
YPULSE YBRANDS SURVEY

RISING STARS

F500: Thinking about [CATEGORY] brands, what is your favorite brand in this category?
[OPEN-END]

F505: Why is that your favorite brand?
[OPEN-END]

MIND SHARE

Q200: Please tell us how well you know each of the following brands?
[SINGLE RESPONSE]

[INSERT BRAND AND LOGO]

1. I have never heard of this brand
2. I have heard of this brand
3. I am familiar with this brand / I know about this brand
4. I have bought from or have financially supported this brand
5. I am loyal to this brand
6. This brand is one of my favorites

BRAND QUESTIONS

**[SHOW 8 (MOBILE) TO 16 (DESKTOP) BRANDS + LOGOS
THEY ARE AWARE OF IN Q200]**

BLOCK A: PERSONALITY **[MULTIPLE RESPONSE]**

A300. Which of the following are TRUE TO THEMSELVES?

A305. Which of the following are TRUSTWORTHY?

A310. Which of the following are INNOVATIVE?

A312. Which of the following are RELIABLE?

BLOCK B: RELEVANCE **[MULTIPLE RESPONSE]**

B320. Which of the following helps you EXPRESS WHO YOU ARE?

B322. Which of the following are COOL?

B334. Which of the following GET YOU?

B335. Which of the following are POPULAR among you and your friends?

BLOCK C: INFLUENCE
[MULTIPLE RESPONSE]

- C340.** Which of the following do you PAY ATTENTION TO?
C345. Which of the following would you LIKE TO HEAR FROM MORE OFTEN?
C350. Which of the following have you HEARD SOMETHING POSITIVE ABOUT in the past 6 months?
C355. Which of the following have you previously RECOMMENDED to others?

BLOCK D: MOMENTUM
[MULTIPLE RESPONSE]

- D360.** Which of the following have you TALKED ABOUT MORE OFTEN in the past 6 months?
D362. Which of the following KEEP GETTING BETTER?
D370. Which of the following have a BRIGHT FUTURE?
D375. Which of the following are HOT RIGHT NOW?

BLOCK F: CORPORATE SOCIAL RESPONSIBILITY
[MULTIPLE RESPONSE]

- F445.** Which of the following REFLECT DIVERSITY?
F450. Which of the following SUPPORT THE CAUSES YOU CARE ABOUT?
F455. Which of the following are ECO-FRIENDLY?
F460. Which of the following MAKE THE WORLD A BETTER PLACE?

[MATRIX]

- G580.** How likely are you to buy or use [BRAND] in the future?
1. Very unlikely
2. Somewhat unlikely
3. Somewhat likely
4. Very likely

BLOCK E: MODULE FOR FASHION & APPAREL ONLY
[MULTIPLE RESPONSE]

- E380.** Which of the following represent GOOD QUALITY?
E385. Which of the following represent GOOD VALUE?
E390A. [BRANDS ONLY] Which of the following are READILY AVAILABLE in the stores or malls where you shop?
E390B. [STORES ONLY] Which of the following are READILY AVAILABLE to where you shop for clothing / apparel?
E395. Which of the following can you DEPEND ON TO OFFER YOUR SIZE?
E400. Which of the following offer a COMPLETE OUTFIT?
E405. Which of the following offer ONE OF A KIND OR UNIQUE STYLES?
E410. Which of the following offer FRESH NEW STYLES?
E415. Which of the following offer CLASSICS AND BASICS?
E435. Which of the following is an industry LEADER?
E440. Which of the following are COMFORTABLE?

BLOCK E-INT: MODULE FOR INTIMATES APPAREL ONLY – FEMALES ONLY

[MULTIPLE RESPONSE]

- E380. Which of the following represent GOOD QUALITY?
- E385. Which of the following represent GOOD VALUE?
- E390. Which of the following are READILY AVAILABLE in the stores or malls where you shop?
- E395. Which of the following can you DEPEND ON TO OFFER YOUR SIZE?
- E420. Which of the following offer the best VARIETY OF FITS?
- E425. Which of the following offer the best VARIETY OF STYLES?
- E430. Which of the following offer the best SHOPPING EXPERIENCE?
- E435. Which of the following is an industry LEADER?

BLOCK X: EXPERIMENTAL

[MULTIPLE RESPONSE]

- X600. Which of the following have done a GOOD JOB responding to COVID-19?

BLOCK J: MEDIA USE

- J700. What media sources have you used in the past week?

[RANDOMIZE]

- a. Cable / Satellite / Fiber Optic TV
- b. Network websites / apps (e.g. ABC.com, Watch ESPN app)
- c. Netflix
- d. Hulu / Hulu (no ads)
- e. Amazon Prime Video
- f. Other live-streaming platform (e.g. Periscope)
- g. HBO Go / HBO Now
- h. Other premium networks (e.g. Showtime, Starz)
- i. YouTube / YouTube Premium
- j. Facebook
- k. Instagram
- l. Snapchat
- m. Twitter
- n. Pinterest
- o. Twitch
- p. Online publication (e.g. BuzzFeed, NYTimes)
- q. Magazines / Newspapers
- r. Radio
- s. Podcast
- t. Streaming music platform (e.g. Spotify)
- u. Book
- v. Disney+
- w. TikTok
- x. Other **[ANCHOR]**

J705. Where have you seen or heard ads in the past week that made you want to purchase something?

[RANDOMIZE]

- a. Cable TV / Satellite / Fiber Optic TV
- b. Network websites / apps (e.g. ABC.com, Watch ESPN app)
- c. Streaming video platform (e.g. Roku)
- d. YouTube
- e. Facebook
- f. Instagram
- g. Snapchat
- h. Twitter
- i. Pinterest
- j. Twitch
- k. Online publication (e.g. banner ad, pre-roll video)
- l. Radio
- m. Podcast
- n. Online search results (e.g. Google)
- o. Email
- p. Direct mail
- q. Magazines / Newspapers
- r. Billboard / Outdoor sign
- s. Influencer post (e.g. online personality, celebrity)
- t. Streaming music platform (e.g. Spotify)
- u. Hulu
- v. TikTok
- w. Other live-streaming platform (e.g. Periscope) **[ANCHOR]**
- x. I haven't seen or heard any ads in the past week **[ANCHOR; EXCLUSIVE]**

DEMOGRAPHIC INFORMATION CAPTURED

- 1. Gender
- 2. Age
- 3. Student Status
- 4. Race / Ethnicity
- 5. Parent Status
- 6. How many children by age group
- 7. Drink alcohol