



KANTAR

Fo

ABInBev

Demand Framework
Questionnaire

6 JUNE 2022



KANTAR

CONTENTS

| | |
|--------------------|----|
| SCREENER | 3 |
| ATTITUDES | 8 |
| OCCASION DEEP DIVE | 14 |
| MEDIA CONSUMPTION | 31 |
| CLASSIFICATION | 34 |



KANTAR

FSCREENER

S0. Language

Do you prefer to take this survey in English or Spanish?

¿Prefiere tomar esta encuesta en inglés o español?

English

Spanish / Español

Single punch. Show response list vertically.

Show the rest of the survey in selected language.

S1. Zip code

What is your zip code?

Zip code: _____

Numeric field with 5 digits, allow '0 – 99999' to be entered.

Auto-code to which state and city the respondent belongs to via the DBL database.

If invalid zip code is entered, show the following error message: **The zip code entered is not registered in the United States. Please enter a valid zip code.**

S2. Age

Please enter your exact age.

--

Numeric field with 2 digits, allow "0 – 99" to be entered.

Terminate if S2 does NOT equal "21 - 74".

S3. Gender

Do you identify as...?

1 Female

2 Male

3 Non-binary

Single punch. Show response list vertically.

S4. Household income

Which best describes your annual household income before taxes?

Under \$50,000

1 \$19,999 or less



KANTAR

| | |
|----|-----------------------------|
| 2 | \$20,000 - \$29,999 |
| 3 | \$30,000 - \$39,999 |
| 4 | \$40,000 - \$49,999 |
| | \$50,000 to under \$100,000 |
| 5 | \$50,000 - \$59,999 |
| 6 | \$60,000 - \$69,999 |
| 7 | \$70,000 - \$79,999 |
| 8 | \$80,000 - \$89,999 |
| 9 | \$90,000 - \$99,999 |
| | \$100,000+ |
| 10 | \$100,000 - \$124,999 |
| 11 | \$125,000 - \$149,999 |
| 12 | \$150,000 - \$199,999 |
| 13 | \$200,000 or more |

Single punch. Show response list vertically. Show 3 closed drop-down lists with the headers “Under \$50,000”, “\$50,000 to under \$100,000”, “\$100,000+”. Show under each drop-down list the relevant response options.

S5. Critical industry

Do you or any members of your family work in any of these industries?

- | | |
|----|---|
| 1 | Mass media (TV Station, Press, Radio) |
| 2 | Marketing research / Consulting |
| 3 | Advertising / Public Relations |
| 4 | Manufacturer / Distributor / Retailer of alcoholic or non-alcoholic beverages |
| 5 | Financial industry |
| 6 | Bar / Pub / Restaurant |
| 99 | None of these |

Multi punch; except “None of these”. Show response list vertically and randomize; anchor “None of these”.



KANTAR

S6a. Hispanic

To make sure that we have a fair representation of diverse ethnic backgrounds, are you from Spanish, Hispanic or Latino background / origin?

This includes Mexican, Mexican American, Puerto Rican, Cuban and all other Spanish, Hispanic or Latino origins.

- | | |
|----|---|
| 1 | No, not Spanish / Hispanic / Latino |
| 2 | Yes, Mexican, Mexican American, Chicano |
| 3 | Yes, Puerto Rican |
| 4 | Yes, Cuban |
| 5 | Yes, other Spanish / Hispanic / Latino |
| 99 | Prefer not to answer |

Multi punch; except “No, not Spanish / Hispanic / Latino” and “Prefer not to answer”. Show response list vertically.

S6b. Race

What is your race?

Select all that apply.

- | | |
|----|---|
| 1 | Caucasian or White |
| 2 | African-American or Black |
| 3 | American Indian or Alaskan native |
| 4 | Asian or Pacific Islander (e.g., Chinese, Japanese, Korean, Vietnamese, Asian Indian) |
| 5 | Some other race |
| 99 | Prefer not to answer |

Multi punch; except “Prefer not to answer”. Show response list vertically.

Create SINGLE punch variable “HEthnicity”, using the following steps:

Step 1:

- if S6a equals “2 – 5” punch with “Hispanic” and go to “Demo_Qualify”
- if S6a does NOT equal “2 – 5” go to Step 2

Step 2:

- if S6b equals “2” punch variable with “African-American or Black” and go to “Demo_Qualify”
- if S6b does NOT equal “2” go to Step 3

Step 3:

- if S6b equals “3 - 5” punch variable with “Asian or other” and go to “Demo_Qualify”
- if S6b does NOT equal “3 - 5” go to Step 4



KANTAR

Step 4:

- if S6b equals “1” punch variable with “Caucasian or White” and go to “Demo_Qualify”
- if S6b does NOT equal “1” go to Step 5

Step 5:

- if S6b equals “99” do not punch variable and go to “Demo_Qualify”

Create variable “Demo_Qualify” and flag the respondent as:

- **No:** if any of the following applies:
 - S5 equals “Mass media (TV Station, Press, Radio)” OR “Marketing research / Consulting” OR “Advertising / Public Relations” OR “Manufacturer / Distributor / Retailer of alcoholic or non-alcoholic beverages”
 - S6a equals “Prefer not to answer”
 - S6b equals “Prefer not to answer”

Terminate if variable “Demo_Qualify” equals “No”.

S7. Survey day

What day is it today?

- | | |
|---|-----------|
| 1 | Sunday |
| 2 | Monday |
| 3 | Tuesday |
| 4 | Wednesday |
| 5 | Thursday |
| 6 | Friday |
| 7 | Saturday |

Single punch. Show response list vertically.

S8. Categories consumed in past 30 days

In the past 30 days, did you drink...?

| | | Yes | No |
|---|---|-----|----|
| 1 | Beer | | |
| 2 | Wine (any type red, white, rosé) or Champagne | | |
| 3 | Hard Cider | | |
| 4 | Ready to Drink / Premixed Alcoholic Beverage in can, bottle, pouch e.g. Hard Tea, Hard Soda, Ready to drink cocktail (excluding Hard Seltzer) | | |
| 5 | Non-alcoholic Beer | | |
| 6 | Hard Seltzer (e.g. Spiked sparkling water with a hint of flavor) | | |
| 7 | Specialty Cocktail with multiple ingredients | | |
| 8 | Any distilled spirit (either alone or in mixed drink) | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Randomize statement-tiles; anchor “Specialty Cocktails with multiple ingredients” and “Any distilled spirits (either alone or in mixed drinks)”. Show scale vertically.



KANTAR

Create the variable “P30D-Alcohol”:

- If S8 equals “Yes” for any of “1 – 4 / 6 – 8” punch with “Yes”
- If S8 does NOT equal “Yes” for any of “1 – 4 / 6 – 8” punch with “No”

Terminate if S8 equals “No” for each of the 8 rows.

S9. Categories consumed in past 7 days

In the past 7 days, did you drink...?

| | Yes | No |
|--|-----|----|
| INSERT all rows with punch “Yes” at S8 | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Show scale vertically.

Insert all rows with punch “Yes” at S8 as statement-tiles. Show statement-tiles in same order as question S8.

Create variable “DeepDive-Qualify”:

- If S9 equals “Yes” for any punch with “Yes”
- If S9 does NOT equal “Yes” for any punch with “No”



KANTAR

ATTITUDES

A1. Lifestyle attitudes

We would like to understand your lifestyle, attitudes, and beliefs.

Select the point between the statements which reflects the extent to which the statements describe you.

| | | Strongly agree | | Strongly agree | |
|----|--|----------------|--|----------------|---|
| 1 | A college education is essential to success | | | | A college education is not essential to success |
| 2 | I prefer to spend money on experiences | | | | I prefer to spend money on physical items |
| 3 | I love exploring new restaurants, pubs, bars, and clubs | | | | I prefer to go to pubs or clubs that I know and like |
| 4 | I like to blend in with the crowd | | | | I like to stand out |
| 5 | I feel financially secure | | | | I worry about money |
| 6 | I often make decisions that prioritize my health | | | | I do not let health get in the way of what I want to do |
| 7 | I feel that American culture is what matters the most | | | | It is important to celebrate all cultures |
| 8 | I turn to my favorite celebrities / influencers for inspiration on the latest products | | | | I do not care about what products celebrities / influencers recommend |
| 9 | I live in the moment | | | | I always try to plan ahead |
| 10 | I like going out to party | | | | I prefer to chill at home |
| 11 | I frequently organize events or host people | | | | I do not frequently organize events or host people |
| 12 | I prefer to engage in the real world | | | | I prefer to engage in the digital world |
| 13 | I rarely venture outside of my direct community | | | | I travel whenever I get the chance |
| 14 | I like to spend my free time exploring cities / towns | | | | I like to explore the outdoors and breathe fresh air |
| 15 | Right now I prefer to protect my work / life balance | | | | Right now I prefer to work as hard as possible |

Slider scale with statement pairs. Randomize rows AND also randomize statements within pairs (= normal order and reversed order).

Show for each row 4 scale points between the 2 statements. Show for testing purposes the numbers 1, 2, 3, 4 as scale labels. We will change the scale labels to "Strongly agree", "", "", "Strongly agree" after we checked the normal and reversed order.



KANTAR

A2. Life values

Next you will see statements that describe values that can be important or unimportant to you.

How important to you is...?

| | | Not at all important | Somewhat unimportant | Neutral | Somewhat important | Extremely important |
|----|--|----------------------|----------------------|---------|--------------------|---------------------|
| 1 | Authenticity - Being true to yourself | | | | | |
| 2 | Curiosity - Wanting to explore and learn about new things | | | | | |
| 3 | Freedom - Having freedom of action and thought | | | | | |
| 4 | Open-mindedness - Being broad-minded | | | | | |
| 5 | Simplicity - Keeping your life and mind as uncluttered as possible | | | | | |
| 6 | Self-reliance - Being self-reliant, choosing your own goals | | | | | |
| 7 | Having fun - Having a good time | | | | | |
| 8 | Duty - Fulfilling obligations to family, community, and country | | | | | |
| 9 | Equality - Desiring equal opportunity for all | | | | | |
| 10 | Friendship - Having close, supportive friends | | | | | |
| 11 | Stable personal relationships - Maintaining a long-term commitment to friends and loved ones | | | | | |
| 12 | Tradition - Preserving time-honored customs | | | | | |
| 13 | Individuality - Being different from others | | | | | |
| 14 | Status - Achieving a higher social status | | | | | |
| 15 | Working hard - Always giving your best effort | | | | | |
| 16 | Health and Fitness - Making an effort to be in good physical and mental shape | | | | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Randomize statement-tiles. Show scale vertically.

A3. Personality traits

Select the point between the statements which reflects the extent to which the statements describe **your personality**.

| | | Strongly agree | | Strongly agree | |
|----|--------------|----------------|--|----------------|---------------|
| 1 | Creative | | | | Pragmatic |
| 2 | Competitive | | | | Collaborative |
| 3 | Innocent | | | | Worldly |
| 4 | Adventurous | | | | Responsible |
| 5 | Proud | | | | Humble |
| 6 | Courageous | | | | Cautious |
| 7 | Serious | | | | Playful |
| 8 | Optimistic | | | | Realistic |
| 9 | Street smart | | | | Book smart |
| 10 | Comfortable | | | | Ambitious |
| 11 | Formal | | | | Casual |
| 12 | Loud | | | | Understated |

**KANTAR**

| | | | | | | |
|--|---------------|--|--|--|--|---------------|
| 13 | Sophisticated | | | | | Down-to-earth |
| Slider scale with statement pairs. Randomize rows AND also randomize statements within pairs (= normal order and reversed order). | | | | | | |
| Show for each row 4 scale points between the 2 statements. Show for testing purposes the numbers 1, 2, 3, 4 as scale labels. We will change the scale labels to "Strongly agree", "", "", "Strongly agree" after we checked the normal and reversed order. | | | | | | |

A4. Alcohol attitudesThinking about alcohol.

How much do you agree or disagree with the statement below?

| | | Disagree strongly | Disagree slightly | Neither agree nor disagree | Agree slightly | Agree strongly |
|----|---|-------------------|-------------------|----------------------------|----------------|----------------|
| 1 | I like alcohol brands that have tradition and heritage | | | | | |
| 2 | I prefer alcohol offerings that do not affect me the next day | | | | | |
| 3 | I am price conscious when purchasing alcohol | | | | | |
| 4 | I like to pair alcoholic drinks with my food | | | | | |
| 5 | I drink alcohol for its effect, not its taste | | | | | |
| 6 | I like to discover new types and brands of alcoholic beverages | | | | | |
| 7 | I look for alcoholic beverages that are non-GMO, organic, natural, etc. | | | | | |
| 8 | I choose my alcoholic beverage based on its calories | | | | | |
| 9 | I consider myself someone who knows a lot about alcoholic beverages | | | | | |
| 10 | Different occasions call for different kinds of alcohol | | | | | |
| 11 | I tend to drink the same alcoholic beverage all night long | | | | | |
| 12 | I prefer drinks with higher alcohol content | | | | | |
| 13 | I feel that the higher the price of an alcoholic beverage, the higher the quality | | | | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Randomize statement-tiles. Show scale vertically.



KANTAR

A5. Shopping attitudes

Thinking about shopping for alcoholic beverages in general.

How much does the statement below describe you?

| | | Does not describe me at all | Does not really describe me | Neutral | Slightly describes me | Describes me perfectly |
|----|---|-----------------------------------|--------------------------------------|---------|-----------------------------|------------------------------|
| 1 | I like to explore and discover new products when shopping | | | | | |
| 2 | I shop at places I trust to provide good quality | | | | | |
| 3 | It is important for me to stick to a budget | | | | | |
| 4 | I read labels closely on products I purchase | | | | | |
| 5 | I have fun and enjoy doing my alcoholic beverage shopping | | | | | |
| 6 | I want a stress-free shopping experience | | | | | |
| 7 | I find it easier to shop for alcoholic beverages online versus having to go to a store | | | | | |
| 8 | I like to get my shopping done as quickly as possible | | | | | |
| 9 | I tend to do research before deciding what to buy | | | | | |
| 10 | I like to shop at a retailer where I can order alcoholic beverage items online and pick up later at the store | | | | | |
| 11 | I always choose the same brands / products I usually buy | | | | | |
| 12 | I like to get all my shopping done in one stop | | | | | |
| 13 | Always having what I want in-stock is important | | | | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Randomize statement-tiles. Show scale vertically.

A6. Frequency of alcohol consumption

In general, how often do you drink alcohol?

| | |
|---|--|
| 1 | Every day |
| 2 | Several times a week |
| 3 | Once a week |
| 4 | Once or twice a month |
| 5 | Less often than once a month |
| 6 | Only show if variable "P30D-Alcohol" equals "No" Never |

Single punch. Show response list vertically.



KANTAR

A7. Number of drinks per session

When you are drinking alcohol, how many drinks do you typically have?

- | | |
|---|-----------|
| 1 | 1 – 2 |
| 2 | 3 – 4 |
| 3 | 5 or more |

Single punch. Show response list vertically.

Do NOT show if A6 equals "Never".

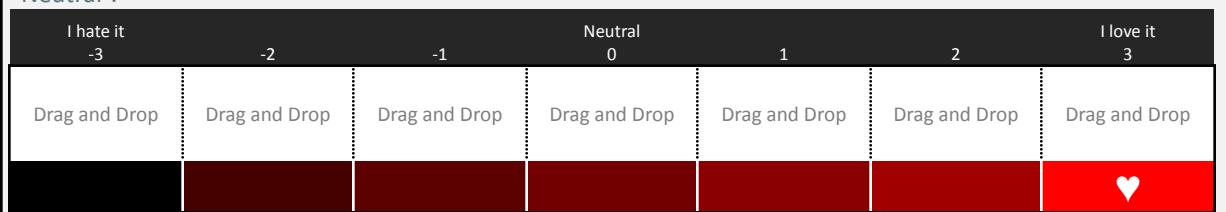
A8. Preferred alcohol category

Drag each type of beverage onto the scale to indicate **how you feel** about it.

| | | I hate it | | Neutral | | | I love it |
|---|---|-----------|----|---------|---|---|-----------|
| | | -3 | -2 | -1 | 0 | 1 | 2 |
| 1 | Beer | | | | | | |
| 2 | Wine (any type red, white, rosé) or Champagne | | | | | | |
| 3 | Hard Cider | | | | | | |
| 4 | Ready to Drink / Premixed Alcoholic Beverage in can, bottle, pouch e.g. Hard Tea, Hard Soda, Ready to drink cocktail (excluding Hard Seltzer) | | | | | | |
| 5 | Non-alcoholic Beer | | | | | | |
| 6 | Hard Seltzer (e.g. Spiked sparkling water with a hint of flavor) | | | | | | |
| 7 | Specialty Cocktail with multiple ingredients | | | | | | |
| 8 | Any distilled spirit (either alone or in mixed drink) | | | | | | |

Show response list in same order as question S8 under the question text.

Show scale in swimming lane format (per below) with color changing from black (left) to red (right). Scale made up of 7 (-3, -2, -1, 0, 1, 2, 3) drag and drop boxes, which are colored to build the love – hate slider scale together. When the respondent drops a statement, it shrinks and moves up to sit at the top of the appropriate box above the scale. Show black "X" image in the "-3" box on the left hand side of sliders with "I hate it" above the image. Show red "♥" in the "3" box on right side of sliders with "I love it" above the image. In "0" box please show "Neutral".





KANTAR

A9. Preferred beer category

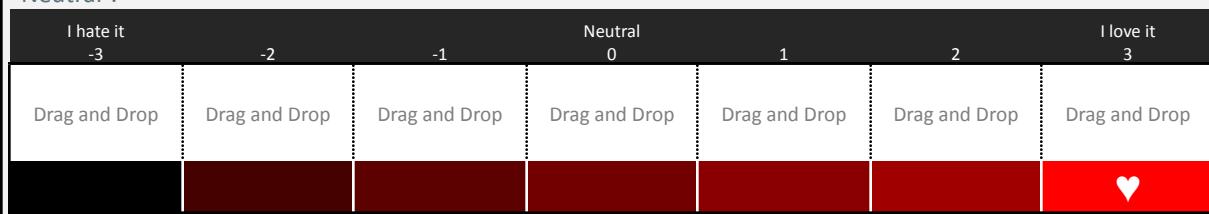
Drag each **type of beer** onto the scale to indicate **how you feel** about it.

| | | I hate it | | | Neutral | | | I love it |
|---|-------------------------|-----------|----|----|---------|---|---|-----------|
| | | -3 | -2 | -1 | 0 | 1 | 2 | 3 |
| 1 | Light Beer | | | | | | | |
| 2 | Regular Lager / Pilsner | | | | | | | |
| 3 | Wheat Beer | | | | | | | |
| 4 | IPA | | | | | | | |
| 5 | Pale Ale | | | | | | | |
| 6 | Stout / Porter | | | | | | | |
| 7 | Sour Beer | | | | | | | |
| 8 | Amber Ale | | | | | | | |
| 9 | Malt Beer / Liquor | | | | | | | |

Only show if S8 equals "Yes" for "Beer".

Randomize response list and show under the question text.

Show scale in swimming lane format (per below) with color changing from black (left) to red (right). Scale made up of 7 (-3, -2, -1, 0, 1, 2, 3) drag and drop boxes, which are colored to build the love – hate slider scale together. When the respondent drops a statement, it shrinks and moves up to sit at the top of the appropriate box above the scale. Show black "X" image in the "-3" box on the left hand side of sliders with "I hate it" above the image. Show red "♥" in the "3" box on right side of sliders with "I love it" above the image. In "0" box please show "Neutral".





KANTAR

OCCASION DEEP DIVE

If variable “DeepDive-Qualify” equals “Yes” go to question ODD1.

If variable “DeepDive-Qualify” equals “No” go to question MC1.

ODD1. Most recent consumption day

Thinking about the past 7 days, on which day did you drink alcohol such as beer, wine, spirits, or other most recently?

| | DAY – ORDER WILL CHANGE BASED ON RESPONSE IN S7 – SEE DIRECTIVE BELOW | DO NOT SHOW | ADDITIONAL TEXT – ORDER WIL NOT CHANGE |
|--|---|-------------|--|
| | Sunday | 1 | (yesterday) |
| | Monday | 2 | (2 days ago) |
| | Tuesday | 3 | (3 days ago) |
| | Wednesday | 4 | (4 days ago) |
| | Thursday | 5 | (5 days ago) |
| | Friday | 6 | (6 days ago) |
| | Saturday | 7 | (last week) |

Single punch. Show response list vertically and in order according to schedule below; always include the text “(yesterday)” in the first response, “(2 days ago)” in the second response, “(3 days ago)” in the 3rd response, etc.

Create pipe-in for “relevant day”. The “relevant day” is the selection at ODD1 (= day + additional text).

| IF | INSERT THE LIST OF DAYS IN THE FOLLOWING ORDER ALONG WITH THE ADDITIONAL TEXT NOTED ABOVE |
|------|---|
| S7=1 | 7,6,5,4,3,2,1 |
| S7=2 | 1,7,6,5,4,3,2 |
| S7=3 | 2,1,7,6,5,4,3 |
| S7=4 | 3,2,1,7,6,5,4 |
| S7=5 | 4,3,2,1,7,6,5 |
| S7=6 | 5,4,3,2,1,7,6 |
| S7=7 | 6,5,4,3,2,1,7 |

ODD2. Consumption locations

Where were you drinking on [INSERT “relevant day”]?

Select all that apply.

- | | |
|---|--|
| 1 | At your home |
| 2 | At someone else's home |
| 3 | Outdoors (e.g., beach, lake, cabin / camping, pool, in transit) |
| 4 | At a bar / pub |
| 5 | At a lounge / nightclub |
| 6 | At a restaurant |
| 7 | At an entertainment venue (e.g., casino, bowling alley, karaoke bar) |



KANTAR

| | |
|---|--|
| 8 | At a special event (e.g., sports, music concert) |
| 88 | Somewhere else |
| Multi punch. Show response list vertically and randomize BUT keep "1/2" together (randomize within); anchor "Somewhere else". | |
| Create pipe-in for "relevant location". | |
| <ul style="list-style-type: none">● If only 1 response option is selected at ODD2; assign to this option● If multiple response options are selected at ODD2; randomly assign to one of them● Start the pipe-in text with a lower case | |

ODD3. Main thing done

Now think about when you drank on [INSERT "relevant day"], [INSERT "relevant location"]...

What was the main thing you were doing?

Read **all items carefully** and select the one that **best describes** what you were doing.

| | |
|----------------------------|---|
| | Eating |
| 1 | Having a meal / eating – not a barbecue |
| 2 | Barbecuing / carne asada |
| 3 | Do NOT show if "relevant location" equals "4 / 5 / 6 / 7 / 8" Cooking |
| Socializing | |
| 4 | On a date |
| 5 | Hanging out / chatting / socializing |
| 6 | Entertaining business associates |
| 7 | Do NOT show if "relevant location" equals "1 / 2 / 3" At happy hour after work |
| Partying | |
| 8 | Pre-partying / pre-gaming |
| 9 | Partying / celebrating |
| 10 | Do NOT show if "relevant location" equals "4 / 5 / 6" At an outdoor party |
| 11 | Do NOT show if "relevant location" equals "1 / 2 / 3" Out dancing |
| 12 | Late night partying |
| Games / Electronics | |
| 13 | Do NOT show if "relevant location" equals "8" Playing games / leisure activities (e.g., cards, board games, pool, bowling, darts) |
| 14 | Do NOT show if "relevant location" equals "3 / 4 / 5 / 6 / 7 / 8" Playing video games |
| 15 | Do NOT show if "relevant location" equals "3 / 4 / 5 / 6 / 8" Gambling |
| 16 | Do NOT show if "relevant location" equals "3 / 4 / 5 / 6 / 7 / 8" On the computer or tablet |
| Events | |



KANTAR

| | |
|----|--|
| 17 | Do NOT show if “relevant location” equals “1 / 2 / 3” At a wedding, birthday, stag / bachelor(ette) night |
| 18 | Do NOT show if “relevant location” equals “1 / 2 / 3 / 4 / 5 / 6” At a live sports event |
| 19 | Do NOT show if “relevant location” equals “1 / 2 / 3 / 4 / 5 / 6” At a gallery opening / charity event / gala |
| 20 | Do NOT show if “relevant location” equals “1 / 2 / 3 / 4 / 5 / 6” At a music performance (e.g., music festival, music concert, play) |
| 21 | Do NOT show if “relevant location” equals “1 / 2” Tailgating |
| | Leisure |
| 22 | Do NOT show if “relevant location” equals “3 / 4 / 5 / 6 / 7 / 8” Working / studying |
| 23 | Do NOT show if “relevant location” equals “2 / 3 / 4 / 5 / 6 / 7 / 8” Doing chores |
| 24 | Do NOT show if “relevant location” equals “3 / 4 / 5 / 6 / 7 / 8” Watching TV |
| 25 | Do NOT show if “relevant location” equals “3 / 4 / 5 / 6 / 7 / 8” Reading / studying |
| 26 | Do NOT show if “relevant location” equals “3 / 4 / 5 / 6 / 7 / 8” Listening to music |
| | Outdoor |
| 27 | Do NOT show if “relevant location” equals “1 / 2 / 4 / 5 / 6 / 7 / 8” Outing / daytrip (e.g., park, zoo, countryside, coast) |
| 28 | Do NOT show if “relevant location” equals “1 / 2 / 4 / 5 / 6 / 7 / 8” Outdoor recreation (e.g., camping, hiking, bonfire) |
| | Sports / Exercise |
| 29 | Do NOT show if “relevant location” equals “1 / 2 / 4 / 5 / 6 / 7 / 8” During sports activities (e.g., while golfing, while bowling) |
| 30 | Do NOT show if “relevant location” equals “3 / 7 / 8” Post-exercise (after a workout) |
| 31 | Do NOT show if “relevant location” equals “1 / 2 / 3 / 8” Hanging out after sports activities (e.g., after playing volleyball) |
| 88 | Doing something else |

Single punch across complete response list. Show drop-down lists with headers. **Force the drop-down lists open** so that complete response list is visible. Randomize drop-down lists and randomize within; anchor “Something else”. Show response list vertically.



KANTAR

ODD4. Time of day

On [INSERT “relevant day”], [INSERT selection at ODD3; starting with a lower case]...

When did this occasion take place?

Provide your closest estimate.

From: INSERT drop-down list from “12:00 am” to “11:00 pm”

To: INSERT drop-down list from “12:00 am” to “11:00 pm”

Single punch drop-down lists. Show the following times within each drop-down list.

| | |
|----------|----------|
| 12:00 am | 12:00 pm |
| 1:00 am | 1:00 pm |
| 2:00 am | 2:00 pm |
| 3:00 am | 3:00 pm |
| 4:00 am | 4:00 pm |
| 5:00 am | 5:00 pm |
| 6:00 am | 6:00 pm |
| 7:00 am | 7:00 pm |
| 8:00 am | 8:00 pm |
| 9:00 am | 9:00 pm |
| 10:00 am | 10:00 pm |
| 11:00 am | 11:00 pm |

ODD5. Category consumed

On [INSERT “relevant day”], [INSERT “relevant location”]...

Which types of alcohol did you drink?

Select all that apply.

IF S9 equals “Beer” show:

1 Beer

IF S9 equals “Wine (any type red, white, rosé) or Champagne” show:



KANTAR

| | |
|---|--|
| 2 | White Wine |
| 3 | Red Wine |
| 4 | Rosé Wine |
| 5 | Sparkling Wine / Champagne |
| 6 | Canned Wine / Wine Spritzer |
| 7 | Boxed Wine / Bagged Wine |
| 8 | Another type of wine IF S9 equals "Hard Cider" show: 9 Hard Cider IF S9 equals "Ready to Drink / Premixed Alcoholic Beverage..." show: 10 Flavored malt-based beverage 11 Hard Tea 12 Hard Soda 13 Chelada 14 Ready to Drink spirits mix (e.g., Rum & Coke in a can, bottle or pouch) 15 Hard Kombucha 16 Another type of Ready to Drink / Premixed Alcoholic Beverage in a can, bottle or pouch (excluding Hard Seltzers) IF S9 equals "Non-alcoholic Beer" show: 17 Non-alcoholic Beer IF S9 equals "Hard Seltzer (e.g. Spiked sparkling water with a hint of flavor)" show: 18 Hard Seltzer (e.g. Spiked sparkling water with a hint of flavor) IF S9 equals "Specialty Cocktail with multiple ingredients" show: 19 Specialty Cocktail with multiple ingredients IF S9 equals "Any distilled spirit (either alone or in mixed drink)" show: 20 Gin 21 Vodka 22 Rum 23 Tequila 24 Whiskey, Bourbon and Rye 25 Liqueur 26 Other type of Spirit |
| Multi punch. Show category BLOCKS (e.g., Beer, Wine, Hard Cider, etc.) in same order as question S8. Randomize response options within category block but anchor for each block "Other" at the end of the block. If only one response option is shown auto-code this option as selected at ODD5 and don't show ODD5. | |



KANTAR

Create variable “DeepDiveCategory” by punching the category for which the respondent made a selection at ODD5. For example: if respondent selected “1” punch with “Beer”, if respondent selected “2 – 8” punch with “Wine or Champagne”.

ODD6a. Beer brands consumed

On [INSERT “relevant day”], [INSERT “relevant location”]…

Which Beer brands did you drink?

Select all that apply.

- | | |
|----|---|
| 1 | Beck's Pils / Beck's |
| 2 | Blue Moon |
| 3 | Bud Light |
| 4 | Bud Light Lime |
| 5 | Bud Light Platinum |
| 6 | Budweiser |
| 7 | Busch |
| 8 | Busch Light |
| 9 | Coors Light |
| 10 | Coors Original |
| 11 | Corona Extra |
| 12 | Corona Premier |
| 13 | Dos Equis |
| 14 | Estrella Jalisco |
| 15 | Goose Island |
| 16 | Guinness |
| 17 | Heineken |
| 18 | Hoegaarden |
| 19 | Keystone Light |
| 20 | Kona |
| 21 | Michelob ULTRA |
| 22 | Michelob ULTRA Infusions |
| 23 | Michelob ULTRA Pure Gold |
| 24 | Miller High Life / Miller High Life Light |
| 25 | Miller Lite |
| 26 | Modelo Especial |



KANTAR

- | | |
|----|---|
| 27 | Natural Light (also known as Natty Light) |
| 28 | Pabst Blue Ribbon |
| 29 | Rolling Rock |
| 30 | Samuel Adams / Samuel Adams Light |
| 31 | Stella Artois |
| 32 | Stella Solstice Lager |
| 33 | Tecate |
| 34 | Yuengling |
| 35 | Other Craft / Local beer |
| 88 | Another Beer brand |

Multi punch. Show response list as clickable images. Do NOT randomize response list.
If respondent selects “3 or more” show the following error message: “You selected a high number of different brands; please review your answers.”. Do NOT enforce a change. Just show the error message and then let the respondent continue, even if still “3 or more” response options are selected.
Only show if “DeepDiveCategory” equals “Beer”.
Show questions ODD6a-e in same order as categories at ODD5.

ODD6b. Canned Wine / Wine Spritzer brands consumed
On [INSERT “relevant day”], [INSERT “relevant location”]…

Which Canned Wine / Wine Spritzer brands did you drink?

Select all that apply.

- | | |
|----|---|
| 1 | BABE |
| 2 | Barefoot Canned Wine |
| 3 | Bartles & Jaymes |
| 4 | Butter |
| 5 | Crafters Union |
| 6 | Cupcake |
| 7 | Dark Horse |
| 8 | House Wine |
| 9 | Kim Crawford |
| 10 | MOVO Wine Spritzer |
| 11 | Sofia |
| 12 | Underwood Canned Wine |
| 13 | Yes Way Rosé |
| 88 | Another Canned Wine / Wine Spritzer brand |



KANTAR

Multi punch. Show response list as clickable images. Do NOT randomize response list.

If respondent selects “3 or more” show the following error message: “You selected a high number of different brands; please review your answers.”. Do NOT enforce a change. Just show the error message and then let the respondent continue, even if still “3 or more” response options are selected.

Only show if ODD5 equals “Canned Wine / Wine Spritzer”.

Show questions ODD6a-e in same order as categories at ODD5.

ODD6c. RTD brands consumed

On [INSERT “relevant day”], [INSERT “relevant location”]…

Which Ready to Drink / Premixed Alcoholic Beverage brands did you drink?

Select all that apply.

- | | |
|----|--------------------------------|
| 1 | 1800 Ultimate Margarita |
| 2 | Absolut Vodka Soda |
| 3 | Arnold Palmer |
| 4 | BEATBOX |
| 5 | Bud Light Clamato Chelada |
| 6 | Budweiser Clamato Chelada |
| 7 | BuzzBallz |
| 8 | Cayman Jack Cocktails |
| 9 | Clubtails |
| 10 | Corona Refresca |
| 11 | Cutwater |
| 12 | Daily's |
| 13 | Estrella Jalisco Mango Chelada |
| 14 | Four Loko |
| 15 | Henry's Hard Soda |
| 16 | JOOSE |
| 17 | Juneshine |
| 18 | Kahlúa |



KANTAR

| | |
|--|--|
| 19 | Ketel One Spritzer |
| 20 | Kombrewcha |
| 21 | Malibu |
| 22 | Mike's Hard |
| 23 | Modelo Chelada |
| 24 | Natty RUSH |
| 25 | On The Rocks |
| 26 | Pabst Blue Ribbon Hard Coffee |
| 27 | Rancho La Gloria |
| 28 | Rita's Family (e.g., Lime-A-Rita, Straw-Ber-Rita) |
| 29 | Seagram's Escapes |
| 30 | Skinny Girl Cocktails |
| 31 | Smirnoff Ice |
| 32 | Steel Reserve |
| 33 | Tropic Chillerz |
| 34 | Twisted Tea |
| 35 | Two Chicks |
| 82 | If ODD5 equals "Flavored malt-based beverage" add: Another Flavored malt-based beverage brand |
| 83 | If ODD5 equals "Hard Tea" add: Another Hard Tea brand |
| 84 | If ODD5 equals "Hard Soda" add: Another Hard Soda brand |
| 85 | If ODD5 equals "Chelada" add: Another Chelada brand |
| 86 | If ODD5 equals "Ready to drink spirits mix (e.g., Rum & Coke in a can, bottle or pouch)" add: Another brand of Ready to Drink spirits mix (e.g., Rum & Coke in a can, bottle or pouch) |
| 87 | If ODD5 equals "Hard Kombucha" add: Another Hard Kombucha brand |
| 88 | If ODD5 equals "Another type of Ready to Drink / Premixed alcoholic beverage in a can, bottle or pouch (excluding Hard Seltzers) add: Another Ready to Drink Alcoholic Beverage brand |
| Multi punch. Show response list as clickable images. Do NOT randomize response list; show rows "82 – 88" in same order as question ODD5. | |
| If respondent selects "3 or more" show the following error message: "You selected a high number of different brands; please review your answers.". Do NOT enforce a change. Just show the error message and then let the respondent continue, even if still "3 or more" response options are selected. | |
| Only show if "DeepDiveCategory" equals "Ready to Drink / Premixed Alcoholic Beverage...". | |
| Show questions ODD6a-e in same order as categories at ODD5. | |



KANTAR

ODD6d. Non-alcoholic Beer brands consumed

On [INSERT “relevant day”], [INSERT “relevant location”]…

Which Non-alcoholic Beer brands did you drink?

Select all that apply.

- | | |
|----|----------------------------------|
| 1 | Beck's Non-Alcoholic |
| 2 | Budweiser Zero |
| 3 | Busch NA |
| 4 | Heineken 0.0 |
| 5 | O'Doul's Non-Alcoholic |
| 6 | Old Milwaukee Non-Alcoholic |
| 88 | Another Non-alcoholic Beer brand |

Multi punch. Show response list as clickable images. Do NOT randomize response list.

If respondent selects “3 or more” show the following error message: “You selected a high number of different brands; please review your answers.”. Do NOT enforce a change. Just show the error message and then let the respondent continue, even if still “3 or more” response options are selected.

Only show if “DeepDiveCategory” equals “Non-alcoholic Beer”.

Show questions ODD6a-e in same order as categories at ODD5.

ODD6e. Hard Seltzer brands consumed

On [INSERT “relevant day”], [INSERT “relevant location”]…

Which Hard Seltzer brands did you drink?

Select all that apply.

- | | |
|----|-----------------------------------|
| 1 | Bon Viv Spiked Seltzer |
| 2 | Bud Light Platinum Seltzer |
| 3 | Bud Light Seltzer |
| 4 | Bud Light Seltzer Lemonade |
| 5 | CACTI Agave Spiked Seltzer |
| 6 | Coors Seltzer |
| 7 | Corona Hard Seltzer |
| 8 | High Noon Sun Sips |
| 9 | Michelob ULTRA Organic Seltzer |
| 10 | Natty Light Seltzer |
| 11 | Smirnoff Spiked Sparkling Seltzer |
| 12 | Truly Hard Seltzer |
| 13 | Truly Iced Tea Hard Seltzer |



KANTAR

- | | |
|----|-----------------------------|
| 14 | Truly Lemonade Hard Seltzer |
| 15 | Vizzy Hard Seltzer |
| 16 | White Claw Hard Seltzer |
| 88 | Another Hard Seltzer brand |

Multi punch. Show response list as clickable images. Do NOT randomize response list.
 If respondent selects “3 or more” show the following error message: “You selected a high number of different brands; please review your answers.”. Do NOT enforce a change. Just show the error message and then let the respondent continue, even if still “3 or more” response options are selected.
 Only show if “DeepDiveCategory” equals “Hard Seltzer”.
 Show questions ODD6a-e in same order as categories at ODD5.

Create variable “**Intro1-Pipe-in**” and flag all options selected at ODD6a-e **AND** all options selected at ODD5 (excluding rows “1, 6, 10 – 18”). Keep order the same as at ODD5 and insert ODD6a-e options where they belong in ODD5.

Create variable “**relevant brand/category**” by randomly assigning an option that is punched at variable “**Intro1-Pipe-in**”.

Create variable “**ODD17-Qualify**”:

- If selection at variable “relevant brand/category” comes from the options at ODD6a-e OR equals “Hard Cider” flag as “Yes”
- All others flag as “No”

ODD7. Number of people

On [INSERT “relevant day”], [INSERT “relevant location”]…

How many people were with you?

- | | |
|---|--------------------------------|
| 1 | Nobody, I was alone |
| 2 | One other person |
| 3 | A few other people (2 – 3) |
| 4 | A moderate sized group (4 – 6) |
| 5 | A big group (7+) |

Single punch. Show response list vertically.

If ODD7 equals “Nobody, I was alone” skip to question ODD9.

ODD8. Type of people with

On [INSERT “relevant day”], [INSERT “relevant location”]…

Who was with you?

- | | |
|---|---|
| 1 | Spouse / girlfriend / boyfriend / partner |
| 2 | Relative |



KANTAR

- | | |
|----|--------------------------------|
| 3 | Male friend |
| 4 | Female friend |
| 5 | A date |
| 6 | Co-worker / business associate |
| 88 | Someone else |

Single punch if ODD7 equals “One other person”.

Multi punch if ODD7 does NOT equal “One other person”.

Show response list vertically and randomize BUT keep “3/4” together (randomize within); anchor “Someone else”.

ODD9. Vibe

On [INSERT “relevant day”], [INSERT “relevant location”]…

How would you describe this occasion?

- | | |
|----|----------------|
| 1 | Informal |
| 2 | Cheerful |
| 3 | Lively |
| 4 | Cozy |
| 5 | Celebratory |
| 6 | Intimate |
| 7 | Calm / quiet |
| 8 | Formal |
| 88 | Something else |

Single punch. Show response list vertically and randomize; anchor “Something else”.



KANTAR

ODD10. Eat when drank?

On [INSERT “relevant day”], [INSERT “relevant location”]…

Did you eat anything at the same time you drank alcohol?

Select all that apply.

- | | |
|----|-------------------------------------|
| 1 | Yes, I ate breakfast |
| 2 | Yes, I ate lunch |
| 3 | Yes, I ate dinner / evening meal |
| 4 | Yes, I ate a snack |
| 5 | Yes, with appetizers, before a meal |
| 6 | No, I did not eat anything |
| 99 | Don’t know / can’t remember |

Multi punch; except “No, I did not eat anything” and “Don’t know / can’t remember”. Show response list vertically and do NOT randomize.

INTRO1.

For the next few questions we want you to think about what you were looking for when you drank on [INSERT “relevant day”], [INSERT “relevant location”] and chose [INSERT all options selected at “Intro1-Pipe-in” divided by a comma].

On each screen you will see a list of possible characteristics or benefits you might have been looking for in on [INSERT “relevant day”], [INSERT “relevant location”]. We would like to know to what extent you were seeking each of these.

Drag each onto the scale to indicate to what degree you wanted it.

ODD11. Beverage characteristics

On [INSERT “relevant day”], [INSERT “relevant location”]…

To what extent did you seek something that...?

| | | 1: Definitely not | 2 | 3 | 4 | 5: Definitely |
|---|------------------------------|-------------------------|---|---|---|------------------|
| 1 | Was sweet | | | | | |
| 2 | Was bitter / hoppy | | | | | |
| 3 | Was full flavored | | | | | |
| 4 | Was smooth | | | | | |
| 5 | Was fruity | | | | | |
| 6 | Was citrusy | | | | | |
| 7 | Had a higher alcohol content | | | | | |



KANTAR

| | | | | | | |
|----|-----------------------------|--|--|--|--|--|
| 8 | Was fizzy / carbonated | | | | | |
| 9 | Was lower calorie | | | | | |
| 10 | Was easy to mix | | | | | |
| 11 | Was sour | | | | | |
| 12 | Had a lower alcohol content | | | | | |
| 13 | Was natural / organic | | | | | |
| 14 | Was spicy | | | | | |

Show rows as images under the question. Randomize rows.

Show scale in swimming lane format (per below). Scale made up of drag and drop boxes. When the respondent drops a statement, it shrinks and moves up to sit at the top of the appropriate box above the scale.

| 1: Definitely not | 2 | 3 | 4 | 5: Definitely |
|-------------------|---------------|---------------|---------------|---------------|
| Drag and Drop | Drag and Drop | Drag and Drop | Drag and Drop | Drag and Drop |

ODD12. Functional needs

On [INSERT “relevant day”], [INSERT “relevant location”]…

To what extent did you seek something that...?

| | | 1: Definitely not | 2 | 3 | 4 | 5: Definitely |
|---|----------------------------------|-------------------------|---|---|---|------------------|
| 1 | Gives you a buzz | | | | | |
| 2 | Was energizing | | | | | |
| 3 | Was warming | | | | | |
| 4 | Was refreshing | | | | | |
| 5 | Was not bloating | | | | | |
| 6 | Does not affect you the next day | | | | | |
| 7 | Was good with food | | | | | |



KANTAR

| | | | | | | | |
|----|---|--|--|--|--|--|--|
| 8 | Was good for savoring | | | | | | |
| 9 | Was sophisticated | | | | | | |
| 10 | Was worth paying more for | | | | | | |
| 11 | Was good value for the money | | | | | | |
| 12 | Has traditions / heritage | | | | | | |
| 13 | Was better for you (low calories / carbs) | | | | | | |

Show rows as images under the question. Randomize rows.

Show scale in swimming lane format (per below). Scale made up of drag and drop boxes. When the respondent drops a statement, it shrinks and moves up to sit at the top of the appropriate box above the scale.

| | | | | |
|-------------------|---------------|---------------|---------------|---------------|
| 1: Definitely not | 2 | 3 | 4 | 5: Definitely |
| Drag and Drop | Drag and Drop | Drag and Drop | Drag and Drop | Drag and Drop |

ODD13. Emotional needs

On [INSERT “relevant day”], [INSERT “relevant location”]...

And finally, to what extent did you seek something to...?

| | | 1: Definitely not | 2 | 3 | 4 | 5: Definitely |
|---|---|-------------------------|---|---|---|------------------|
| 1 | Cheer you up | | | | | |
| 2 | Extend the occasion | | | | | |
| 3 | Make an occasion more special / celebrate | | | | | |
| 4 | Express yourself | | | | | |
| 5 | Feel more connected to others / part of the group | | | | | |
| 6 | Feel more confident | | | | | |

**KANTAR**

| | | | | | | | |
|----|-----------------------------|--|--|--|--|--|--|
| 7 | Have fun | | | | | | |
| 8 | Make a good impression | | | | | | |
| 9 | Relax | | | | | | |
| 10 | Socialize | | | | | | |
| 11 | Reward / treat yourself | | | | | | |
| 12 | Responsible / in control | | | | | | |
| 13 | Reflect | | | | | | |
| 14 | Explore / try something new | | | | | | |
| 15 | Stand out | | | | | | |

Show rows as images under the question. Randomize rows.

Show scale in swimming lane format (per below). Scale made up of drag and drop boxes. When the respondent drops a statement, it shrinks and moves up to sit at the top of the appropriate box above the scale.

| | | | | |
|-------------------|---------------|---------------|---------------|---------------|
| 1: Definitely not | 2 | 3 | 4 | 5: Definitely |
| Drag and Drop | Drag and Drop | Drag and Drop | Drag and Drop | Drag and Drop |

ODD14. Bought yourself

Now going back to when you drank [INSERT “relevant brand/category”] on [INSERT “relevant day”], [INSERT “relevant location”].

Did you buy this alcoholic beverage yourself?

| | |
|---|-----|
| 1 | Yes |
| 2 | No |

Single punch. Show response list vertically.

Only show if “relevant location” equals “At your home” OR “At someone else’s home”.

ODD15. Where bought?

Where did you buy the [INSERT “relevant brand/category”]?

| | |
|---|--|
| 1 | Mass retailer (e.g., Walmart, Target) |
| 2 | Warehouse club (e.g., Costco, Sam's Club) |
| 3 | Dollar store (e.g., Dollar General, Family Dollar) |
| 4 | Drug store (e.g., CVS, Rite Aid) |
| 5 | Grocery store (e.g., Kroger, Publix) |
| 6 | Convenience store (e.g., 7-Eleven, Speedway) |
| 7 | Liquor Store |



KANTAR

- | | |
|----|-----------------------------------|
| 8 | Online (for shipment or delivery) |
| 9 | Online (for pickup at the store) |
| 88 | Somewhere else |

Single punch. Show response list vertically and randomize BUT keep "8/9" together; anchor "Somewhere else". Only show if ODD14 equals "Yes".

ODD16. Type of shopping trip

Which of the below best describes the type of shopping trip, when you bought [INSERT "relevant brand/category"]?

- | | |
|----|--|
| 1 | My large, regular, stock up trip |
| 2 | A smaller routine trip to fill-in between regular trips |
| 3 | A trip to buy something needed that same day (e.g., ingredients for a meal, something to have when I get home) |
| 4 | An urgent trip to buy essential items |
| 5 | A trip to buy something to be consumed right away |
| 6 | I was shopping for a special occasion |
| 7 | I wanted to take advantage of a special offer |
| 8 | I was just browsing / shopping for fun |
| 9 | I was shopping for a treat for myself |
| 10 | I was shopping for a gift |
| 88 | Other |

Single punch. Show response list vertically and randomize; anchor "Other". Only show if ODD14 equals "Yes".

ODD17. Pack type

Which best describes the pack type you purchased?

- | | |
|---|----------|
| 1 | A single |
| 2 | 3 pack |
| 3 | 4 pack |
| 4 | 6 pack |
| 5 | 9 pack |
| 6 | 12 pack |



KANTAR

| | |
|----|-----------------|
| 7 | 18 pack |
| 8 | 24 pack |
| 9 | 30 pack |
| 10 | 36 pack |
| 88 | Some other type |

Single punch. Show response list vertically and do NOT randomize.

Only show if (ODD14 equals "Yes") AND ("ODD17-Qualify" equals "Yes").



KANTAR

MEDIA CONSUMPTION

MC1. Consumption frequency

How often do you typically do the following?

| | | Daily (2 or more hours) | Daily (less than 2 hours) | Several times a week | Several times a month | Once a month or less | (Almost) never |
|---|--|-------------------------|---------------------------|----------------------|-----------------------|----------------------|----------------|
| 1 | Watch <u>traditional TV</u> (e.g., cable, network, or satellite, etc.) | | | | | | |
| 2 | Watch <u>streaming / online TV</u> (e.g., Netflix, Amazon Video, etc.) | | | | | | |
| 3 | Read <u>printed</u> newspapers or magazines | | | | | | |
| 4 | Read <u>online</u> newspapers or magazines | | | | | | |
| 5 | Listen to <u>traditional radio</u> (e.g., AM, FM, etc.) | | | | | | |
| 6 | Listen to <u>online radio</u> (e.g., Spotify, etc.) | | | | | | |
| 7 | Use the <u>Internet</u> | | | | | | |
| 8 | Scroll <u>social media</u> | | | | | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Randomize statement-tiles BUT keep rows “1/2”, “3/4”, “5/6” together. Show scale vertically.

MC2. Consumed TV content

Which of the following do you regularly watch on traditional or streaming / online TV?

| | |
|----|-----------------------|
| 1 | News |
| 2 | Late Night Talk shows |
| 3 | Sports |
| 4 | Crime shows |
| 5 | Reality TV |
| 6 | Sitcoms / Family |
| 7 | Drama |
| 8 | Movies |
| 9 | Documentaries |
| 10 | Nature |
| 99 | None of these |

Multi punch; except “None of these”. Show response list vertically and randomize; anchor “None of these”.

Do NOT show if (“Watch traditional TV (e.g., cable, network, or satellite, etc.)” AND “Watch streaming / online TV (e.g., Netflix, Amazon Video, etc.)”) equal “(Almost) never” at MC1.



KANTAR

MC3. Type of consumed newspapers / magazines

Which of the following do you regularly read?

Printed

- 1 Daily newspaper
- 2 Sports magazine
- 3 Entertainment magazine
- 4 Business magazine
- 5 Something else

Online

- 6 Daily newspaper
- 7 Sports magazine
- 8 Entertainment magazine
- 9 Business magazine
- 10 Something else

Multi punch. Show response list vertically.

Build 2 blocks (Printed, Online). Show for each block the header, randomize response list underneath BUT keep response list order for both blocks the same; anchor for each block "Something else". Randomize the two blocks.

Only show block "Printed" if "Read printed newspapers or magazines" does NOT equal "(Almost) never" at MC1.

Only show block "Online" if "Read online newspapers or magazines" does NOT equal "(Almost) never" at MC1.

If both blocks (Printed, Online) are shown, respondent has to make a selection for each.

Do NOT show MC3 if ("Read printed newspapers or magazines" AND "Read online newspapers or magazines") equals "(Almost) never" at MC1.

MC4. Consumed internet content

Which of the following do you regularly do on the internet?

- 1 Social media / messaging (e.g., Facebook, LinkedIn, Twitter, Instagram, WhatsApp)
- 2 News (e.g., daily, politics, sports, economy, culture)
- 3 Entertainment (e.g., YouTube, Netflix, Disney+, Spotify, Apple Music)
- 4 Commercial Activities (e.g., shopping, making reservations, booking travel, selling goods / services)
- 5 Email
- 6 Working Remotely
- 7 Financial Services (e.g., banking, investing, paying bills)
- 8 General search engine inquiries (e.g., Google, Yahoo, Safari)
- 99 None of these

Multi punch; except "None of these". Show response list vertically and randomize; anchor "None of these".



KANTAR

MC5. Type of used apps

Which of these mobile applications do you regularly use?

- | | |
|----|----------------------|
| 1 | Social media app |
| 2 | Music app |
| 3 | Travel app |
| 4 | Navigation app |
| 5 | Maps app |
| 6 | Health & Fitness app |
| 7 | Gaming app |
| 8 | Sports app |
| 9 | Finance app |
| 10 | Dating app |
| 11 | Dining app |
| 12 | Weather app |
| 13 | Email app |
| 14 | Messaging app |
| 15 | Retail app |
| 99 | None of these |

Multi punch; except "None of these". Show response list vertically and randomize BUT keep "3/4/5", "13/14" together; anchor "None of these" to the bottom.

MC6. Type of used social media sites

How often do you use the below?

| | | Several times a day | Once a day | Several times a week | Once a week | Less than once a week | Never |
|---|-----------|---------------------|------------|----------------------|-------------|-----------------------|-------|
| 1 | LinkedIn | | | | | | |
| 2 | Facebook | | | | | | |
| 3 | Twitter | | | | | | |
| 4 | Instagram | | | | | | |
| 5 | Pinterest | | | | | | |
| 6 | Snapchat | | | | | | |
| 7 | YouTube | | | | | | |
| 8 | WhatsApp | | | | | | |
| 9 | TikTok | | | | | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Show scale vertically.

Randomize statement-tiles. Show all rows as logo within the statement-tiles.



KANTAR



KANTAR

CLASSIFICATION

C1. Spare time

Which of these activities do you do in your spare time for fun and enjoyment?

- | | |
|----|---|
| 1 | Cook / bake |
| 2 | Go to the movies |
| 3 | Go to a concert (in person or online) |
| 4 | Host parties or get-togethers |
| 5 | Gamble / bet on sports |
| 6 | Take an in-person fitness class or training (e.g., Orange Theory, CrossFit, Yoga) |
| 7 | Take an online fitness class or training (e.g., Peloton online, Daily Burn, Barre3) |
| 8 | Exercise / work out individually (e.g., jogging, biking, gym) |
| 9 | Play console / PC video games (e.g., Xbox, PlayStation, Nintendo) |
| 10 | Attend a sporting event |
| 11 | Watch sporting events on TV |
| 12 | Play sports |
| 13 | Home improvement projects / Do-it-yourself |
| 14 | Watch movies / TV at home |
| 15 | Go on a date |
| 16 | Do nothing (e.g., relaxing, napping, staying in, not making any plans) |
| 17 | Take a day trip somewhere |
| 18 | Yardwork (e.g., gardening, landscaping, lawncare) |
| 19 | Hiking / camping |
| 20 | Hunting / fishing |
| 99 | None of these |

Multi punch; except "None of these. Show response list vertically and randomize BUT keep "6/7/8", "10/11/12", "19/20" together; anchor "None of these".



KANTAR

C2. Type of sport watched

Which of the following sports do you **watch regularly**?

- | | |
|----|----------------------|
| 1 | Football |
| 2 | Soccer |
| 3 | Basketball |
| 4 | Tennis |
| 5 | Golf |
| 6 | Baseball |
| 7 | Ice Hockey |
| 8 | Motorsports |
| 9 | Volleyball |
| 88 | Other type of sport |
| 99 | I don't watch sports |

Multi punch; except "I don't watch sports". Show response list vertically and randomize; anchor "Other type of sport" and "I don't watch sports".

INTRO2.

We are near the end of our survey. The last few questions will be used for classification purposes only.

C3. Hispanics Typing Tool

What number of immigrant generation are you?

- | | |
|---|---|
| 1 | 1st generation – I immigrated to the US |
| 2 | 2nd generation – My parents immigrated to the US |
| 3 | 3rd generation – My grandparents immigrated to the US |
| 4 | 4th generation – My great grandparents immigrated to the US |
| 5 | >4th generation – My great grandparents born in the US |

Single punch. Show response list vertically.

Only show if variable "HEthnicity" equals "Hispanic".

C4. Hispanics Typing Tool

How long have you been living in the US?

- | | |
|---|--------------------|
| 1 | Less than 10 years |
| 2 | 10 years or more |



KANTAR

Single punch. Show response list vertically.
Only show if variable "HEthnicity" equals "Hispanic".

C5. Hispanics Typing Tool

What language do you speak with your family?

- | | |
|---|-----------------------------|
| 1 | Only English |
| 2 | Mainly English |
| 3 | Spanish and English equally |
| 4 | Mainly Spanish |
| 5 | Only Spanish |

Single punch. Show response list vertically.
Only show if variable "HEthnicity" equals "Hispanic".

C6. Hispanics Typing Tool

In what language do you watch TV?

- | | |
|---|-----------------------------|
| 1 | Only English |
| 2 | Mainly English |
| 3 | Spanish and English equally |
| 4 | Mainly Spanish |
| 5 | Only Spanish |

Single punch. Show response list vertically.
Only show if variable "HEthnicity" equals "Hispanic".

C7. Hispanics Typing Tool

Do you consider yourself...?

- | | |
|----|---|
| 1 | American, not Hispanic or Latino |
| 2 | American first, Hispanic or Latino second |
| 3 | Hispanic or Latino and American equally |
| 4 | Hispanic or Latino first, American second |
| 5 | Hispanic or Latino, not American |
| 99 | None of these |

Single punch. Show response list vertically.
Only show if variable "HEthnicity" equals "Hispanic".



KANTAR

C8. Country of origin

What is the country or countries of origin from which your Hispanic or Latino roots originate?

- | | |
|----|--------------------|
| 1 | Argentina |
| 2 | Belize |
| 3 | Bolivia |
| 4 | Brazil |
| 5 | Chile |
| 6 | Colombia |
| 7 | Costa Rica |
| 8 | Cuba |
| 9 | Dominican Republic |
| 10 | Ecuador |
| 11 | El Salvador |
| 12 | Guatemala |
| 13 | Honduras |
| 14 | Mexico |
| 15 | Nicaragua |
| 16 | Panama |
| 17 | Paraguay |
| 18 | Peru |
| 19 | Puerto Rico |
| 20 | Spain |
| 21 | Uruguay |
| 22 | Venezuela |
| 88 | Another country |

Multi punch. Show response list vertically and show for each language (English, Spanish) in alphabetical order; anchor "Another country".

Only show if variable "HEthnicity" equals "Hispanic".



KANTAR

C9. Hispanics Typing Tool

How much do you agree or disagree with the statement below?

| | | Disagree strongly | Disagree slightly | Neither agree nor disagree | Agree slightly | Agree strongly |
|---|--|-------------------|-------------------|----------------------------|----------------|----------------|
| 1 | I like to experiment with making my own drinks | | | | | |
| 2 | I enjoy trying new products / flavors | | | | | |
| 3 | I follow the latest food or beverage trends | | | | | |
| 4 | I like to travel frequently and see new things | | | | | |
| 5 | I want to try new things before anyone else | | | | | |
| 6 | I support brands that support the Hispanic community | | | | | |
| 7 | I am patriotic for my country of origin (not USA) | | | | | |
| 8 | I am patriotic for the USA | | | | | |

Single punch dynamic grid with auto-advance. Show statement-tiles (= rows) at the top and scale (= columns) at the bottom. Randomize statement-tiles. Show scale vertically.

Only show if variable "HEthnicity" equals "Hispanic".

C10. Marital status

What is your marital status?

| | |
|----|---|
| 1 | Married |
| 2 | Single, never been married |
| 3 | Single, but living in a couple relationship |
| 4 | Divorced |
| 5 | Separated |
| 6 | Widowed |
| 99 | Prefer not to answer |

Single punch. Show response list vertically.

C11. Employment status

Are you....?

| | |
|---|---|
| 1 | Employed full time, more than 35 hours per week |
| 2 | Employed part time, less than 35 hours per week |
| 3 | Self-employed |
| 4 | Retired |
| 5 | Student (may also work part-time) |



KANTAR

- | | |
|----|-------------------------------|
| 6 | Full time housewife / husband |
| 7 | Currently unemployed |
| 88 | Other |

Single punch. Show response list vertically.

C12. Education

What is the highest level of education you have completed?

- | | |
|----|---------------------------|
| 1 | 8th grade or less |
| 2 | Some high school |
| 3 | Graduated high school |
| 4 | Trade or technical school |
| 5 | Some college |
| 6 | Graduated college |
| 7 | Post-Graduate school |
| 99 | Prefer not to answer |

Single punch. Show response list vertically.

C13. Living area

Would you consider where you live to be...?

- | | |
|---|---|
| 1 | Urban – living in a large city |
| 2 | Suburban – living in the metropolitan area outside a large city |
| 3 | Rural – living in a small town or community that is not near a large city |

Single punch. Show response list vertically.