write In)

CANNED OR JARRED SOUP/BROTH

Your Household:
Used in
last 6
months Cans/jars
last 30
days

796

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 Homestyle ☐ _____ 08
Campbell's Slow Kettle ☐ _____ 09
Campbell's Soup
on the Go ☐ _____ 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
Healthy Choice ☐ _____ 18
Kitchen Basics ☐ _____ 19
O That's Good! ☐ _____ 20
Progresso ☐ _____ 21
Progresso Light ☐ _____ 22
Progresso Rich & Hearty ☐ _____ 23
Swanson Broth ☐ _____ 24
Wolfgang Puck ☐ _____ 25
Store's Own Brand ☐ _____ 26
☐ _____ 999

OTHER (Write In)

DRY SOUP & BOUILLON

Your Household:
Used in
last 6
months Packages/
last 30
days

792

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
Wylers' Bouillon ☐ _____ 16
Store's Own Brand ☐ _____ 17
☐ _____ 999

OTHER (Write In)

PIZZA MIXES
AND SAUCESYour Household:
Used in
last 6
months
Packages/
last 30
days

793

TOTAL: ☐ 00

BRANDS:

Boboli ☐ 01

Chef Boyardee ☐ 02

Contadina ☐ 03

Prego Pizza Sauce ☐ 04

Ragú Pizza Sauce ☐ 05

OTHER (Write In) ☐ 999

MEXICAN FOODS

Your Household:
Used in
last 6
months
Packages/
last 30
days

794

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 SAUCEYour Household:
Used in
last 6
months
Jars or
Packages/
last 30 days

795

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

Your Household:
Used in
last 6
months
Bottles or
jars/last
30 days

844

TOTAL: ☐ 00

BRANDS:

French's ☐ 01

Heinz ☐ 02

Hunt's ☐ 03

Store's Own Brand ☐ 04

OTHER (Write In) ☐ 999

BOTTLED BARBECUE
&
SEASONING SAUCESYour Household:
Used in
last 6
months
Bottles/
last 3
months

845

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 & 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

Your Household:
Used in
last 6
months
Bottles/
last 6
months

846

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 SAUCEYour Household:
Used in
last 6
months
Cans/
last 30
days

799

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

Your Household:
Used in
last 6
months
Packages/
last 30
days

801

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 FRUITYour Household:
Used in
last 6
months
Cans or
Jars/last
30 days

760

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		Your Household:	
	Used in last 6 months	Cans/ last 30 days	
802			
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	
Tutorosso	☐	16	
Store's Own Brand	☐	17	
OTHER (Write In)	☐	999	

CANNED OR JARRED SPAGHETTI & MACARONI		Your Household:	
	Used in last 6 months	Cans/jars last 30 days	
805			
TOTAL:	☐	00	
BRANDS:			
Chef Boyardee	☐	01	
SpaghettiOs	☐	02	
Store's Own Brand	☐	03	
OTHER (Write In)	☐	999	

SPAGHETTI/PASTA SAUCE		Your Household:	
	Used in last 6 months	Containers/ last 30 days	
806			
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 OR JARRED VEGETABLES		Your Household:	
	Used in last 6 months	Cans or jars/last 30 days	
803			
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 TUNA		Your Household:	
	Used in last 6 months	Cans/ last 30 days	
797			
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		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
808			
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	
Giovanni Rana	☐	19	
Golden Grain	☐	20	
Light 'n Fluffy	☐	21	
Mueller's	☐	22	
No Yolks	☐	23	
Pennsylvania Dutch	☐	24	
Prince	☐	25	
Ronzoni	☐	26	
Rosetto	☐	27	
San Giorgio	☐	28	
Skinner	☐	29	
Stouffer's	☐	30	
Wacky Mac	☐	31	
Store's Own Brand	☐	32	
OTHER (Write In)	☐	999	

LUNCH OR SNACK COMBINATIONS/ KITS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
810			
TOTAL:	☐	00	
BRANDS:			
Armour LunchMakers	☐	01	
Bumble Bee Lunch on the Run	☐	02	
Hillshire Snacking	☐	03	
Hormel Natural Choice	☐	04	
Lunchables (Oscar Mayer)	☐	05	
Lunchables Uploaded (Oscar Mayer)	☐	06	
Oscar Mayer P3	☐	07	
Oscar Mayer Sandwich	☐	08	
Philadelphia Bagel Chips & Dip	☐	09	
Sargento Balanced Breaks	☐	10	
StarKist Lunch To-Go	☐	11	
Store's Own Brand	☐	12	
OTHER (Write In)	☐	999	

CANNED STEWS		Your Household:	
	Used in last 6 months	Cans/ last 30 days	
804			
TOTAL:	☐	00	
BRANDS:			
Dinty Moore	☐	01	
Store's Own Brand	☐	02	
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

Cracker Barrel Macaroni &
Cheese ☐ 07

Chef Boyardee
Microwavable Meals ☐ 08

Homestyle Bakes ☐ 09

Hormel Compleats ☐ 10

Knorr Pasta Sides ☐ 11

Kraft Deluxe Macaroni &
Cheese ☐ 12

Kraft Macaroni & Cheese ☐ 13

Kraft Macaroni & Cheese
(Kid's Shapes) ☐ 14

Kraft Macaroni & Cheese
(Microwaveable Cups) ☐ 15

Other Kraft Macaroni &
Cheese ☐ 16

Kraft Pasta Salad ☐ 17

La Choy ☐ 18

Nissin Chow Mein ☐ 19

Pasta Roni ☐ 20

Velveeta Shells & Cheese ☐ 21

Store's Own Brand ☐ 22

OTHER (Write In) ☐ 999

**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

OTHER (Write In) ☐ 999

**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

Food Network Kitchen
Inspirations ☐ 05

Hamburger Helper ☐ 06

Heinz Sloppy Joe Sauce ☐ 07

Manwich ☐ 08

Not-So-Sloppy-Joe Sloppy
Joe Sauce ☐ 09

Old El Paso ☐ 10

Tuna Helper ☐ 11

Velveeta Cheesy Skillets ☐ 12

Store's Own Brand ☐ 13

OTHER (Write In) ☐ 999

**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

OTHER (Write In) ☐ 999

**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

Hidden Valley Simply
Dinners ☐ 05

Kellogg's Corn Flake Crumbs ☐ 06

Kikkoman ☐ 07

Louisiana Fish Fry ☐ 08

Oven Fry for Chicken ☐ 09

Oven Fry for Pork ☐ 10

Progresso ☐ 11

Shake 'N Bake Original for
Chicken ☐ 12

Shake 'N Bake Original for
Pork ☐ 13

Other Shake 'N Bake ☐ 14

Zatarain's ☐ 15

Store's Own Brand ☐ 16

OTHER (Write In) ☐ 999

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

OTHER (Write In) ☐ 999

**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

OTHER (Write In) ☐ 999

FROZEN/ REFRIGERATED POTATO PRODUCTS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
818			
TOTAL:	☐	00	
TYPES:			
French Fried Potatoes	☐	01	
Mashed Potatoes	☐	02	
Other Potatoes	☐	03	
BRANDS:			
Alexia	☐	04	
Birds Eye	☐	05	
Bob Evans	☐	06	
Hormel	☐	07	
McCain French Fries	☐	08	
Other McCain	☐	09	
Ore-Ida Easy Fries	☐	10	
Ore-Ida Frozen French Fries	☐	11	
Ore-Ida Frozen Hash Browns	☐	12	
Ore-Ida Frozen Tater Tots	☐	13	
Ore-Ida Roasted	☐	14	
Ore-Ida Steam n' Mash	☐	15	
Other Ore-Ida	☐	16	
Simply Potatoes	☐	17	
Store's Own Brand	☐	18	
OTHER (Write In)	☐	999	

FROZEN VEGETABLES		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
819			
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		Your Household:	
	Used in last 6 months	Packages/ containers/ last 30 days	
842			
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)		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
821			
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	
Michelin'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		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
824			
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	
O That's Good!	☐	12	
Palermo's	☐	13	
Red Baron Deep Dish Singles	☐	14	
Red Baron Classic Crust	☐	15	
Screamin' Sicilian	☐	16	
Stouffer's French Bread Pizza	☐	17	
Tombstone Original	☐	18	
Tony's	☐	19	
Totino's Party Pizza	☐	20	
Store's Own Brand	☐	21	
OTHER (Write In)	☐	999	

VEGETARIAN FROZEN BURGERS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
984			
TOTAL:	☐	00	
BRANDS:			
Boca Burger	☐	01	
Gardenburger	☐	02	
Lightlife	☐	03	
Morningstar Farms	☐	04	
OTHER (Write In)	☐	999	

FROZEN COMPLETE DINNERS		Your Household:	
	Used in last 6 months	Number/ last 30 days	
823			
TOTAL:	☐	00	
TYPES:			
Low Calorie	☐	01	
Regular	☐	02	
KINDS:			
Single Serving	☐	03	
Family Size	☐	04	
BRANDS:			
Amy's	☐	05	
Banquet	☐	06	
Bertolli	☐	07	
Birds Eye Voila!	☐	08	
Boston Market Frozen Meal	☐	09	
Buitoni	☐	10	
Devour	☐	11	
Healthy Choice Complete Meals	☐	12	
Hungry-Man	☐	13	
Kid Cuisine	☐	14	
Lean Cuisine	☐	15	
Marie Callender's	☐	16	
Michelin's	☐	17	
Stouffer's Dinners	☐	18	
Weight Watchers Smart Ones	☐	19	
Store's Own Brand	☐	20	
OTHER (Write In)	☐	999	

FROZEN HOT SNACKS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
822			
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		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
825			
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	
O That's Good!	☐	08	
Perdue	☐	09	
Tyson	☐	10	
OTHER (Write In)	☐	999	

FISH & SEAFOOD
FRESH OR FROZENYour Household:
Used in
last 6
months Pounds
last 30
days

826

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
_____ ☐ _____ 999

OTHER (Write In)

CHICKEN &
TURKEY FRESH
OR FROZENYour Household:
Used in
last 6
months Pounds
last 30
days

827

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
_____ ☐ _____ 999

OTHER (Write In)

FROZEN BREADED
CHICKENYour Household:
Used in
last 6
months Packages/
last 30
days

828

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
_____ ☐ _____ 999

OTHER (Write In)

BEEF
FRESH/FROZENYour Household:
Used in
last 6
months Pounds/
last 30
days

829

TOTAL: ☐ _____ 00

TYPES:

Lean ☐ _____ 01
Regular ☐ _____ 02

FORMS:

Fresh ☐ _____ 03
Frozen ☐ _____ 04

KINDS:

Ground Beef ☐ _____ 05
Steaks ☐ _____ 06
Roasts ☐ _____ 07
_____ ☐ _____ 999

OTHER (Write In)

OTHER MEAT
FRESH/FROZENYour Household:
Used in
last 6
months Pounds/
last 30
days

830

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
_____ ☐ _____ 999

OTHER (Write In)

COOKED HAMS

Your Household:
Used in
last 6
months Packages/
last 30
days

831

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
_____ ☐ _____ 999

OTHER (Write In)

BACON AND
BREAKFAST STRIPSYour Household:
Used in
last 6
months Pounds/
last 30
days

834

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 Natural Choice ☐ _____ 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
_____ ☐ _____ 999

OTHER (Write In)

CANNED MEATS

Your Household:
Used in
last 6
months Cans/
last 30
days

840

TOTAL: ☐ _____ 00

BRANDS:

Hormel ☐ _____ 01
Libby's Corned Beef ☐ _____ 02
SPAM ☐ _____ 03
Treet ☐ _____ 04
Store's Own Brand ☐ _____ 05
_____ ☐ _____ 999

OTHER (Write In)

CANNED CHICKEN

Your Household:
Used in
last 6
months Cans/
last 30
days

807

TOTAL: ☐ _____ 00

BRANDS:

Hormel ☐ _____ 01
Swanson ☐ _____ 02
Valley Fresh ☐ _____ 03
Store's Own Brand ☐ _____ 04
_____ ☐ _____ 999

OTHER (Write In)

BRATWURST

Your Household:
Used in
last 6
months Pounds/
last 30
days

832

TOTAL: ☐ _____ 00

BRANDS:

Hillshire Farm ☐ _____ 01
Johnsonville ☐ _____ 02
Store's Own Brand ☐ _____ 03
_____ ☐ _____ 999

OTHER (Write In)

FRANKFURTERS &
HOT DOGSYour Household:
Used in
last 6
months Packages/
last 30
days

836

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
	☐	_____	999
OTHER (Write In)			

SAUSAGE

Your Household:
Used in
last 6
months Pounds/
last 30
days

837

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
	☐	_____	999
OTHER (Write In)			

COLD CUTS

Your Household:
Used in
last 6
months Pounds/
last 30
days

838

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
	☐	_____	999
OTHER (Write In)			

MUSTARD

Your Household:
Used in
last 6
months Jars or
squeeze
bottles/last
3 months

843

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
	☐	_____	999
OTHER (Write In)			

MEAT SNACKS

Your Household:
Used in
last 6
months Packages/
last 30
days

833

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
	☐	_____	999
OTHER (Write In)			

PICKLES

Your Household:
Used in
last 6
months Jars/
last 30
days

849

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
	☐	_____	999
OTHER (Write In)			

PICKLE RELISH

Your Household:
Used in
last 6
months Bottles or
jars/last
3 months

850

TOTAL:	☐	_____	00
BRANDS:			
Del Monte	☐	_____	01
Heinz	☐	_____	02
Mt. Olive	☐	_____	03
Vlasic	☐	_____	04
Store's Own Brand	☐	_____	05
	☐	_____	999
OTHER (Write In)			

VINEGAR

Your Household:
Used in
last 6
months Bottles/
last 30
days

854

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
	☐	_____	999
OTHER (Write In)			

SALAD OR COOKING OIL		Your Household:	
	Used in last 6 months	Pints/ last 30 days	
855			
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:			
Baking	☐	856-0	
Frying	☐	2	
Salad	☐	3	
Sautéing/Stir Frying	☐	4	
Other	☐	5	

SALAD DRESSING		Your Household:	
	Used in last 6 months	Bottles or packages/ last 30 days	
858			
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 Lite	☐	31	
Kraft (Regular)	☐	32	
Litehouse	☐	33	
Marie's	☐	34	
Marzetti	☐	35	
Newman's Own	☐	36	
Newman's Own Light	☐	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		Your Household:	
	Used in last 6 months	Bottles or packages/ last 30 days	
853			
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		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
996			
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		Your Household:	
	Used in last 6 months	Pounds/ last 30 days	
861			
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	

MAYONNAISE AND MAYONNAISE TYPE SPREAD/ DRESSING		Your Household:	
	Used in last 6 months	Jars/ last 30 days	
857			
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	
Heinz Real Mayonnaise	☐	11	
Hellmann's Light	☐	12	
Hellmann's Real	☐		
Mayonnaise	☐	13	
Hellmann's Low Fat	☐	14	
Hellmann's w/Olive Oil	☐	15	
Other Hellmann's	☐	16	
Kraft Real Mayonnaise	☐	17	
Kraft Fat Free Mayonnaise	☐	18	
Kraft Light Mayonnaise	☐	19	
Kraft Miracle Whip Fat Free	☐	20	
Kraft Miracle Whip Light	☐	21	
Kraft Miracle Whip (Regular)	☐	22	
Other Kraft	☐	23	
Store's Own Brand	☐	24	
OTHER (Write In)	☐	999	

FROZEN ORANGE JUICE		Your Household:	
	Used in last 6 months	Glasses/ average day	
862			
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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

NECTARS		Your Household:	
	Used in last 6 months	Glasses/last 7 days	
867			
TOTAL:	☐	00	
BRANDS:			
Goya	☐	01	
Jumex	☐	02	
Kern's	☐	03	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
Wyer's Light	☐	14	
Store's Own Brand	☐	15	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
OTHER (Write In)	☐	999	

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	
RealLemon	☐	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	
OTHER (Write In)	☐	999	

DRINK ADDITIVES & HOT COCOA (Add milk or water)		Your Household:	
	Used in last 6 months	Servings/ last 7 days	
869			
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	

INSTANT ICED TEA MIX		Your Household:	
	Used in last 12 months	Glasses or cups/average day (in season)	
871			
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		Your Household:	
	Used in last 6 months	Cups or glasses/average day	
872			
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	

COCOA POWDER (for baking)		Your Household:	
	Used in last 6 months	Containers/ last 30 days	
870			
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.)		Your Household:	
	Used in last 6 months	Glasses/ last 7 days	
986			
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		Your Household:	
	Used in last 12 months	Glasses or cups/average day (in season)	
871			
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		Your Household:	
	Used in last 6 months	Cups or glasses/average day	
872			
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	

COCOA POWDER (for baking)		Your Household:	
	Used in last 6 months	Containers/ last 30 days	
870			
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.)		Your Household:	
	Used in last 6 months	Glasses/ last 7 days	
986			
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	

GROUND COFFEE		Your Household:	
	Used in last 6 months	Cups or glasses/average day	
873			
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	
Community	☐	08	
Dunkin' Donuts Ground	☐	09	
Eight O'Clock	☐	10	
Folgers Breakfast Blend	☐	11	
Folgers Classic Roast	☐	12	
Folgers Classic Roast (Decaf)	☐	13	
Folgers 100% Colombian	☐	14	
Folgers French Roast	☐	15	
Folgers Gourmet Selections	☐	16	
Folgers Special Roast	☐	17	
Other Folgers	☐	18	
Gevalia	☐	19	
Green Mountain	☐	20	
Hills Bros.	☐	21	
Maxwell House 100% Colombian	☐	22	
Maxwell House (Decaf)	☐	23	
Maxwell House Master Blend (Regular)	☐	24	
Maxwell House French Roast (Regular)	☐	25	
Maxwell House Original (Regular)	☐	26	
Other Maxwell House	☐	27	
McDonald's McCafé	☐	28	
Melitta	☐	29	
Peet's	☐	30	
Seattle's Best	☐	31	
Starbucks	☐	32	
Yuban (Regular)	☐	33	
Gourmet/Coffee Bar Brand	☐	34	
Store's Own Brand (Regular)	☐	35	
Store's Own Brand (Decaf)	☐	36	
OTHER (Write In)	☐	999	

WHOLE COFFEE BEANS		Your Household:	
	Used in last 6 months	Number of pounds/ last 30 days	
874			
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	

READY TO DRINK ICED COFFEE/ COFFEE DRINKS		Your Household:	
	Used in last 6 months	Cups or glasses/ last 7 days	
878			
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	

WHOLE COFFEE BEANS		Your Household:	
	Used in last 6 months	Number of pounds/ last 30 days	
874			
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	

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	
OTHER (Write In)		999	
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	
OTHER (Write In)		999	
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	
OTHER (Write In)		8	
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	
OTHER (Write In)		999	
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	
OTHER (Write In)		999	
PRODUCT SAMPLES		987-0	
In the last 6 months, have you used a product sample?		1	
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?		6	
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			

TOILET PAPER		Your Household:	
	Used in last 6 months	Rolls/last 30 days	
888			
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 CleanCare	☐	10	
Cottonelle Fresh Care (Moist Wipes)	☐	11	
Cottonelle GentleCare	☐	12	
Marcal	☐	13	
Quilted Northern Soft & Strong	☐	14	
Quilted Northern Ultra Plush	☐	15	
Scott 1000	☐	16	
Scott ComfortPlus	☐	17	
Scott Tube-Free	☐	18	
Soft 'n Gentle	☐	19	
White Cloud	☐	20	
Store's Own Brand	☐	21	
OTHER (Write In)	☐	999	

PAPER TOWELS		Your Household:	
	Used in last 6 months	Rolls/last 30 days	
890			
TOTAL:	☐	00	
TYPES:			
Plain White	☐	01	
Print	☐	02	
BRANDS:			
Bounty	☐	03	
Bounty Essentials	☐	04	
Bounty Prints	☐	05	
Bounty Select-a-Size	☐	06	
Brawny	☐	07	
Fiora	☐	08	
Kleenex Hand Towels	☐	09	
Marcal	☐	10	
Mardi Gras	☐	11	
Scott	☐	12	
Scott Mega Roll	☐	13	
Sparkle	☐	14	
Viva	☐	15	
Store's Own Brand	☐	16	
OTHER (Write In)	☐	999	

PAPER NAPKINS		Your Household:	
	Used in last 6 months	Packs/last 30 days	
891			
TOTAL:	☐	00	
TYPES:			
Dinner	☐	01	
Family	☐	02	
BRANDS:			
Bounty	☐	03	
Chinet	☐	04	
Dixie	☐	05	
Marcal	☐	06	
Mardi Gras	☐	07	
Soft & Silky	☐	08	
Vanity Fair	☐	09	
Store's Own Brand	☐	10	
OTHER (Write In)	☐	999	

FACIAL TISSUES		Your Household:	
	Used in last 6 months	Boxes/last 30 days	
889			
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	
Puffs Plus Lotion	☐	11	
Puffs Ultra Soft	☐	12	
Scotties	☐	13	
Store's Own Brand	☐	14	
OTHER (Write In)	☐	999	

PRE-MOISTENED HOUSEHOLD WIPES		Your Household:	
	Used in last 6 months	Packages/last 30 days	
892			
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		Your Household:	
	Used in last 6 months	Packs/last 30 days	
893			
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		Your Household:	
	Used in last 6 months	Number used/last 30 days	
894			
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		Your Household:	
	Used in last 12 months	Packages/last 30 days	
895			
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	

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

PLASTIC GARBAGE BAGS & TRASH CAN LINERS

Your Household:
Used in
last 6
months Bags/
last 30
days

896

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

Your Household:
Used in
last 6
months Bags/
last 7
days

897

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

Ziploc Sandwich Bags ☐ 13

Ziploc Freezer ☐ 14

Ziploc Storage ☐ 15

Ziploc Slider Bags ☐ 16

Ziploc Zip'n Steam ☐ 17

Other Ziploc ☐ 18

Store's Own Brand ☐ 19

OTHER (Write In) ☐ 999

PLASTIC-TYPE KITCHEN WRAP

Your Household:
Used in
last 6
months Times/
last 7
days

899

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

Your Household:
Used in
last 6
months Times/
last 7
days

900

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

Your Household:
Used in
last 6
months Times/
last 30
days

898

TOTAL: ☐ 00

BRANDS:

Reynolds Cut-Rite ☐ 01

Waxtex ☐ 02

Store's Own Brand ☐ 03

OTHER (Write In) ☐ 999

PLASTIC/GLASS FOOD STORAGE CONTAINERS

Your Household:
Used in
last 6
months Number
used/last
30 days

985

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

Your Household:
Used in
last 6
months Containers/
last 6
months

902

TOTAL: ☐ 00

BRANDS:

Easy-Off Fume Free ☐ 01

Easy-Off Heavy Duty
Aerosol ☐ 02

OTHER (Write In) ☐ 999

IN-BOWL TOILET BOWL CLEANERS

Your Household:
Used in
last 6
months Containers/
last 3
months

903

TOTAL: ☐ 00

BRANDS:

Clorox ☐ 01

Clorox ToiletWand ☐ 02

Green Works ☐ 03

Kaboom ☐ 04

Lime-A-Way ☐ 05

Lysol Click Gel ☐ 06

Lysol Hydrogen Peroxide ... ☐ 07

Lysol No Mess Automatic ... ☐ 08

Other Lysol ☐ 09

Pine-Sol ☐ 10

Scotch-Brite Disposable
Toilet Scrubbers ☐ 11

Scrubbing Bubbles Fresh
Brush ☐ 12

Scrubbing Bubbles Toilet
Cleaning Gel ☐ 13

Sno Bol Liquid ☐ 14

Soft Scrub 4-in-1 ☐ 15

Ty-D-Bol ☐ 16

The Works ☐ 17

Store's Own Brand ☐ 18

OTHER (Write In) ☐ 999

IN-TANK TOILET BOWL CLEANERS

Your Household:
Used in
last 6
months Containers/
last 3
months

904

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

Your Household:
Used in
last 6
months Containers/
last 6
months

905

TOTAL: ☐ 00

BRANDS:

Doctor Drain Septic
Treatment ☐ 01

Drano Dual Force Foamer .. ☐ 02

Drano Liquid Regular ☐ 03

Drano Max Gel ☐ 04

Other Drano ☐ 05

Liquid-Plumr Double Impact .. ☐ 06

Liquid-Plumr Foaming
Clog Fighter ☐ 07

Liquid-Plumr Full Clog
Destroyer ☐ 08

Liquid-Plumr Maintenance .. ☐ 09

Liquid-Plumr Urgent Clear .. ☐ 10

Other Liquid-Plumr ☐ 11

Rid-X Septic Treatment ☐ 12

OTHER (Write In) ☐ 999

DISHWASHING LIQUID		Your Household:	
	Used in last 6 months	Sinksful of dishes/last 7 days	
906			
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)			

HOUSEHOLD CLEANERS		Your Household:	
	Used in last 6 months	Containers/last 3 months	
909			
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-Surface Liquid	☐	27	
Mean Green	☐	28	
Method All-Purpose	☐	29	
Mr. Clean Concentrated Cleaner	☐	30	
Mr. Clean Multi-Purpose Antibacterial Spray	☐	31	
Mr. Clean Multi-Purpose Liquid	☐	32	
Mr. Clean with Febreze	☐	33	
Mrs. Meyer's Clean Day	☐	34	
Murphy Oil Soap	☐	35	
OxiClean	☐	36	
Parsons Ammonia	☐	37	
Pine-Sol	☐	38	
Pine-Sol Lavender	☐	39	
Pine-Sol Lemon	☐	40	
Pledge Multi Surface	☐	41	
Scrub Free	☐	42	
Scrubbing Bubbles Bathroom Cleaner	☐	43	
Scrubbing Bubbles Heavy Duty w/Fantastik	☐	44	
Simple Green	☐	45	
Soft Scrub Total	☐	46	
Spic & Span Liquid	☐	47	
Spic & Span Powder	☐	48	
Tilex Bathroom Cleaner	☐	49	
Tilex Mold & Mildew Remover	☐	50	
X-14	☐	51	
Store's Own Brand	☐	52	
OTHER (Write In)			

SCOURING PADS		Your Household:	
	Used in last 6 months	Pads/last 30 days	
911			
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)			

RUBBER GLOVES		Your Household:	
	Used in last 6 months	Pairs/last 6 months	
912			
TOTAL:	☐	00	
BRANDS:			
Mr. Clean Gloves	☐	01	
Playtex HandSaver Gloves	☐	02	
Playtex Living Gloves	☐	03	
OTHER (Write In)			

SCOURING CLEANSERS		Your Household:	
	Used in last 6 months	Containers/last 30 days	
908			
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)			

GLASS AND SURFACE CLEANERS		Your Household:	
	Used in last 6 months	Containers/last 6 months	
914			
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)			

AUTOMATIC DISHWASHER DETERGENT		Your Household:	
	Used in last 6 months	Loads of dishes/last 7 days	
907			
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)			

HEAVY DUTY HAND CLEANERS		Your Household:	
	Used in last 6 months	Times/last 30 days	
913			
TOTAL:	☐	00	
BRANDS:			
Gojo	☐	01	
Goop	☐	02	
Lava	☐	03	
Simple Green Heavy Duty Gel	☐	04	
OTHER (Write In)			

FURNITURE POLISH

Your Household:
Used in last 6 months Containers/ last 6 months

916

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

Your Household:
Used in last 6 months Containers/ last 6 months

917

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

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

Your Household:
Used in last 6 months Containers/ last 6 months

919

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

Your Household:
Used in last 6 months Containers/ last 3 months

920

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 Freshmatic ☐ _____ 10

Air Wick Regular Spray ☐ _____ 11

Air Wick Scented Oil ☐ _____ 12

Arm & Hammer Carpet Odor Eliminator ☐ _____ 13

Arm & Hammer Carpet Deodorizer Pet Fresh ☐ _____ 14

Bath & Body Works ☐ _____ 15

Carpet Fresh ☐ _____ 16

Febreze AIR ☐ _____ 17

Febreze Candles ☐ _____ 18

Febreze CAR ☐ _____ 19

Febreze Fabric Refresher ☐ _____ 20

Febreze Home Collection ☐ _____ 21

Febreze One ☐ _____ 22

Febreze PLUG ☐ _____ 23

Febreze SmallSpaces ☐ _____ 24

Glade Candle ☐ _____ 25

Glade Plug-Ins ☐ _____ 26

Glade Carpet & Room Refresher ☐ _____ 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

Your Household:
Used in last 6 months Washloads/ last 7 days

921

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 plus OxiClean ☐ _____ 13

Arm & Hammer (Regular) ☐ _____ 14

Arm & Hammer Sensitive Skin ☐ _____ 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 plus Clorox 2 ☐ _____ 27

Purex Regular ☐ _____ 28

Seventh Generation ☐ _____ 29

Sun ☐ _____ 30

Tide Free & Gentle ☐ _____ 31

Tide HE ☐ _____ 32

Tide Liquid ☐ _____ 33

Tide plus Coldwater Clean ☐ _____ 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

Your Household:
Used in last 6 months Containers/ last 6 months

923

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

Your Household:
Used in last 6 months Washloads/last 7 days

929

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

Spray 'n Wash ☐ 17

Tide to Go ☐ 18

Tide Ultra Stain Release ☐ 19

Zout ☐ 20

..... ☐ 999

OTHER (Write In)

BLEACH

Your Household:
Used in last 6 months Washloads/last 7 days

926

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

..... ☐ 999

OTHER (Write In)

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

Pur ☐ 3

Whirlpool ☐ 4

ZeroWater ☐ 5

Other ☐ 6

SOAP & DETERGENTS FOR FINE FABRICS

Your Household:
Used in last 6 months Washloads/last 7 days

924

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

..... ☐ 999

OTHER (Write In)

FABRIC SOFTENERS/SCENT BOOSTERS

Your Household:
Used in last 6 months Washloads/last 7 days

930

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

Breezeo ☐ 12

Cuddle Soft ☐ 13

Downy April Fresh ☐ 14

Downy Clean Breeze ☐ 15

Downy Free & Gentle ☐ 16

Downy Fresh Protect ☐ 17

Downy Infusions ☐ 18

Downy Mountain Spring ☐ 19

Downy Unstopables ☐ 20

Downy w/Febreze ☐ 21

Other Downy ☐ 22

Final Touch ☐ 23

Gain (Fabric Softener) ☐ 24

Gain Fireworks ☐ 25

Purex ☐ 26

Snuggle Exhilarations ☐ 27

Other Snuggle ☐ 28

Suavitel ☐ 29

Store's Own Brand ☐ 30

..... ☐ 999

OTHER (Write In)

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

Your Household:
Used in last 12 months Times used/last 12 months

933

TOTAL: ☐ 00

TYPE OF SERVICE:

Daycare ☐ 01

Boarding/Kennel ☐ 02

Grooming ☐ 03

Training ☐ 04

..... ☐ 999

OTHER (Write In)

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 to 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 to 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

of times you or household member took pet to veterinarian, last 12 months:

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	Flea Control Products
Grocery/Supermarket ☐	1 ☐	2 ☐ 01
Discount Store ☐	☐	☐ 02
Wholesale Membership Club ☐	☐	☐ 03
PETCO ☐	☐	☐ 04
PetSmart ☐	☐	☐ 05
Other Pet Specialty Store ☐	☐	☐ 06
Veterinarian ☐	☐	☐ 07
Internet/Online ☐	☐	☐ 08
Other ☐	☐	☐ 09

Amount spent, last 12 months on ... 925

Pet food \$ 01
(Write in amount)

Vet care \$ 02
(Write in amount)

FLEA, TICK & PARASITE PRODUCTS FOR DOGS & CATS

Your Household:
Used in last 12 months Containers or collars/last 12 months

937

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 II ☐ 11

Advantage Multi ☐ 12

Comfortis ☐ 13

Frontline ☐ 14

Hartz ☐ 15

Heartgard Plus ☐ 16

K9 Advantix ☐ 17

NexGard ☐ 18

PetArmor ☐ 19

Revolution ☐ 20

Sentinel ☐ 21

Sergeants ☐ 22

Trifexis ☐ 23

..... ☐ 999

OTHER (Write In)

CANNED/WET DOG FOOD		Your Household:	
	Used in last 6 months	Containers/ last 7 days	
938			
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	
Natural Balance	☐	15	
Nutro	☐	16	
Ol' Roy	☐	17	
Pedigree	☐	18	
Pro Plan	☐	19	
Purina Beyond	☐	20	
Purina ONE	☐	21	
Rachael Ray Nutrish	☐	22	
Store's Own Brand	☐	23	
OTHER (Write In)	☐	999	

PACKAGED DRY DOG FOOD		Your Household:	
	Used in last 6 months	Pounds/ last 30 days	
939			
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	
Natural Balance	☐	13	
Nature's Recipe	☐	14	
Nutro/Nutro Max	☐	15	
Ol' Roy	☐	16	
Pedigree	☐	17	
Pro Plan	☐	18	
Purina Beyond	☐	19	
Purina Dog Chow	☐	20	
Purina ONE	☐	21	
Purina Puppy Chow	☐	22	
Rachael Ray Nutrish	☐	23	
Royal Canin	☐	24	
Wellness	☐	25	
Store's Own Brand	☐	26	
OTHER (Write In)	☐	999	

DOG BISCUITS OR TREATS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
941			
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	
Merrick	☐	13	
Milk-Bone Dog Biscuits	☐	14	
Milk-Bone Treats	☐	15	
Milo's Kitchen	☐	16	
Nature's Recipe	☐	17	
Nudges	☐	18	
Nutro/Nutro Max	☐	19	
Ol' Roy	☐	20	
Old Mother Hubbard	☐	21	
Pedigree Dentastix	☐	22	
Pedigree Jumbone	☐	23	
Pup-Peroni	☐	24	
Purina DentaLife	☐	25	
Snausages	☐	26	
T Bonz Dog Snacks	☐	27	
Waggin' Train	☐	28	
Wellness	☐	29	
Zuke's	☐	30	
Store's Own Brand	☐	31	
OTHER (Write In)	☐	999	

CAT LITTER		Your Household:	
	Used in last 6 months	Pounds/ last 30 days	
942			
TOTAL:	☐	00	
TYPES:			
Clumping (Regular)	☐	01	
Clumping (Lightweight)	☐	02	
Non-Clumping	☐	03	
Crystals	☐	04	
KINDS:			
Natural	☐	05	
Regular (non-natural)	☐	06	
BRANDS:			
Arm & Hammer	☐	07	
Cat's Pride	☐	08	
Dr. Elsey's	☐	09	
Feline Pine	☐	10	
Fresh Step	☐	11	
Hartz	☐	12	
Naturally Fresh	☐	13	
PrettyLitter	☐	14	
Scoop Away	☐	15	
Special Kitty	☐	16	
Swheat Scoop	☐	17	
Tidy Cats	☐	18	
World's Best	☐	19	
Yesterday's News	☐	20	
Store's Own Brand	☐	21	
OTHER (Write In)	☐	999	

CANNED/WET CAT FOOD		Your Household:	
	Used in last 6 months	Containers/ last 7 days	
944			
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	
Merrick	☐	11	
Natural Balance	☐	12	
Nature's Recipe	☐	13	
9Lives	☐	14	
Pro Plan	☐	15	
Purina Beyond	☐	16	
Rachael Ray Nutrish	☐	17	
Sheba	☐	18	
Wellness	☐	19	
Whiskas	☐	20	
Store's Own Brand	☐	21	
OTHER (Write In)	☐	999	

PACKAGED DRY CAT FOOD		Your Household:	
	Used in last 6 months	Pounds/ last 30 days	
945			
TOTAL:	☐	00	
BRANDS:			
Blue Buffalo	☐	01	
Fancy Feast Gourmet	☐	02	
Friskies	☐	03	
Goodlife	☐	04	
Hill's Science Diet	☐	05	
Iams	☐	06	
Kit & Kaboodle	☐	07	
Meow Mix	☐	08	
Merrick	☐	09	
Naturals from Cat Chow	☐	10	
Nature's Recipe	☐	11	
9Lives	☐	12	
Nutro	☐	13	
Pro Plan	☐	14	
Purina Beyond	☐	15	
Purina Cat Chow	☐	16	
Purina Kitten Chow	☐	17	
Purina ONE	☐	18	
Rachael Ray Nutrish	☐	19	
Royal Canin	☐	20	
Wellness	☐	21	
Whiskas	☐	22	
Store's Own Brand	☐	23	
OTHER (Write In)	☐	999	

CAT TREATS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
943			
TOTAL:	☐	00	
BRANDS:			
Delectables	☐	01	
Fancy Feast	☐	02	
Friskies	☐	03	
Greenies	☐	04	
Meow Mix	☐	05	
Pounce	☐	06	
Whisker Lickin's	☐	07	
Whiskas Temptations	☐	08	
Store's Own Brand	☐	09	
OTHER (Write In)	☐	999	

CHARCOAL

Your Household:

Used in
last 12
monthsBags/
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
monthsTimes/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
monthsContainers/
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
monthsContainers/
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
monthsContainers/
last 6
months

951

TOTAL: ☐ _____ 00

BRANDS:

Miracle Gro. ☐ _____ 01
Schultz. ☐ _____ 02
_____ 999

OTHER (Write In)

LIGHT BULBS

Your Household:

Used in
last 6
monthsBulbs/
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
monthsPackages/
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
monthsRolls/
last 6
months

954

TOTAL: ☐ _____ 00

BRANDS:

Scotch Magic Transparent. ☐ _____ 01
_____ 999

OTHER (Write In)

REMOVABLE SELF-
STICK NOTES

Your Household:

Used in
last 6
monthsPackages/
last 6
months

955

TOTAL: ☐ _____ 00PLASTIC
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
monthsContainers/
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
monthsLogs
last 12
months

958

TOTAL: ☐ _____ 00

BRANDS:

Duraflame. ☐ _____ 01
StarterLogg. ☐ _____ 02
_____ 999

OTHER (Write In)

BABY FOODS		Your Household:	
	Used in last 6 months	Containers/ last 7 days	
959			
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		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
960			
TOTAL:	☐	00	
BRANDS:			
Beech-Nut.....	☐	01	
Earth's Best.....	☐	02	
Gerber.....	☐	03	
OTHER (Write In).....	☐	999	

PREPARED INFANT FORMULA		Your Household:	
	Used in last 6 months	Times/ last 7 days	
961			
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		Your Household:	
	Used in last 6 months	Number bought last 30 days	
962			
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		Your Household:	
	Used in last 6 months	Times/ last 7 days	
963			
TOTAL:	☐	00	
BRANDS:			
Baby Orajel.....	☐	01	
Store's Own Brand.....	☐	02	
OTHER (Write In).....	☐	999	

BABY BATH, WASH & SOAP		Your Household:	
	Used in last 6 months	Times/ last 7 days	
964			
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		Your Household:	
	Used in last 6 months	Times/ last 7 days	
966			
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		Your Household:	
	Used in last 6 months	Times/ last 7 days	
967			
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		Your Household:	
	Used in last 6 months	Times/ last 7 days	
968			
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		Your Household:	
	Used in last 6 months	Times/ last 7 days	
969			
TOTAL:	☐	00	
BRANDS:			
Aveeno.....	☐	01	
Baby Magic.....	☐	02	
Burt's Bees.....	☐	03	
Johnson's.....	☐	04	
OTHER (Write In).....	☐	999	

DISPOSABLE DIAPERS/ UNDERPANTS		Your Household:	
	Used in last 6 months	Packages/ last 30 days	
970			
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 Pure.....	☐	13	
Pampers Splashers.....	☐	14	
Pampers Swaddlers.....	☐	15	
Store's Own Brand.....	☐	16	
OTHER (Write In).....	☐	999	

COTTON SWABS		Your Household:	
	Used in last 6 months	Times/ last 7 days	
971			
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

OTHER (Write In) ☐ _____ 999

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

OTHER (Write In) ☐ _____ 999

BABY FURNITURE & EQUIPMENT

Your Household:
Now
owns

Bought
in last
6 months

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

OTHER (Write In) ☐ _____ 999

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

OTHER (Write In) ☐ _____ 999

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

OTHER (Write In) ☐ _____ 999

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

OTHER (Write In) ☐ _____ 999

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:

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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Newtown Square, PA 19073**