Introduction

Thank you for participating in this survey! This survey should take you about [xx] minutes to complete

Please note there is no right or wrong answer and we are looking to hear your genuine views and preferences. Please answer all questions truthfully, selecting the best possible reply among the listed options. Please be assured that all information will be kept confidential and anonymous.

Screener

101. In what country do you live?

Multiple choice | Required | Vertical | Single-select

    a)   [Insert target countries]

    b)   [Insert 2-3 additional countries] **"(TERMINATE)"**

    c)   Other (please specify) **"(TERMINATE)"**

1. How old are you?

Multiple choice | Required | Vertical | Single-select

2. With which gender do you most identify?

Multiple choice | Required | Vertical | Single-select

    a)   Male

    b)   Female

    c)   Non-Binary

    d)   Prefer not to say "**(TERMINATE)"**

3. What is your [zip code/postal code]?

Q_zip | Text input | Required | Single line

    Min length: 5

    Max length: 5

4. Which of the following best describes your total household income before taxes?

Multiple choice | Required | Vertical | Single-select

    Dynamic choices: *household_income_by_country*

    a)   Less than $25,000

    b) $25,000 to $49,999

c) $50,000 to $74,999

d) $75,000 to $99,999

e) $100,000 to $149,999

f) $150,000 to $199,999

g) $200,000 or more

h) Prefer not to say

xx.   Are you of Hispanic or Latino descent? [Ask for US only]

Multiple choice | Required | Vertical | Single-select

Show to US only

a)   Yes
b)   No

xx.   Which best describes your race or ethnicity? Select all that apply [Ask for US only]

Q_ethnicity | Multiple choice | Required | Vertical | Multi-select

a)   African American / Black [TAG: African American / Black]
b)   American Indian or Alaska Native [TAG: Multi-race / Another race not listed]
c)   Asian / Asian American [TAG: Asian / Asian American]
d)   Caucasian / White [TAG: Caucasian / White]
e)   Native Hawaiian / Pacific Islander [TAG: Multi-race / Another race not listed]
f)   Another race or ethnicity not listed here (please specify) [text input] [TAG: Multi-race / Another race not listed]

7.   Which of these activities have you done, if any, in the last 12 months?

Multiple choice | Required | Vertical | Multi-select | Randomize

8.   In the past year, about how often have you <done target activity / purchased target product category>?

Multiple choice | Required | Vertical | Single-select

a)   4-5 times per <pick a timeframe week OR month OR year>

b)   2-3 times per <pick a timeframe week OR month OR year>

c)   Once per <pick a timeframe week OR month OR year>

d)   Every two <pick a timeframe weeks OR months OR years> or less often

9.   In the past month/year, approximately how much has your household spent on <target product category>?

Number | Required

$ _____ per <month/year>
I don't know

Awareness & Usage

xx. What are the top three [brands / stores] that come to mind when you think of [target category]?

Text Input | Single Line | Optional

16. Which of the following brands have you heard of?

Multiple choice | Required | Vertical | Multi-select

17. Which best describes your experience with each of these [brands / stores]?

Matrix | Required | Group by: Row | Single-select

	Heard of, but never [used / visited / bought]	Have [used / visited / bought] in the past, but not [currently / in the past x months]	Currently using [OR bought / visited / used in the last x months]
aware_brands			

18. You indicated that you currently <use / shop at> more than one [<brand of product/category> or <retailer>] , which of the following do you consider to be your primary <brand or retailer>?

Q_primary_brand | Multiple choice | Required | Vertical | Single-select

Dynamic choices: current_brands

NPS

19. How likely are you to recommend [brand] to a friend or relative?

Multiple choice | Required | Horizontal | Single-select

    a)   0=Not at all likely

    b)   1

    c)   2

    d)   3

    e)   4

    f)   5

    g)   6

    h)   7

    i)   8

    j)   9

    k)   10-=Extremely likely

20. Why?

Text input | Required | Multi-line

Min length: 3

Key purchasing criteria

21.   Which of the following criteria are most important to you when deciding which [target category] to [purchase / use / visit]? Please select up to 3.

Multiple choice | Required | Vertical | Multi-select | Randomize | Choose 1-3 options

Insert list of KPCs.

Dynamic choices: kpc_list

22.   How well do each of these criteria describe [brand]?

Matrix | Required | Group by: Row | Single-select

	1 - Does not describe at all	2	3	4	5 – Describes Completely
Kpc_list					

Visit Frequency

xx.   How many times have you visited a <retailer type> in the past <time period>?
Multiple choice | Required | Vertical | Single-select

a)   Less than 10

b)   10-14

c)   15-19

d)   20-24

e)   25-29

f)   30 +

g)   Don't know / remember

xx.   How do you think your total number of visits to <retailer type>s today compares to your total visits to <retailer type>s <time period> ago?
Multiple choice | Required | Vertical | Single-select

a)   I visit significantly more today

b)   I visit slightly more today

c)   I visit about the same

d)   I visit slightly less today

e)   I visit significantly less today

xx. Compared to today, how do you expect your total number of visits to <retailer type>s will change in the next <time period??
Multiple choice | Required | Vertical | Single-select

f)   I expect to visit significantly more

g)   I expect to visit slightly more

h)   I expect to visit about the same

i)   I expect to visit slightly less

j)   I expect to visit significantly less

xx. Why do you expect to visit <retailer type>s more in the next <time period>?
Multiple choice | Required | Vertical | Single-select

a)   *<list of reasons>*

b)   *Other, please specify*

xx. Why do you expect to visit <retailer type>s less in the next <time period>?
Multiple choice | Required | Vertical | Single-select

a)   *<list of reasons>*

b)   *Other, please specify*

Last-Visit Profiling

xx. Think about your **most recent visit** to a <retailer type>. For this visit, which <retailer type>s did you consider visiting? Please include the <retailer type> you ended up visiting. (Select all that apply).
Multiple choice | Required | Vertical | Multi-select

a. *<list of Aware retailers>*

xx.   Think about your **most recent visit** to a <retailer type>. Which <retailer type> did you visit?
Multiple choice | Required | Vertical | Multi-select

a. *<list of Considered retailers>*

xx. You indicated you considered visiting <retailer type> from <considered retailer> but that you ended up visiting <most recent retailer> instead.

Why did you choose to visit <most recent retailer> instead of <considered retailer>?
Multiple choice | Required | Vertical | Multi-select

a. *<list of reasons varies based on retailer type>*

xx. Think about the **next time** you would like to visit a <retailer type>. Which <retailer type>s would you consider visiting? (Select all that apply).
Multiple choice | Required | Vertical | Multi-select

<list of Aware retailers>

xx.   Think about the different <retailer type>s in your area. How would you describe your level of interest for visiting each of the following <retailer type>s? (Select all that apply).
Matrix | Required | Group by: Row | Single-select

	1 - I would never consider this	**2 -** I would only consider	**3 -** It is one of many I would consider	**4 -** It is among my	**5 -** It is my favorite

IncQuery

5

	<retailer type>	it as a last resort		top few choices	<retailer type>
brand_list					

Brand History and Perceptions

xx.   How long have you been [using / visiting] the following brands for <product/category>?
Matrix | Required | Group by: Row | Single-select

	Less than 6 months	6 months to less than 1 year	1 year to less than 2 years	2 years to less than 5 years	5 years or more	Don't know
brand_list						

xx.   How has your use of these brands for <product / category> changed over the last 3 years?
Matrix | Required | Group by: Row | Single-select

	Increased	Stayed the same	Decreased
Brand_list			

xx.   How do you **expect** your use of each of the following brands for <product / category> to change in the next 3 years?
Matrix | Required | Group by: Row | Single-select

	Increase	Stay the same	Decrease
Brand_list			

xx.   How much do you agree or disagree with these statements about <primary_brand>?
Matrix | Required | Group by: Row | Single-select

	Strongly disagree 1	2	3	4	5 - Strongly agree
I consider myself loyal to this brand.					
I would go out of my way to use this brand.					
I really love this brand.					
I would really miss this brand if it went away.					
I really identify with people who use this brand.					
I feel like I almost belong to a club with other users of this brand.					
I really like to talk about this brand with others.					
I am proud to have others know I use this brand.					

IncQuery

Spend/Pricing

31. About how much have you spent [at / on] [target product category] in the past [time frame]?

    Multiple choice | Required | Vertical | Single-select

    Dynamic choices: Spend_by_country

32. What percent of the amount_spent you spent on [target product category] over the past [time frame] was from each of the following brands?

    Allocation | Required | Total: 100

    Dynamic choices: brand_list

33. How do you think the amount you spend on [target product category] today compares to your the amount you spent on [target product category] **one year ago**?

    Multiple choice | Required | Vertical | Single-select

    a)   I spent significantly more than one year ago

    b)   I spent slightly more than one year ago

    c)   I spent about the same

    d)   I spent slightly less than one year ago

    e)   I spent significantly less than one year ago

34. Compared to today, how much do you expect your spend on [target product category] will change one year from now?

    Multiple choice | Required | Vertical | Single-select

    a)   I expect to spend significantly more one year from now

    b)   I expect to spend slightly more one year from now

    c)   I expect to spend about the same

    d)   I expect to spend slightly less one year from now

    e)   I expect to spend significantly less one year from now

35. Why do you expect to spend more on [target product] one year from now?

    Multiple choice | Required | Vertical | Single-select

36. Why do you expect to spend less on [target product] one year from now?

    Multiple choice | Required | Vertical | Single-select

Switching behavior

46. You indicated you currently use **primary_brand** for [target product]. How likely are you to switch to another brand in the next [time frame]?

    Multiple choice | Required | Vertical | Single-select

IncQuery

      a)   1- Not at all likely

      b)   2

      c)   3

      d)   4

      e)   5- Extremely likely

47.   Why you are considering switching away from using **primary_brand**?

Multiple choice | Required | Vertical | Multi-select | Randomize | Choose up to 3 options

      a)   [List of reasons for switching]

      b)   Other (specify) [text input]

Demographics

11.   What is the highest level of education you have completed?

Multiple choice | Required | Vertical | Single-select

      a)   Some high school

      b)   High school diploma

      c)   Some College

      d)   College diploma

      e)   Post-graduate

      f)   Technical School

      g)   Other (please specify)

12.   What is your current employment status?

Multiple choice | Required | Vertical | Single-select

      a)   Full-time

      b)   Part-time

      c)   Contract, freelance or gig-worker

      d)   Retired

      e)   Unemployed

      f)   Student

      g)   Other (e.g., stay-at-home parent)

13.   Which of the following best describes your current marital status?

Multiple choice | Required | Vertical | Single-select

   a)   Married

   b)   Living with a significant other

   c)   Single, living alone or with a roommate

   d)   Divorced, widowed or separated

   e)   Prefer not to say

14.   How many people, including yourself, live in your household?

Multiple choice | Required | Vertical | Single-select

   a)   1 (myself only)

   b)   2

   c)   3

   d)   4

   e)   5

   f)   6

   g)   7

   h)   8+

15.   How many children under 18 live in your household?

Multiple choice | Required | Vertical | Single-select

   a)   0

   b)   1

   c)   2

   d)   3

   e)   4

   f)   5+

Non-user

48.   You indicated you've heard of **target_brand** but have never [<shopped there> or <purchased> product OR category from this brand]. Please indicate up to three reasons as to why.

Multiple choice | Required | Vertical | Single-select

   a)   [Insert reasons]

   b)   Other (target specify)

49. How likely are you to start using [XX] from **target_brand** in the next 12 months?

Multiple choice | Required | Horizontal | Single-select

a) 1=Not at all likely

b) 2

c) 3

d) 4

e) 5=Extremely likely