# Consumer Products & Brand Preference Survey (U.S. Market)

## Screening & Demographics

**Q1. Country of Residence**[Single Select]  
1. United States  
2. United Kingdom   
3. Canada : TERMINATE  
4. Australia : TERMINATE  
5. Other : TERMINATE

**Q2. Age**[Numeric Open End]  
TERMINATE if <18 or >100 for US  
TERMINATE if <18 or >80 for UK

**Q3. Gender**[Single Select]  
1. Woman  
2. Man  
3. Non-binary : TERMINATE  
4. Prefer to self-describe : TERMINATE  
5. Prefer not to answer : TERMINATE

**Q4. Annual Household Income [Single Select]**1. $0 – $49,999  
2. $50,000 – $99,999  
3. $100,000 – $149,999  
4. $150,000 or more  
97. Prefer not to answer

## Core Section – Product & Brand Preferences

**Q5. Which of the following product categories have you purchased in the past 3 months?**[Multi Select]  
1. Personal Care  
2. Packaged Food & Beverages  
3. Cleaning Products  
4. Electronics  
5. Apparel & Accessories  
6. Home Décor  
7. None of the above

**Q6. Which brands do you currently use most often in each category?**[Multi Select]  
Ask if Q5 = 1-6

1. Dove,
2. Colgate,
3. Samsung,
4. Nike,
5. Pepsi,
6. LG,
7. Other

**Q7. How frequently do you purchase products from these brands?**[Grid Question]  
Rows = Selected Brands from Q5  
Columns:  
1. Daily  
2. Weekly  
3. Monthly  
4. Few times a year  
5. Rarely  
6. Never

**Q8. What factors most influence your choice when buying a brand?**[Multi Select]  
1. Price  
2. Quality  
3. Brand reputation  
4. Availability  
5. Packaging design  
6. Advertising & promotions  
7. Sustainability / Eco-friendliness  
8. Recommendations from friends/family  
9. Online reviews  
97. Other (specify)  
98. Prefer not to answer

**Q9. Please indicate your agreement with the following statements about the brands you use most.**[Complex Grid] Ask if Q8 = 1-9,97  
Rows:  
1. The brand offers good value for money.  
2. I trust this brand.  
3. The brand reflects my personality.  
4. The packaging is attractive.  
5. The brand is environmentally responsible.  
Columns:  
1. Strongly agree  
2. Agree  
3. Neutral  
4. Disagree  
5. Strongly disagree

**Q10. How satisfied are you overall with the performance of your preferred brands?**[Single Select] Ask if Q4=1-4  
1. Very satisfied  
2. Somewhat satisfied  
3. Neutral  
4. Somewhat dissatisfied  
5. Very dissatisfied

**Q11. What are your preferred channels for purchasing these products?**[Multi Select]  
1. Supermarkets / Grocery stores  
2. Brand-owned stores  
3. Online marketplaces (e.g., Amazon)  
4. Brand websites  
5. Local independent stores  
6. Subscription services  
7. Other  
97. Prefer not to answer

**Q12. How likely are you to recommend your favorite brand to others?**[Single Select]  
1. Definitely would recommend  
2. Probably would recommend  
3. Might or might not recommend  
4. Probably would not recommend  
5. Definitely would not recommend

**Q13. Which media sources most influence your brand preferences?**[Multi Select]  
1. TV ads  
2. Social media  
3. Online reviews & blogs  
4. Influencer recommendations  
5. Friends/family  
6. Print media  
7. Outdoor advertising  
8. Other(specify)

**Q14. What new product features or improvements would you like to see from your favorite brands?**[Open Ended]