
YPULSE
YOUTH BRAND TRACKER QUESTIONNAIRE
LAST REVISED: NOVEMBER 28, 23

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

D115: What is your home zip code?**[OPEN-END]****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)

[BASE: UNITED STATES RESPONDENTS]

[MULTIPLE RESPONSE]

D115_US. What is your race or ethnicity?

Mark one or more races to indicate what you consider yourself to be.

1. African-American / Black
2. American Indian or Alaskan Native
3. Asian Indian
4. Caucasian / White
5. Chinese
6. Filipino
7. Guamanian or Chamorro
8. Japanese
9. Korean
10. Native Hawaiian
11. Samoan
12. Vietnamese
13. Other Pacific Islander
14. Other
15. Prefer not to say

[BASE: UNITED STATES RESPONDENTS]

[MULTIPLE RESPONSE]

D120_US. Are you of Hispanic / Latin@ / Latinx, or Spanish origin?

Mark one or more choices below to indicate what you consider yourself to be.

1. No, I am not of Hispanic / Latin@ / Latinx, or Spanish origin
2. Yes, Mexican, Mexican Am., Chicano
3. Yes, Puerto Rican
4. Yes, Cuban
5. Yes, another Hispanic / Latin@ / Latinx, or Spanish origin (e.g. Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard)

[BASE: UNITED CANADA RESPONDENTS]

[MULTIPLE RESPONSE]

D115_CA. What is your race or ethnicity?

Mark one or more races to indicate what you consider yourself to be.

1. White
2. Asian
3. Indigenous
4. African
5. Latin American

6. Oceanic
7. Other
8. Prefer not to say

[BASE: UNITED CANADA RESPONDENTS]

[MULTIPLE RESPONSE]

D120_CA. Are you of Hispanic / Latin@ / Latinx, or Spanish origin?
Mark one or more choices below to indicate what you consider yourself to be.

1. No, I am not of Hispanic / Latin@ / Latinx, or Spanish origin
2. Yes, Mexican, Mexican Am., Chicano
3. Yes, Puerto Rican
4. Yes, Cuban
5. Yes, another Hispanic / Latin@ / Latinx, or Spanish origin (e.g. Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard)

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 G: GAMING QUESTIONS

G100. How often do you...

[MATRIX]

COLUMNS

- 1) Daily
- 2) Few times a week
- 3) Weekly
- 4) Few times a month
- 5) Monthly
- 6) Less than monthly
- 7) Never

ROWS

- a) Play games on a mobile device (e.g. mobile phone or tablet)?
- b) Play games on a computer?
- c) Play games on a console (e.g. Xbox, Playstation, Nintendo, etc.)?
- d) Play games on a virtual reality headset (e.g. Oculus, Vive, Reverb, etc.)?
- e) Watch esports (e.g. video games competition)?
- f) Watch other people play video games?
- g) Watch video game tutorials?
- h) Watch commentary videos on video gameplay?
- i) Read / listen to news about video games?

[IF G100_C NE NEVER, ASK]

G200: Which of the following consoles do you game on? **[MULTI-SELECT] [RANDOMIZE]**

- a. Xbox (Xbox Series S, Xbox One, Series X)
- b. Nintendo Switch (Nintendo Switch Lite, Nintendo Switch OLED)
- c. Nintendo Wii/Wii U
- d. PlayStation (PlayStation 5, PlayStation 4 Pro)
- e. SNES Classic Edition
- f. Sega Genesis Mini
- g. Steam Deck
- h. Other gaming console (please specify):

G205: Which of the following consoles is your favorite to game on? **[SINGLE SELECT]**
[RANDOMIZE]

- i. PIPE IN FROM G200

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