
YPULSE
YOUTH BRAND TRACKER QUESTIONNAIRE
LAST REVISED: APRIL 7, 22
DEMOS

INTRO

[DISPLAY TEXT]

Thank you for your interest in this study. It should take less than 15 minutes of your time. Please take your time in answering all the questions as thoroughly and honestly as possible. Your answers will be held in strict confidence and only used for the purpose of this study.

Q100. How old are you?

[TEXT; INTEGER]

Q105: Are you...

[SINGLE SELECT]

1. Male
2. Female

Q106: Do you identify as LGBTQ+?

[SINGLE SELECT]

1. Yes
2. No

Q115. Which best describes the area where you live?

[SINGLE SELECT]

1. Big urban city (> 1 million people)
2. Small urban city (< 1 million people)
3. Suburbs (outside of a city / developed area)
4. Rural (small town / village)

Q120. Are you **currently** a student?

[SINGLE SELECT]

1. Yes, I'm in middle school
2. Yes, I'm in high school
3. Yes, I'm in trade / vocation school
4. Yes, I'm an undergrad in college / university
5. Yes, I'm a graduate student in college / university
6. No, I'm not a student

Q122. What is the **highest** degree or level of school you have completed?

[SINGLE

SELECT]

1. No schooling completed
2. Nursery school
3. Grades 1 through 11
4. 12th grade—no diploma
5. Regular high school diploma
6. GED or alternative credential
7. Some college credit, but less than 1 year of college
8. 1 or more years of college credit, no degree
9. Associates degree (for example: AA, AS)

10. Bachelor's degree (for example: BA, BS)
11. Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA)
12. Professional degree beyond bachelor's degree (for example: MD, DDS, DVM, LLB, JD)
13. Doctorate degree (for example, PhD, EdD)

Q125. **[MULTI SELECT]**

Which of the following categories best describes your race? Mark one or more races to indicate what you consider yourself to be.

- a. African-American / Black
- b. American Indian or Alaskan Native
- c. Asian Indian
- d. Caucasian / White
- e. Chinese
- f. Filipino
- g. Guamanian or Chamorro
- h. Japanese
- i. Korean
- j. Native Hawaiian
- k. Samoan
- l. Vietnamese
- m. Other Pacific Islander
- n. Other
- o. Prefer not to say

Q130. Are you Spanish, Hispanic or Latino? **[SINGLE SELECT]**

- a. Yes
- b. No

Q135. Are you a parent or guardian of a child? **[SINGLE SELECT]**

- a. Yes
- b. No

[BASE: PARENTS ONLY]

Q140. How many children do you have in each age group? **[TEXT; MULTI-FIELD]**

[NUMBERS ONLY]

- a. 0-18 months
- b. 19 months – 3 yrs old
- c. 4 yrs old – 6 yrs old
- d. 7yrs old – 9 yrs old
- e. 10yrs old – 12 yrs old
- f. 13yrs old or older

[BASE: 21 or older]

[SINGLE RESPONSE]

Q145. Do you drink alcoholic beverages?

1. Yes
2. No

Q150. On what kind of device are you taking today's survey? **[SINGLE SELECT]**

- a. Laptop Computer
- b. Smartphone

- c. Tablet
- d. Netbook
- e. Desktop Computer

AWARENESS / PURCHASE INTENT / EMPLOYER INTENT

Q190. [OPEN-END]

Thinking about [INSERT INDUSTRY], what is your favorite brand in this category?
Please name a brand, company, or organization.

Q195. [OPEN-END]

Why is that your favorite brand?

Note: Please explain in a short sentence or two.

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

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 financially supported this brand
5. I am loyal to this brand
6. This brand is one of my favorites

[IF Q200>1, ASK]

Q205: How likely are you to buy or use [INSERT BRAND TEXT] in the future? **[SINGLE ASK]**

1. Very unlikely
2. Somewhat unlikely
3. Somewhat likely
4. Very likely

[IF Q200>1, ASK]

Q210: How likely would you be to consider working for [INSERT BRAND TEXT] at some point during your career?

[SINGLE ASK]

1. Very unlikely
2. Somewhat unlikely
3. Somewhat likely
4. Very likely

BRAND DIAGNOSTIC QUESTIONS

BLOCK A: PERSONALITY

A300. [MULTIPLE IMAGE SELECT – SHOW 8/16¹ LOGOS SELECTED IN Q200_]
Which of the following are TRUE TO THEMSELVES?

A305. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following are TRUSTWORTHY?

A310. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following are INNOVATIVE?

A315. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following are RELIABLE?

BLOCK B: RELEVANCE

B320. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following helps you EXPRESS WHO YOU ARE?

B325. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following are COOL?

B330. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following GET YOU?

B335. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following are POPULAR among you and your friends?

BLOCK C: INFLUENCE

C340. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200A]
Which of the following do you PAY ATTENTION TO?

C345. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200A]
Which of the following would you LIKE TO HEAR FROM MORE OFTEN?

C350. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200A]
Which of the following have you HEARD SOMETHING POSITIVE ABOUT in the past 6 months?

C355. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200A]
Which of the following have you previously RECOMMENDED to others?

¹ 8 brands are shown on mobile devices / 14 logos are shown for PCs / laptops / netbooks / tablets

BLOCK D: MOMENTUM

- D360. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following have you TALKED ABOUT MORE OFTEN in the past 6 months?
- D365. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following KEEP GETTING BETTER?
- D370. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following have a BRIGHT FUTURE?
- D375. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following are HOT RIGHT NOW?

BLOCK E: CORPORATE SOCIAL RESPONSIBILITY

- E380. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following REFLECT DIVERSITY?
- E385. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following SUPPORT THE CAUSES YOU CARE ABOUT?
- E390. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following are ECO-FRIENDLY?
- E395. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following MAKE THE WORLD A BETTER PLACE?

BLOCK F: MODULE FOR FASHION & APPAREL INDUSTRY ONLY

- F400. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following represent GOOD QUALITY?
- F405. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following represent GOOD VALUE?
- F410. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS OF BRANDS FROM Q200_]**
Which of the following are READILY AVAILABLE where you shop?
- F415. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following can you DEPEND ON TO OFFER YOUR SIZE?
- F420. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following offer a COMPLETE OUTFIT?
- F425. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following offer ONE OF A KIND OR UNIQUE STYLES?
- F430. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]**
Which of the following offer FRESH NEW STYLES?

F435. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer CLASSICS AND BASICS?

F440. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following is an industry LEADER?

F445. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer apparel that is COMFORTABLE?

BLOCK G: MODULE FOR INTIMATES APPAREL ONLY – FEMALES ONLY

G450. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following represent GOOD QUALITY?

G455. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following represent GOOD VALUE?

G460. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS OF BRANDS FROM Q200_]
Which of the following are READILY AVAILABLE where you shop?

G465. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following can you DEPEND ON TO OFFER YOUR SIZE?

G470. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer the best VARIETY OF FITS?

G475. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer the best VARIETY OF STYLES?

G480. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer the best SHOPPING EXPERIENCE?

G485. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following is an industry LEADER?

G490. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer apparel that is COMFORTABLE?

BLOCK H: MODULE FOR RETAIL ONLY

H495. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following represent GOOD VALUE?

H500. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer the best SHOPPING EXPERIENCE?

H505. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following is an industry LEADER?

BLOCK H: MODULE FOR ALC BEV ONLY

H495. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following represent GOOD VALUE?

H500. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following are READILY AVAILABLE where you shop?

H505. [MULTIPLE IMAGE SELECT – SHOW 8/16 LOGOS SELECTED IN Q200_]
Which of the following offer the best VARIETY?

BLOCK Z: MEDIA CONSUMPTION

Z1000. What media sources have you used in the past week? **[RANDOMIZE]**

- a. Cable / Satellite / Fiber Optic TV
- a. Network websites / apps (e.g. ABC.com, HBO Max, etc.)
- b. Streaming video platform (e.g. Netflix, YouTube, etc.)
- c. Live-streaming platform (e.g. Twitch, etc.)
- d. Streaming music platform (e.g. Spotify, Pandora, etc.)
- e. Social media platforms (e.g. Facebook, Twitter, etc.)
- f. Video games (e.g. PlayStation 5, Nintendo Switch, etc.)
- g. Online publication (e.g. BuzzFeed, NYTimes, etc.)
- h. Print media (e.g. magazines, newspapers, books, etc.)
- i. Radio
- j. Podcast
- k. Other **[ANCHOR]**
- l. I haven't used any media sources in the past week **[ANCHOR; EXCLUSIVE]**

Z1005. Of those media sources, what specific brands have you used in the past week?

[Base: Z1000_b, Z1000_c, Z1000_d, Z1000_e, Z1000_f, or Z1000_g] [RANDOMIZE]

- a. HBO Go / HBO Now / HBO Max **[Base: Z1000_b]**
- a. Paramount+ **[Base: Z1000_b]**
- b. WatchESPN / ESPN+ **[Base: Z1000_b]**
- c. Netflix **[Base: Z1000_c]**
- d. Hulu **[Base: Z1000_c]**
- e. Amazon Prime Video / Amazon Music **[Base: Z1000_c or Z1000_e]**
- f. Disney+ **[Base: Z1000_c]**
- g. Apple TV+ / Apple Music **[Base: Z1000_c or Z1000_e]**
- h. Sling TV **[Base: J710c]**
- i. YouTube / YouTube Premium / YouTube TV / YouTube Music **[Base: Z1000_c, Z1000_d, or Z1000_e]**
- j. Twitch **[Base: Z1000_d]**
- k. Spotify **[Base: Z1000_e]**
- l. Pandora **[Base: Z1000_e]**
- m. Facebook **[Base: Z1000_f]**
- n. Instagram **[Base: Z1000_f]**
- o. Snapchat **[Base: Z1000_f]**
- p. Twitter **[Base: Z1000_f]**
- q. Pinterest **[Base: Z1000_f]**
- r. TikTok **[Base: Z1000_f]**
- s. PlayStation **[Base: Z1000_g]**

- t. Xbox **[Base: Z1000_g]**
- u. Nintendo **[Base: Z1000_g]**
- v. Other **[ANCHOR]**

Z1010. Where have you seen or heard ads in the past week that made you want to purchase something? **[RANDOMIZE]**

- a. Cable / Satellite / Fiber Optic TV **[Base: Z1000_a]**
- a. Network websites / apps (e.g. ABC.com, Watch ESPN app, etc.) **[Base: Z1000_b]**
- b. Streaming video platform (e.g. Hulu, YouTube, etc.) **[Base: Z1000_c]**
- c. Live-streaming platform (e.g. Twitch, etc.) **[Base: Z1000_d]**
- d. Streaming music platform (e.g. Spotify, Pandora, etc.) **[Base: Z1000_e]**
- e. Social media platforms (e.g. Facebook, Instagram, etc.) **[Base: Z1000_f]**
- f. Online gaming (e.g. in-game advertising on mobile games, cloud games, etc.)
- g. Online publication (e.g. banner ad, pre-roll video, etc.) **[Base: Z1000_h]**
- h. Print media (e.g. magazines, newspapers, books, etc.) **[Base: Z1000_i]**
- i. Radio **[Base: Z1000_j]**
- j. Podcast **[Base: Z1000_k]**
- k. Online search results (e.g. Google, Bing, etc.)
- l. Email
- m. Direct mail
- n. Billboard / Outdoor sign
- o. Influencer post (e.g. online personality, celebrity, etc.)
- p. I haven't seen or heard any ads in the past week **[ANCHOR; EXCLUSIVE]**

Z1015. On which specific brands have you seen or heard those ads in the past week?

[Base: Z1010_b, Z1010_c, Z1010_d, Z1010_e, Z1010_f, or Z1010_p] [RANDOMIZE]

- a. Paramount+ **[Base: Z1010_b]**
- a. WatchESPN / ESPN+ **[Base: Z1010_b]**
- b. Hulu **[Base: Z1010_c]**
- c. Sling TV **[Base: Z1010_c]**
- d. YouTube / YouTube TV / YouTube Music
[Base: Z1010_c, Z1010_d, Z1010_e, or Z1010_p]
- e. Twitch **[Base: Z1010_d or Z1010_p]**
- f. Spotify **[Base: Z1010_e]**
- g. Pandora **[Base: Z1010_e]**
- h. Amazon Music **[Base: Z1010_e]**
- i. Facebook **[Base: Z1010_f or Z1010_p]**
- j. Instagram **[Base: Z1010_f or Z1010_p]**
- k. Snapchat **[Base: Z1010_f or Z1010_p]**
- l. Twitter **[Base: Z1010_f or Z1010_p]**
- m. Pinterest **[Base: Z1010_f or Z1010_p]**
- n. TikTok **[Base: Z1010_f or Z1010_p]**
- o. Other **[ANCHOR]**

OUTRO. That's it! Thanks for your time today!