

**GWI.**

# **GWI Core Plus Q1 2025**

**Questionnaire**

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# Methodology

GWICore Plus is an online survey completed by people aged 16-64 who use the internet (and from Q3 2024, 16+ in Canada and the UK).

GWICore Plus is a recontact survey of GWICore, meaning respondents who have taken both the main GWICore survey and the Brand & Media module are invited to participate. This means that the questions listed in this document can be used alongside most GWICore questions.

More details about the sample sizes, markets and methodology of GWICore Plus can be found in this [help center article](#).

# Media Consumption

## Print & Digital

### Newspapers

#### Frequency of Reading Newspapers

How frequently do you do these things?

Read printed copies of newspapers i.e. physical copies, not digital or online versions.

Read digital copies of newspapers i.e. on a website / app, social media, or anywhere else online.

- Every day / Most days
- 2-3 times a week
- Once a week
- Once every 2 weeks
- Once a month
- Less often than once a month
- Rarely
- Never

#### Newspapers Read

In the last month, have you read or seen stories from any of these newspapers? This could be in a print copy, on their website / app, or anywhere else online (e.g. on social media)

#### Newspapers Read Regularly

Which of these newspapers do you read regularly?

*Asked about all the newspapers the respondent has read in the last month.*

#### Format for Reading Newspapers

Do you read the **printed version** of any of these newspapers?

And which of these do you also read **online**?

*Asked about the newspapers the respondent has read in the last month that can be read in print and/or online.*

#### Australia

- The Advertiser
- The Age
- The Australian
- The Australian Financial Review
- The Bendigo Advertiser
- The Brisbane Times
- The Courier-Mail
- The Daily Telegraph
- The Geelong Advertiser
- The Gold Coast Bulletin
- The Guardian Australia
- The Herald Sun
- The Illawarra Mercury
- The Newcastle Herald
- The Saturday Paper
- The Sunday Times

- The Sydney Morning Herald

- The Weekly Times
- The West Australian

## Canada

- Cape Breton Post
- Edmonton Journal
- Financial Post
- Leader-Post
- La Tribune
- La Voix de l'Est
- Le Devoir
- Le Droit
- Le Journal de Montréal
- Le Journal de Québec
- Le Nouvelists
- Le Quotidien
- Le Soleil
- Metro Montreal
- Montreal Gazette
- National Post
- North Bay Nugget
- Ottawa Citizen
- The Belleville Intelligencer

- The Brandon Sun
- The Brantford Expositor
- The Calgary Herald
- The Calgary Sun
- The Chatham Daily News
- The Chronicle Herald
- The Edmonton Sun
- The Globe and Mail
- The Guardian
- The Hamilton Spectator
- The Journal Pioneer
- The Kingston Whig-Standard
- The London Free Press
- The Ottawa Sun
- The Owen Sound Sun Times
- The Peterborough Examiner

- The Province
- The Sarnia Observer
- The Sault Star
- The StarPhoenix
- The Sudbury Star
- The Telegram
- The Toronto Sun
- The Tribune
- The Vancouver Sun
- The Windsor Star
- The Winnipeg Sun
- Times Colonist
- Toronto Star
- Waterloo Region Record
- Winnipeg Free Press

## France

- 20 Minutes
- CNews
- Dernières Nouvelles d'Alsace
- Journal du Dimanche
- La Croix
- Le Figaro
- Le Monde

- Le Parisien / Aujourd'hui en France
- Le Point
- L'Équipe
- Les Dépêches du Midi
- Les Échos
- L'Est Républicain
- L'Express

- L'Humanité
- Libération
- L'Obs
- L'Opinion
- Marianne
- Midi Libre
- Ouest France
- Sud Ouest

## Germany

- Aachener Zeitung
- Augsburgener Allgemeine
- B.Z.
- Badische Neueste Nachrichten
- Badische Zeitung
- Berliner Kurier
- Berliner Morgenpost
- Bild
- Braunschweiger Zeitung
- Der Tagesspiegel

- Die Rheinpfalz
- Die Welt
- Die Zeit
- Express
- Frankfurter Allgemeine
- Frankfurter Rundschau
- Freie Presse
- Hamburger Abendblatt
- Hamburger Morgenpost
- Handelsblatt

- Hannoversche Allgemeine Zeitung
- Hessische/Niedersächsische Allgemeine
- Junge Welt
- Kölner Stadt-Anzeiger
- Leipziger Volkszeitung
- Main-Post
- Märkische Allgemeine
- Mitteldeutsche Zeitung

- Morgenpost für Sachsen
- Münchner Merkur
- Neue Osnabrücker Zeitung
- Neue Ruhr Zeitung
- Neue Westfälische
- Neues Deutschland
- Nürnberger Nachrichten

- Passauer Neue Presse
- Rheinische Post
- Rhein-Zeitung
- Sächsische Zeitung
- Schwäbische Zeitung
- Stuttgarter Zeitung
- Süddeutsche Zeitung
- Südwest-Presse
- Taz - Die Tageszeitung
- Thüringer Allgemeine

- tz
- Volksstimme
- Weser-Kurier
- Westdeutsche Allgemeine Zeitung
- Westfälische Nachrichten
- Westfälische Rundschau
- Westfälischer Anzeiger

## India

- Ajit
- Amar Ujala
- Ananda Bazar Patrika
- Andhra Jyoti
- Bartaman
- Daily Sakal Mathrubhumi
- Daily Thanthi
- Dainik Bhaskar
- Dainik Jagran
- Deshabhimani
- Dinamalar

- Divya Bhaskar
- Eenadu
- Ei Samay Sangbadpatra
- Hindustan
- Hindustan Times
- Jag Bani
- Loksatta
- Malayala Manorama
- Mathrubhumi
- NDTV
- Patrika

- Prajavani
- Pudhari
- Punjab Kesari
- Rajasthan Patrika
- Sakshi
- The Economic Times
- The Hindu
- The Telegraph
- Times of India
- Udayavani
- Vijayavani

## Italy

- Corriere della Sera
- Corriere dello Sport
- il Fatto Quotidiano
- il Giornale
- Il Mattino

- Il Messaggero
- Il Sole 24 Ore
- La Gazzetta dello Sport
- La Repubblica
- La Stampa

- Libero
- Qn-Quotidiano Nazionale
- Tuttosport

## Spain

- 20 Minutos
- ABC
- Ara
- AS
- Atlántico Diario
- Canarias 7
- Cinco Días
- Deia
- Diari de Girona
- Diari de Tarragona
- Diari Mes
- Diari Segre
- Diario De Almería
- Diario de Ávila
- Diario de Avisos
- Diario de Burgos

- Diario de Cádiz
- Diario de Ferrol
- Diario de Ibiza
- Diario de Jerez
- Diario de León
- Diario de Mallorca
- Diario De Navarra
- Diario De Noticias
- Diario de Pontevedra
- Diario de Sevilla
- Diario de Teruel
- Diario del AltoAragón
- Diario Córdoba
- Diario Palentino
- DXT Campeón

- El Adelantado de Segovia
- El Comercio
- El Correo
- El Correo Gallego
- El Día
- El Día de Córdoba
- El Diario Montañés
- El Diario Vasco
- El Economista
- El Ideal Gallego
- El Mundo
- El Norte de Castilla
- El País
- El Periódico de Catalunya

- El Periódico de Extremadura
- El Progreso
- El Punt Avui
- Estadio Deportivo
- Expansión
- Faro de Vigo
- Granada Hoy
- Heraldo de Aragón
- Heraldo de Soria
- Hoy: Diario de Extremadura
- Huelva Información
- Ideal
- Información Alicante
- La Gaceta de los Negocios
- La Gaceta De Salamanca
- La Nueva Crónica
- La Nueva España
- La Opinión A Coruña
- La Opinión de Málaga
- La Opinión de Murcia
- La Opinión de Tenerife
- La Opinión–El Correo de Zamora
- La Provincia
- La Razón
- La Región
- La Tribuna de Albacete
- La Tribuna de Toledo
- La Vanguardia
- La Verdad
- La Voz de Almería
- La Voz de Cádiz
- La Voz de Galicia
- Las Provincias
- Le Courrier d'Espagne
- Levante
- Málaga Hoy
- Marca
- Mediterráneo
- Menorca Diario Insular
- Mundo Deportivo
- Noticias de Gipuzkoa
- Regió 7
- Sport
- Super Deporte
- Sur
- Última Hora

## UK

- Belfast Telegraph
- Birmingham Mail
- City A.M.
- Daily Express
- Daily Mail
- Daily Mirror
- Daily Record
- Daily Star
- Eastern Daily Press
- Evening Express
- Evening News
- London Evening Standard
- Evening Times
- Express & Star
- Financial Times
- i
- Liverpool Echo
- Manchester Evening News
- Metro
- The Courier
- The Daily Telegraph
- The Guardian
- The Herald
- The Independent
- The Irish News
- The Press & Journal
- The Scotsman
- The Sun
- The Times
- Yorkshire Post

## Magazines

### Frequency of Reading Magazines

How frequently do you do these things?

Read printed copies of magazines i.e. physical copies, not digital or online versions

Read digital copies of magazines i.e. on a website / app, social media, or anywhere else online

- Every day / Most days
- 2-3 times a week
- Once a week
- Once every 2 weeks
- Once a month
- Less often than once a month
- Rarely

- Never

## Magazine Topics

Do you ever read magazines on any of these topics? This could be in print form, or online / digital versions of magazines

- Arts / Culture / History / Heritage
- Business / Finance
- Cars / Motoring
- Celebrity / People / Real-Life
- Cooking / Food / Drink
- Consumer Choice
- Crafts / Hobbies
- Fashion / Style
- Gardening
- Home / Interior Design
- Men's Lifestyle / Interests / Health
- Music
- News / Politics / Current Affairs / Satire
- Parenting / Family / Education
- Puzzles / Quizzes
- Science / Nature / Places / Travel
- Sport / Leisure Pursuits
- Technology / Computing / Gaming / Photography
- TV / Film / Listings / Entertainment Guides
- Women's Lifestyle / Fashion / Interests / Health
- None of these

## Magazines Read

Which of these magazine titles have you read or seen a story / feature from in the last year? This could be in a print copy, on their website / app, or anywhere else online (e.g. on social media)

## Magazines Read Regularly

Which of these magazines do you read regularly?

*Asked about all the magazines the respondent has read in the last year*

## Format for Reading Magazines

Do you read the **printed version** of any of these magazines? And which of these do you also read **online**?

*Asked about the magazines the respondent has read in the last month that can be read in print and/or online.*

## Australia

- 4X4 Australia
- Acuity
- AD (Architectural Digest)
- APC
- Artlink
- Art Monthly Australasia
- ArtsHub
- Australian Birdlife
- Australian Dog Lover
- Australian Financial Review
- Australian Geographic
- Australian Gluten-Free Life Magazine
- Australian Golf Digest
- Australian House & Garden
- Australian Motorcycle News
- Australian Natural Health
- Australian PC World
- Australian Photography
- Australian Traveller
- Backyard & Garden Design Ideas
- BeanScene
- Beer & Brewer Magazine
- Belle
- Better Homes & Gardens
- Bicycling Australia
- Big Crosswords
- Bounty
- Brain Gains
- Breathe
- Bunnings
- Capture
- Choice
- Coles magazine

- Cooking with the Australian Women's Weekly
- Cosmopolitan
- Country Style
- Delicious
- Elle
- Empire
- Esquire
- Forbes
- Foxtel Magazine
- Frankie
- Fresh Ideas
- Gardening Australia
- Gourmet Traveller
- GQ
- Harper's Bazaar
- Home Beautiful
- Home to Love
- Inside Out
- InStyle Australia
- INTHEBLACK
- Jones
- Just Cars
- Let's Make Simple Steps To Crochet
- Limelight
- Marie Claire
- Men's Fitness
- Men's Health
- Money Magazine
- Mother & Baby
- National Geographic
- National Geographic Traveller
- New Idea
- New Scientist
- Now to Love
- Officeworks
- On Stage
- Organic Gardener
- PC PowerPlay
- Practical Parenting
- Prevention
- Priceline ("You")
- Puzzler Collection
- Quilters Companion
- Reader's Digest
- Rolling Stone
- Runner's World Australia
- Street Machine
- Take 5
- Taste.com.au Magazine
- That's Life!
- The Australian Women's Weekly
- The Australian Women's Weekly Cookbook
- The Monthly
- The Music Network
- Time
- Time Out
- Travel & Luxury
- TV Week
- Vogue
- Vogue Living
- Wheels
- Who
- Woman's Day
- Women's Health
- Woolworths TASTE

## Canada

- Alive\*
- Allure
- AMA Insider
- Apollo
- Autos
- Best Health\*
- Broken Pencil
- Business Edge
- CAA
- Canada's History
- Canadian Auto Review
- Canadian Business Magazine
- Canadian Cycling
- Canadian Geographic
- Canadian House and Home
- Canadian Musician
- Canadian Running
- Canadian Technology
- Car & Driver
- Chatelaine
- Clean Eating
- Cosmopolitan
- Cottage Life
- Coup de Pouce
- CPA
- Disruption
- Dolce\*
- Eat
- Edith Mode
- Elle
- Elle Decoration
- Exclaim
- Fashion
- FHM
- Financial Post
- First for Women\*
- Flare
- Food Canada
- Food & Drink
- Food Network
- Geist
- Good Housekeeping
- Good Times
- GQ
- Grazia
- Harper's Bazaar
- Hello!
- Home Trends
- House and Home
- Impact
- Insight Tech Journal
- InStyle
- In Touch
- Local Gardener
- Maclean's
- Men's Health
- MoneySense
- Musicworks
- National Geographic
- Next
- Nuvo

- O
- OK!
- Our Canada
- Outdoor Canada
- Policy
- Preferred
- Reader's Digest
- Report on Business
- Rolling Stone
- ScoreGolf
- Sharp
- Shave
- Skies
- Sportsnet Magazine
- Star
- Style at Home
- Style Canada
- Swagger
- The Car
- The Gardener
- The Hockey News
- The KIT
- The Walrus
- This
- Toronto Life
- Touring
- Vanity Fair
- Vitalize
- Viva
- Vogue
- Westcoast Homes & Design
- Wheels
- Woman's World
- Women's Fitness
- Women's Health
- Zoomer

## France

- 01net
- 39/45
- 60 Millions De Consommateurs
- 750g Le Mag
- AD (Architectural Digest)
- Alternatives Économiques
- Art & Décoration
- Art et métiers du livre
- Artisans
- Art Press
- Artravel
- Auto Hebdo
- Auto Moto
- Auto Plus
- Automobiles Classiques
- Beaux-Arts
- Bloomberg Businessweek
- Ça m'intéresse
- Ça m'intéresse Histoire
- Cahier Du Cinema Cdu
- Campagne Décoration
- Capital
- Challenges
- Charlie Hebdo
- Chasseur d'Images
- Cheval Magazine
- Comment ça marche
- Connaissance des Arts
- Courrier Cadres
- Courrier International
- Créé
- Cuisine Actuelle
- Cuisine et Vins de France
- Détente Jardin
- Détours en France
- Diapason
- Dossier familial
- Du côté de chez vous
- Elle à Table
- Elle Decoration
- Esprit
- Famille et Education
- Femme Actuelle Jeux
- France Dimanche
- France Football
- GEO
- Geo Histoire
- Golf Magazine
- Gourmand
- GQ
- Grand Gibier
- Grazia
- Guerres et Histoire
- Happinez\*
- Historia
- Ici Paris
- Illimité
- Jalouse
- Jeux Video Magazine
- Jogging International
- Jour de Chasse
- Jours de France
- L'Argus
- L'Auto-Journal
- L'Auto-Journal Évasion 4X4
- L'Automobile Magazine
- L'Equipe Magazine
- L'Express
- L'Histoire
- L'Officiel Hommes
- L'Ami des Jardins et de la Maison
- L'Obs
- L'Officiel
- La Pêche et les poissons
- La Recherche
- La Revue du vin de France
- La Revue Nationale de la Chasse
- La Tribune
- La Vie
- La Vie du Rail
- Le Chasseur français
- Le Cycle
- Le Figaro Magazine
- Le Journal de la Maison
- Le Mag Canal
- Le Monde Diplomatique
- Le Particulier
- Le Point
- Le Revenu Placements
- Les Cahiers de Science & Vie
- Les Inrockuptibles

- Lire
- M, Le Magazine du Monde
- Ma Vie en Couleurs
- Madame Figaro\*
- Magicmaman
- Maison Créative
- Maison et Travaux
- Maisons Côté Est
- Maisons Côté Ouest
- Maisons Côté Sud
- Marianne
- Marie Claire
- Marie Claire Enfants
- Marie Claire Maison
- Marie France
- Marmiton
- Maxi
- Maxi Cuisine
- Midi Olympique
- Mieux Vivre Votre Argent
- Milk Decoration
- Milk Magazine
- Modes & Travaux
- Mon Jardin & Ma Maison
- Moto Journal
- National Geographic
- Neon
- Neuf Mois\*
- Notre Temps
- Notre Temps Jeux
- Nous Deux\*
- Numéro
- Onze Mondial
- Oops!
- Parents
- Paris Match
- Paulette
- Pèlerin
- Pep's
- Philosophie
- Photo
- Pleine Vie
- Plus de pep's
- Point de Vue
- Pomme d'Api
- Popi
- Premiere
- Prima\*
- Psychologies\*
- Public
- Pyrénées Magazine
- Que Choisir
- Régal
- Réponse à Tout !
- Réponses Photo
- Rock & Folk
- Rolling Stone
- Rustica
- Santé Magazine
- Saveurs
- Science & Vie
- Sciences et Avenir
- So Film
- So Foot
- Sport Auto
- Stop Arnaques
- Stylist\*
- Système D
- Télé 7 Jeux
- Télécâble Sat
- Tennis Magazine
- Terre Sauvage
- Top Santé
- Valeurs Actuelles
- Vanity Fair
- Vies de Famille
- Vital
- Viva Déco
- Vogue
- Vogue Hommes
- Voici
- Voiles et Voiliers
- VSD

## Germany

- Euro
- 7 Tage
- ACE Lenkrad
- AD (Architectural Digest)
- ADAC Motorwelt
- Alles für die Frau
- AMS
- Apotheken Umschau
- Auto Bild
- Auto Zeitung
- Auto/Straßenverkehr
- Bella
- Bild der Frau
- Bild der Wissenschaft
- Bloomberg Businessweek
- Börse Online
- Bravo
- Bravo Sport
- Brigitte\*
- Bunte
- Burda Style\*
- c't Magazin für Computer Technik
- Capital
- Chip
- Cinema
- Closer
- Computer Bild
- Cosmopolitan
- Das Goldene Blatt
- Das Haus
- Das Neue\*
- Das Neue Blatt\*
- Das schmeckt
- Deco Home
- Der Feinschmecker
- Der Spiegel
- Die Aktuelle\*
- Die Neue Frau\*
- Echo der Frau\*
- Ein Herz für Tiere
- Elle
- Elle Decoration
- Eltern
- Eltern Family
- Empire
- Esquire
- Essen & Trinken
- Euro am Sonntag
- Familie & Co.
- Fit For Fun
- Focus
- Focus Business
- Focus Money
- Frau Aktuell\*

- Frau im Leben
- Frau im Spiegel\*
- Frau im Trend
- Frau mit Herz
- Freizeit Aktuell
- Freizeit Revue
- Freizeit Spaß
- Freizeit Woche
- Freundin
- Für Sie
- Gala
- GameStar
- GartenFlora
- Gartenspaß
- Gartenträume
- Gault&Millau
- GEO
- Glamour
- Glücks-Revue
- Gourmet Traveller
- GQ
- GQ Style
- Guter Rat
- Harper's Bazaar
- InStyle\*
- Joy\*
- Kicker Sportmagazin
- Kochen & genießen
- LandEdition
- Landlust
- Laura
- Lea\*
- Leben & erziehen
- Lecker
- Lisa
- Lisa Blumen & Pflanzen
- Lisa Kochen & Backen
- Lisa Wohnen & Dekorieren
- Living At Home
- Lust auf Genuss
- Mach mal Pause\*
- Madame
- Mädchen
- Maxi
- Mein Buffet
- Mein schöner Garten
- Mein schöner Landgarten
- Mein schönes Land
- Mein schönes Landhaus
- Meine Familie & Ich
- Meine gute Landküche
- Meins\*
- Men's Health
- Merian
- Motorrad
- Motorrad Reisen & Sport
- Myself
- National Geographic
- Neue Post
- Neue Welt
- Neue Woche
- Öko-Test Magazin
- P.M.
- PC Games
- PC Welt
- Petra
- Ratgeber Frau und Familie
- Reader's Digest
- Rezepte mit Pfiff
- Rolling Stone
- Schöner Wohnen
- Selber Machen
- Selbst ist der Mann
- Slowly Veggie
- Spektrum der Wissenschaft
- Sport Auto
- Sport Bild
- Stern
- Super Illu
- Tina\*
- Tina Koch BackIdeen
- TV Movie
- TV Schlau
- TV Spielfilm Plus
- tv14
- Vital
- Vogue
- Welt der Wunder
- Wirtschaftswoche
- Wohnen & Garten
- Wohnträume
- Wohnidee
- Zuhause Wohnen

## India

- AD (Architectural Digest)
- Autocar
- Autocar Professional
- Auto Today
- Bike
- Bloomberg Businessweek
- Bold Outline
- Business India
- Business Manager
- Business Today
- Business World
- Capital Market
- Car India
- CNT India
- Commercial Vehicle
- Competition Success Review
- Conde Nast Traveller
- Cosmopolitan
- Digit
- Domus
- Dwell
- Economist
- Elle
- Elle Decor
- Entrepreneur
- Esquire
- evo
- Femina
- FHM
- Filmfare
- Forbes
- Fortune
- GoodHomes
- GQ
- Grazia
- Grehlakshmi
- Harper's Bazaar
- Harvard Business Review

- Hello!
- Indian Architect & Builder
- India Today
- Man's World
- Motoring World
- National Geographic
- National Geographic Traveller
- Outlook
- Outlook Money

- Outlook Traveller
- Overdrive
- Pratiyogita Darpan Magazine
- Reader's Digest
- Rolling Stone
- Saptahik
- Saras Salil
- Sarita
- The Architectural Review

- The Man
- The Week
- Time
- TransReporter
- Vanitha
- Verve
- Vogue
- Wallpaper
- Woman's Era\*

## Italy

- Abitare
- AD (Architectural Digest)
- alVolante
- Amadeus
- Amica
- Arte
- Art e Dossier
- Auto Oggi
- Autosprint
- Bell'Europa
- Bell'italia
- BenEssere
- Break Magazine Italy
- Business People
- Capital
- Casabella
- Casa Naturale
- Cellulare magazine
- Chi
- Ciak
- Class
- Classic Voice
- Conde Nast Traveller
- Cosmopolitan
- Cucina Moderna
- Cucina Naturale
- Cucinare Bene
- Cyclist
- D\*
- DiPiù
- Dipiù TV
- Diva e Donna
- Domus
- Donna Moderna
- Dove

- D Repubblica Donne
- Dueruote
- Elle
- Elle Decor
- Esquire
- Focus
- Fortune
- Gambero Rosso
- Gardenia
- Gente
- Giallo Zafferano
- GQ
- Grazia
- Guida TV
- HTSI (How to Spend It)
- Icon
- Icon Design
- il mio Giardino
- Il Tennis Italiano
- inSella
- Internazionale
- INTERNI
- In Viaggio
- Io Donna\*
- La Cucina Italiana
- La Settimana Enigmistica
- Le Scienze
- L'Espresso
- Limes
- Living
- Marie Claire
- Marie Claire Maison
- Men's Health
- Milano Finanza
- Mototurismo

- Moto Verde
- Musica Jazz
- National Geographic
- Novella 2000
- Nuovo
- Nuovo TV
- Oggi
- Ok Salute
- Ok Salute e Benessere\*
- Panorama
- Passione Giardino
- PC Professionale
- Pollice Verde
- Prometeo
- Quattroruote
- Rolling Stone
- Runner's World
- Sale & Pepe
- Settimana Sudoku
- Silhouette Donna\*
- Sorrisi e canzoni TV
- Sportweek
- Starbene
- Style - supplemento Corriere della sera
- Tu Style
- TV Mia
- Tv Sorrisi e Canzoni
- Undici
- Vanity Fair
- Vela e Motore
- Viversani e Belli\*
- Vogue
- WIRED

## Spain

- Actualidad Económica
- AD (Architectural Digest)
- AR\*
- Arquitectura y Diseño
- Auto Bild
- AUTOheβδο Sport
- Automóvil
- Autopista
- Bike
- Bloomberg Businessweek
- Car & Driver
- Casa Diez
- Ciclismo a Fondo
- Clara\*
- Coche Actual
- Coches
- Cocina Diez
- Cocina Fácil
- Computer Hoy
- Conde Nast Traveller
- Cosas de Casa
- Cosmopolitan
- Cuerpo-Mente
- Deviajes
- Diez Minutos
- El Jueves
- El Mueble
- Elle
- Elle Decor
- Elle Gourmet
- Emprendedores
- Esquire
- evo
- Fotogramas
- Gadget
- GEO
- Glamour
- GQ
- Harper's Bazaar
- Historia National Geographic
- Historia Y Vida
- Hobby Consolas
- Hola
- Hola Alta Costura
- Hola Cocina
- Hola Decoración
- Hola Fashion\*
- In Touch
- InStyle\*
- Inversión Y Finanzas
- Labores del hogar
- Lecturas
- Love
- Love Cocina
- Marca Motor
- Marie Claire
- Melancolia
- Men's Health
- Mente Sana
- Mi bebé y yo
- Mia\*
- Mía Belleza\*
- Mía Cocina
- Moto Verde
- Motociclismo
- Muy Historia
- Muy Interesante
- National Geographic
- Nuevo Estilo
- Objetivo Bienestar\*
- Patrones
- Pronto
- QMD! (Qué me dices)
- Quo
- Rolling Stone
- Ronda Iberia
- Runner's World España
- Saber Vivir\*
- Selecciones Reader's Digest
- Semana
- Ser Padres
- Sólo Camión
- Solo Moto
- Sport Life
- Stilo
- Stuff
- Supertele
- Telenovela
- Telva
- Todo Terreno
- TP
- Vanity Fair
- Viajar
- Viajes National Geographic
- Vogue
- Women's Health

## UK

- 110% Gaming
- 220 Triathlon
- 25 Beautiful Homes
- 3D World
- Amateur Gardening
- Amateur Photographer
- Angling Times
- ASDA Good Living
- Auto Express
- Autocar
- Autosport
- Baby
- Baggage
- BBC Countryfile
- BBC Easy Cook
- BBC Focus
- BBC Gardeners' World
- BBC Good Food
- BBC History
- BBC Music
- BBC Wildlife
- Bella
- BEST
- Big Issue
- Bike
- Bird Watching
- Boxing News
- Built
- Business Life (British Airways)
- Candis
- Car
- Caravan And Motorhome Club
- Chat
- Classic & Sports Car

- Classic Bike
- Classic Cars
- Closer
- Co-op Food Magazine
- Coast
- Computeractive
- Conde Nast Traveller
- Cosmopolitan
- Country Homes & Interiors
- Country Life
- Country Living
- Country Walking
- Crafts Beautiful
- CrossStitcher
- Custom PC
- Cycling Plus
- Delicious
- Digital Camera World
- Discover Britain
- Edge
- Elle
- Elle Decoration
- Empire
- English Heritage Members' Magazine
- Esquire
- Essential AppleUser Magazine
- Essential Kitchen Bathroom Bedroom
- evo
- Food and Travel
- Fortune
- FourFourTwo
- Full House!
- Garden Answers
- Garden News
- Glamour
- Global Franchise
- Golf Monthly
- Good Housekeeping
- GP Racing
- GQ
- Grazia
- Great British Food
- Grow Your Own
- Harper's Bazaar
- Health & Beauty (Boots)\*
- Health & Wellbeing\*
- Healthy Food Guide
- Healthy for Men (Holland & Barrett)
- Heat
- Hello!
- Hello! Fashion\*
- High Life (British Airways)
- Home & Antiques
- Home Style
- Homes & Gardens
- Horse & Hound
- House & Garden
- House Beautiful
- How It Works
- Ideal Home
- Improve Your Coarse Fishing
- Inside Soap
- Inside United
- Knitting & Crochet
- Land Rover Owner
- Landscape
- Let's Knit
- Livingetc
- Love It!
- Management Today
- Marie Claire
- Match of the Day
- MATCH!
- MCN (Motorcycle News)
- Men's Fitness
- Men's Health
- Minecraft World
- Mixmag
- Model Rail
- Mojo
- Mollie Makes
- MoneyWeek
- Mother & Baby
- My Weekly
- National Geographic
- National Geographic Kids
- National Geographic Traveller
- Nature's Home
- New Scientist
- New Statesman
- New!
- NME
- Official Xbox
- OK!
- Olive
- PB (Performance Bikes)
- PC Pro
- Perfect Wedding
- Period Living
- Pick Me Up
- Platinum\*
- Playstation Official
- Practical Boat Owner
- Practical Caravan
- Practical Classics
- Practical Sportsbikes
- Prima\*
- Private Eye
- Psychologies\*
- Radio Times
- Reclaim
- Record Collector
- Red\*
- Retro Gamer
- RiDE
- Rolling Stone
- RSVP
- Runner's World
- Saga Magazine
- Sainsbury's Magazine
- Science + Nature
- Sew
- Shares
- Simply Sewing
- Slimming World
- Square Mile
- Stuff
- Style at Home
- Stylist\*
- T3
- Take a Break
- Tatler
- TES (Times Educational Supplement)
- Tesco Magazine
- That's Life!
- The Field
- The Garden
- The Green Parent
- The Lady\*
- The National Trust Magazine
- The People's Friend\*

- The Scots Magazine
- The Week
- The World of Interiors
- Time
- Time Out (UK Only)
- Today's Golfer
- Top Gear
- Top Santé
- Total Film
- Total TV Guide
- Tractor & Machinery
- Trail
- Trail Running
- Trout & Salmon
- TV & Satellite Week
- TV Choice
- TV Times
- Vanity Fair
- Vegan Food & Living
- Viz
- Vogue
- Waitrose Food
- Walk
- Wanderlust
- What Bike?
- What Car?
- What Hi-Fi?
- What's On TV
- WIRED
- Woman & Home
- Woman's Own\*
- Woman's Weekly
- Women's Health
- World Soccer
- Your Home
- Yours

\*Data on format read isn't available for this option in Q3 2023.

## Subscriptions

### Subscribed to

Do you have a subscription to any of the following?

- Printed newspaper
- Printed magazine
- Printed newsletter
- Digital newspaper
- Digital magazine
- Digital newsletter
- None of these

## Television

### Television Channels Watched

Which of these television channels have you watched in the last 12 months? This could include watching them live on TV / online, or using a catch-up service

### Television Channels Watched Regularly

Which of these channels do you watch regularly?

*Asked about all the television channels the respondent has watched in the last 12 months.*

### Australia

- 10 Bold
- 7Bravo
- 7flix
- 7mate
- 7TWO
- 9Gem
- 9Go!
- 9Life
- ABC
- ABC Me
- ABC News
- BBC Earth
- BBC First
- BBC UKTV
- beIn Sports
- Channel 10
- Channel 7
- Channel 9
- Comedy Central
- FOX8

- Fox Arena
- Fox Showcase
- Fox Sports
- History Channel
- Lifestyle
- MTV
- National Geographic

- NITV
- SBS
- SBS Food
- SBS Viceland
- SBS World Movies
- Sky News Australia
- Ten Peach

## Canada

- APTN
- BNN Bloomberg
- Canal
- CBC
- CBC News
- CityTV
- Crave
- CTV
- CTV2
- CTV Comedy
- CTV Drama
- CTV Life
- CTV Movies
- CTV News
- CTV Sci-Fi
- CTV Throwback
- Discovery
- Discovery Velocity
- E!
- Family
- Food Network
- Global
- Great West
- HBO Canada
- HGTV
- IciARTV
- Ici Radio-Canada Télé
- ID
- MTV
- Much
- Noovo
- RDS
- Sci
- Showcase
- Slice
- Sportsnet
- Starz Canada
- The History Channel
- TSN
- TVA
- W Network
- Yes Tv

## France

- 13ème Rue
- 6ter
- AB1
- Animaux
- ARTE
- Automoto
- BBC Entertainment
- beIN Sports
- BFM Business
- BFM TV
- Boing
- Boomerang
- C8
- Canal +
- Canal + Cinéma
- Canal + Décalé
- Canal + Family
- Canal + Sport
- Canal J
- Canal+ Séries
- Chérie 25
- Cine+ Classic
- Cine+ Club
- Cine+ Émotion
- Cine+ Famiz
- Cine+ Frisson
- Cine+ Premier
- CNews
- Comédie+
- CStar
- Equidia
- Extreme Sports Channel
- France 2
- France 3
- France 4
- France 5
- France Info
- Game One
- Gulli
- J-One
- L'Équipe
- La Chaîne Info (LCI)
- La Chaîne Météo
- Luxe TV
- M6
- M6 Music
- Mangas
- MCM
- Melody
- Mezzo
- Montagne TV
- Non Stop People
- NRJ 12
- NRJ Hits
- OCS
- Paris Première
- Piwi+
- Planete+
- Planete+ A&E
- Planete+ CI
- Planete+ Thalassa
- RFM TV
- RMC Découverte
- RMC Sport
- RMC Story
- RTL9
- Science & Vie TV
- Série Club
- SFR Sport

- Télétoon+
- Téva
- TFI
- TFI Séries Films

- TFX
- TiJi
- TMC
- Trace Urban

- TV Breizh
- Ushuaïa TV
- Vivolta
- W9

## Germany

- 13th Street
- 3sat
- Animal Planet
- ARTE
- BBC Entertainment
- BR Fernsehen
- Crime + Investigation
- Das Erste (ARD)
- DMAX
- FashionTV
- GEO Television
- hr-fernsehen
- kabel eins
- KIKA
- MDR Fernsehen
- n-tv
- NDR Fernsehen

- Nitro
- Phoenix
- ProSieben
- ProSieben Fun
- ProSieben Maxx
- RBB Fernsehen
- RTL
- RTL Crime
- RTL Living
- RTL Passion
- RTL Zwei
- RTLplus
- Sat.1
- Sat.1 Emotions
- Sat.1 Gold
- Sixx
- Sky Atlantic

- Sky Cinema
- Sky Comedy
- Sky Krimi
- Sky One
- Sony Channel
- Sport1
- SR Fernsehen
- Super RTL
- SWR Fernsehen
- Tele 5
- VOX
- WDR Fernsehen
- Welt
- ZDF
- ZDFinfo
- ZDFneo

## India

- Asianet
- Big Magic
- Colors
- Dangal
- Dhinchaak
- Fox Life
- IndiaTV
- National Geographic
- Sab TV

- SET
- Set Max
- Sony SAB
- Star Gold
- Star Life
- Star Maa
- Star Movies
- StarPlus
- Star Sports

- Sun TV
- Tarang
- &TV
- Zee
- Zee Anmol
- Zee Cinema
- Zee Kannada
- Zee TV
- Zing

## Italy

- Boing
- Canale 5
- Cielo
- DeeJay tv
- Italia Uno
- La 7
- MTV Music

- Rai 1
- Rai 2
- Rai 3
- Rai Movie
- Rai News 24
- Rai Premium
- Rai Sport

- Rai Storia
- Rete 4
- Skytg 24
- Sky Uno
- TGCOM24

## Spain

- #0
- #Vamos
- 24 Horas

- AMC
- Antena 3
- ARTE

- Atreseries
- Be Mad
- Boing

- Calle 13
- Canal Cocina
- Canal Decasa
- Canal Hollywood
- Canal Panda
- Caza y Pesca
- Clan
- Crimen + Investigación
- Cuatro
- DARK
- DKISS
- DMAX
- Divinity
- Energy
- FDF

- Fútbol Replay
- La 1
- La 2
- laSexta
- Mega
- Movistar Acción
- Movistar Cine Español
- Movistar CineDoc&Roll
- Movistar Comedia
- Movistar Deportes
- Movistar Drama
- Movistar Estrenos
- Movistar Fórmula 1
- Movistar Golf
- Movistar La Liga

- Movistar Series
- Neox
- Nova
- Odisea
- Sol Música
- Somos
- SundanceTV
- TCM
- Telecinco
- Teledeporte
- VH1
- Viajar
- XTRM

## UK

- 4Music
- 4seven
- 5 USA
- 5STAR
- Alibi
- Animal Planet
- BBC Four
- BBC News
- BBC One
- BBC Three
- BBC Two
- Box Hits
- BT Sport
- CBeebies
- CBS Drama
- CBS Justice
- CBS Reality
- Challenge
- Channel 4
- Channel 5

- Dave
- DMAX
- DRAMA
- E4
- Eden
- Film4
- Gold
- ID (Investigation Discovery)
- ITV
- ITV Encore
- ITV2
- ITV3
- ITV4
- ITVBe
- Kerrang!
- Kiss
- London Live
- Magic
- More4

- Pick
- Quest
- QVC
- Really
- S4C
- Sky Arts
- Sky Atlantic
- Sky Box Office
- Sky Cinema
- Sky Living
- Sky Witness
- Sony Movies
- The Box
- TNT Sports (formerly BT Sports)
- VH1
- W
- Yesterday

## Radio

### Radio Stations Listened to

Which of these radio stations do you ever listen to?

### Radio Stations Listened to Regularly

Which of these radio stations do you listen to regularly?

*Asked about all the radio stations the respondent has ever listened to*

## Australia

- 101.7 WFSM
- 2DAYFM
- 2GB
- 2MBS Fine Music 102.5
- 2MMM
- 2SM
- 3AW Melbourne
- 4BC Brisbane
- 6IX
- 6PR
- 7HO Classic Hits
- 96 FM
- ABC Classic FM
- ABC NewsRadio
- ABC Radio
- ArtSound FM
- B105
- Beam FM
- Double J
- FIVEaa
- Forever Classic
- Fox FM
- Gold
- Hit Network
- Hot100
- KIIS
- Magic
- Mix
- Nova 100
- Radio Metro
- SBS Radio
- Sea FM Sunshine Coast
- SEN
- SENQ
- SmoothFM
- Star 104.5 Central Coast
- Talking Canberra
- Territory FM
- The Wave
- Triple J
- Triple M

## Canada

- AM 730
- Bloomberg Radio 1410
- Boom
- C97.7
- CBC Music
- CBC Radio One
- C-Fox
- CHED
- CHFI
- CHOM
- Chuck
- CHUM
- CISN Country
- City News
- CJAD AM
- CJAY
- CKOI
- CKUA
- Classical
- Country
- Cruz FM
- Elmnt FM
- Énergie Montréal
- Energy
- Flow
- FM
- Funny
- Global NewsRadio
- Ici Musique
- Ici Radio-Canada  
Premiere
- Indie
- Jack
- Jazz FM
- Jewel
- JR Country
- K-97
- Kiss
- Move
- NewsTalk
- Now Radio
- Play
- Praise
- Q107
- Radio Circulation 730
- Rock
- Rouge FM
- Rythme
- Sonic
- Sports
- Sportsnet
- Star
- The Bear
- The Beat
- The Breeze
- The Edge
- The Peak
- Today Radio
- TSN
- Up!
- Virgin Radio
- Wild
- Wknd
- X92.9
- XL
- Z
- Zoomer Radio

## France

- Ado FM
- Alpes 1
- BFM Business
- BlackBox
- Chérie FM
- Europe 1
- FIP
- Forum
- France Bleu
- France Culture
- France Info
- France Inter
- France Musique
- Fun Radio
- Générations
- Jazz Radio
- La Radio Plus
- Latina
- Le Mouv'
- M Radio
- N'Radio
- Nostalgie
- NRJ
- ODS Radio
- Oui FM
- Radio Classique
- Radio Espace
- Radio ISA
- Radio Nova
- RFI
- RFM
- Rire & Chansons
- RMC
- RTL
- RTL 2
- RVA Radio
- Skyrock
- Sud Radio
- TSF Jazz
- Vibration
- Virage Radio
- Virgin Radio
- Voltage
- Wit FM
- Local / independent radio station

## Germany

- Absolut
- Antenne Bayern
- Antenne Brandenburg
- Antenne Saar
- B5 aktuell
- Bayern 1
- Bayern 2
- Bayern 3
- bigFM
- Bremen Cosmo
- Bremen Eins
- Bremen Next
- Bremen Vier
- Bremen Zwei
- BR-Klassik
- DAsDING
- Deutsche Welle
- Deutschlandfunk
- Deutschlandfunk Kultur
- Deutschlandfunk Nova
- Dokumente und Debatten
- Energy
- Fritz
- GAYFM
- hr1
- hr2
- hr3
- hr4
- hr-info
- Inforadio
- Jam FM
- Kiss FM
- Klassik Radio
- MDR
- MDR Aktuell
- MDR Jump
- MDR Klassik
- MDR Kultur
- NDR 1
- NDR 2
- NDR Blue
- NDR Info
- Other Bayerischer Rundfunk (BR) station
- Other Mitteldeutscher Rundfunk (MRD) station
- Other Norddeutscher Rundfunk (NDR) station
- Radio Aktiv
- radioeins
- Radio Paloma
- rbbKultur
- RTL Radio
- SR 1 Europawelle
- SR 2 Kulturradio
- SR 3 Saarlandwelle
- sunshine Live
- SWR1
- SWR2
- SWR3
- SWR4
- SWR Aktuell
- WDR ILIVE
- WDR 2
- WDR 3
- WDR 4
- WDR 5
- You FM
- Local / independent radio station

## India

- Air
- Akashvani
- All India / Akashvani
- Big FM
- Fever
- Friends

- Gyan Vani
- Hit 95 FM
- Humgama
- Indigo
- Infigo
- Ishq

- Mirchi
- MY FM
- Nasha
- Radio City
- Radio One
- Red FM

- Redtro
- Suryan
- Vividh Bharati
- Win

## Italy

- Dimensione Suono Soft
- Giornale Radio
- Lattemiele
- m2o
- Radio 101
- Radio 105
- Radio 24 il Sole 24 Ore
- Radio Birikina
- Radio Bruno
- Radio Capital
- Radio DEEJAY
- Radio Freccia

- Radio Globo
- Radio Italia Anni 60
- Radio Italia Solo Musica Italiana
- Radio Kiss Kiss
- Radio Margherita
- Radio Maria
- Radio Montecarlo
- Radio Norba
- Radio Piterpan
- Radio Radicale
- Radio Sportiva

- Radio Subasio
- Radio Zeta
- Rai Radio 1
- Rai Radio 2
- Rai Radio 3
- Ram Power 102.7
- RDS - Radio Dimensione Suono
- RTL 102.5
- Virgin Radio

## Spain

- Cadena 100
- Cadena COPE
- Cadena Dial
- Cadena SER
- Costa Del Mar Chillout
- esRadio
- Europa FM
- Flaix FM
- Hit FM
- Ke Buena

- Kiss FM
- Latino FM
- Los 40
- Los 40 Classic
- Los 40 Dance
- MegaStar FM
- Melodía FM
- Muy Buena
- Onda Cero
- RAC 1

- Radio Marca
- RNE Radio 3
- RNE Ràdio 4
- RNE Radio 5
- RNE Radio Clásica
- RNE Radio Nacional
- Rock FM
- Local / independent radio station

## UK

- Absolute 60s / 70s / 80s / 90s / 00s
- Absolute Radio
- BBC Asian Network
- BBC Local Radio Station (e.g. Radio London, Radio WM, Radio Manchester, etc)
- BBC Radio 1
- BBC Radio 1Xtra
- BBC Radio 2
- BBC Radio 3
- BBC Radio 4
- BBC Radio 4 Extra
- BBC Radio 5 Live

- BBC Radio 5 Live Sports Extra
- BBC Radio 6 Music
- BBC Radio Scotland
- BBC Radio Ulster
- BBC Radio Wales / Cymru
- BBC World Service
- Capital FM
- Capital XTRA
- Classic FM
- Country Hits Radio
- Gold
- Greatest Hits Radio
- Heart

- Heart 70s / 80s / 90s / Dance
- Hits Radio
- Hot Hits UK
- Jazz FM
- Kerrang! Radio
- Kiss
- Kisstory
- LBC
- Magic
- Planet Rock
- Radio X
- Scala Radio
- Smooth
- Sunrise Radio

- talkRADIO
- talkSPORT
- talkSPORT 2
- Times Radio
- Union Jack
- Virgin Radio
- Local / independent radio station

### Weekday Radio Listening Times

What time(s) of the day do you typically listen to the radio on weekdays?

- Early morning
- Mid - late morning
- Afternoon
- Evening
- Night-time
- Do not usually listen on weekdays / I don't know

### Weekend Radio Listening Times

What time(s) of the day do you typically listen to the radio on weekends?

- Early morning
- Mid - late morning
- Afternoon
- Evening
- Night-time
- Do not usually listen on weekends / I don't know

### Radio Listening Devices

How do you listen to the radio?

- On AM/FM radio
- On a Smart speaker (e.g. Apple HomePod, Amazon Echo, Google Nest)
- On a TV
- Through a DAB/DAB+ Digital radio
- Through an app on smartphone or tablet
- On a website
- Other

# Food & Drinks

## Diet

### Dieting / Food Control

Are you dieting or controlling food intake for any of these reasons?

- To control blood sugar levels
- To control cholesterol levels
- To control hypertension
- To control salt levels
- To feel healthy
- To gain muscle
- To improve fitness
- To lose weight
- To maintain weight
- None of these

### Food Product Requirements / Qualities

Thinking about the food you eat, do you prefer products with any of the following qualities?

Which of these qualities are important to you in relation to food products?

- Fair-trade products
- Fat-free
- High animal welfare standards
- High fiber
- High protein
- Locally made / locally sourced products
- Low calorie
- Low carb
- Low cholesterol
- Low fat
- Low sodium
- Low sugar
- Natural products
- Nutritional benefits
- Organic products
- Price
- Probiotic
- Products made in Australia
- Products made in Canada
- Products made in France
- Products made in Germany
- Products made in India
- Products made in Italy
- Products made in Spain
- Products made in the UK
- Raw food
- Sugar-free
- Sustainable / eco-friendly products
- Taste
- None of these

### Dietary Requirements / Choices

Which of the following would you describe yourself as?

Which of these dietary requirements or choices apply to you?

- Dairy-free
- Diabetic
- Flexitarian
- Gluten-free
- Grain-free
- Keto diet
- Lactose-free
- Low sodium
- Low sugar
- Meat-eater interested in becoming vegetarian / vegan
- Meat-eater interested in reducing meat consumption
- Meat-eater with no plans to change
- Nut allergy
- Paleo diet
- Pescatarian (eat fish)
- Vegan
- Vegetarian
- Other food allergy / dietary requirement

# Food

## Pre-prepared Food

### Types of Pre-prepared Food in Household

Which of these things does your household buy?

- Bagged salads
- Fresh pizzas
- Frozen pizzas
- Grated cheese
- Pre-prepared pasta sauces
- Pre-prepared soups
- Ready meals (frozen)
- Ready meals (refrigerated)
- None of these / Prefer not to say

## Butter/Spreads

### Peanut Butter, Preserves & Spreads

Which of these products does your household use?

- Almond butter
- Chocolate nut spread (e.g. Nutella)
- Cream cheese
- Honey
- Jam
- Peanut butter
- Other nut butter
- Don't know / Prefer not to say

## Yogurt

### Types of Yogurt

Which type(s) of yogurt does your household use?

- Almond yogurt
- Coconut yogurt
- Dairy-free yogurt
- Greek yogurt (fat free)
- Greek yogurt (reduced fat)
- Greek yogurt (regular)
- Kefir / drinkable yogurt
- Lactose-free yogurt
- Probiotic yogurt
- Protein yogurt
- Quark yogurt
- Skyr / Icelandic yogurt
- Soy yogurt
- Traditional yogurt (fat free)
- Traditional yogurt (reduced fat)
- Traditional yogurt (regular)
- Yogurt drinks
- Other yogurt
- None of these / Prefer not to say

### Yogurt Brands

Which are your favorite / preferred yogurt brands?

- Actimel (Select Markets Only)
- Activia (Select Markets Only)
- Again (India Only)
- Alpro (Select Markets Only)
- Amul (India Only)
- Andechser (Germany Only)
- Andros (France Only)
- Arla (Italy & UK Only)

- Astro (Canada Only)
- Barambah Organics (Australia Only)
- Bauer (Germany Only)
- Beatrice (Canada Only)
- Benecol (UK Only)
- Bevry (India Only)
- Biotiful Dairy (France Only)
- Bonne Maman (France Only)
- Brownes (Australia Only)
- Bulla (Australia Only)
- Cantero de Letur (Spain Only)
- Chobani (Australia Only)
- Clesa (Spain Only)
- Cocoberry (India Only)
- Coconut Collaborative (UK Only)
- Come Alive (India Only)
- Creamfields (UK Only)
- Dahi (Canada Only)
- Daily Fresh (India Only)
- Dairyland (Canada Only)
- Danactive (Canada Only)
- Danone
- Dreamery (India Only)
- Ehrmann (Germany Only)
- Epigamia (India Only)
- Fage (Select Markets Only)
- Farmers Union (Australia Only)
- Fattoria Scaldasole (Italy Only)
- Five:am (Australia Only)
- Frischli (Germany Only)
- Fruttis (Germany Only)
- Gervais (France Only)
- GetPro (UK Only)
- Gippsland Dairy (Australia Only)
- Gowardhan (India Only)
- Hansano (Germany Only)
- Hemme (Germany Only)
- Iögo (Canada Only)
- Jaina (Australia Only)
- Ísey Skyr (UK Only)
- Kaiku (Spain Only)
- Kiddle Me (India Only)
- La Fageda (Spain Only)
- La Fermiere (France Only)
- Landliebe (Germany Only)
- Liberte (Canada & UK Only)
- Lünebest (Germany Only)
- Maison Riviera (Canada Only)
- Malo (France Only)
- Mamie Nova (France Only)
- Mamie Yova (India Only)
- Milky Mist (India Only)
- MinusL (Germany Only)
- Mother Dairy (India Only)
- Mövenpick (Germany Only)
- Müller (Germany, Italy and UK Only)
- Nestlé
- Nestle A+ Grekyo (India Only)
- Nestle A+ Nourish (India Only)
- Nestle A+ Probiotic (India Only)
- Noosa (Australia Only)
- Oatly (UK Only)
- Oikos (Canada Only)
- Olympic (Canada Only)
- Onken (UK Only)
- Organic Meadow (Canada Only)
- Pastoret (Spain Only)
- Puleva (Spain Only)
- Rachel's (UK Only)
- Red Mango (India Only)
- Schwälbchen (Germany Only)
- Siggis (Canada and France Only)
- Ski Smooth (UK Only)
- Söbbeke (Germany Only)
- Soignon (France Only)
- Sojasun (France & Italy Only)
- Sterzing Vipiteno (Italy Only)
- Stonyfield (Canada Only)
- Tamar Valley Dairy (Australia Only)
- The Collective (UK Only)
- Total (Italy & UK Only)
- Vaalia (Australia Only)
- Valsoia (Italy Only)
- Vitalinea (Spain Only)
- Vrai (France Only)
- Wallaby (Canada Only)
- Weihenstephan (Germany Only)
- Yakult (Select Markets Only)
- Yeo Valley (UK Only)
- Yomo (Italy Only)
- Yoplait (Select Markets Only)
- Zott (Germany Only)
- Supermarket own brand
- None of these

## Savoury Snacks

### Frequency of Eating Savory Biscuits

How often do you have savory biscuits? e.g. crackers, crispbreads etc

- Regularly
- Often
- Sometimes
- Rarely
- Never

### Crisps and Savory Items

Which types of snack do you eat / like?

- Cereal bars
- Cheese sticks
- Crackers
- Crisps / nachos / tortilla chips
- Dips with vegetables (e.g. hummus with carrots)
- Nuts
- Pretzels
- Other

### Snack Brands

What are your favorite / preferred crisp / snack brands?

- A-1 (India Only)
- Amica Chips (Germany & Italy Only)
- Ancel (France Only)
- Arnott's (Australia Only)
- Balaji Wafers (India Only)
- Belin (France Only)
- Belsia (France Only)
- Beyond Snack (India Only)
- Bingo (India Only)
- Bret's (France Only)
- Budhani Wafers (India Only)
- Butterkist (UK Only)
- Cape Cod (Canada Only)
- CC's (Australia Only)
- Cheese Balls (India Only)
- Cheetos (Select Markets Only)
- Cheezels (Australia Only)
- Cheez-It (Canada Only)
- Chio (Germany Only)
- Cipster (Italy Only)
- Cornitos (India Only)
- Crik Crok (Italy Only)
- Crispers (Canada Only)
- Crispy Minis (Canada Only)
- Discos (UK Only)
- Doritos
- Eat Real (Germany & UK Only)
- Espada (Spain Only)
- Facundo (Spain Only)
- Florentini (Italy Only)
- Flavour of Calicut (India Only)
- Fonzie's (Italy Only)
- Frazzles (UK Only)
- Frit Ravich (Spain Only)
- Funny-frisch (Germany Only)
- Golden Wonder (UK Only)
- Goldfish Crackers (Australia & Canada Only)
- Got7 (Germany Only)
- Grefusa (Spain Only)
- Haldiram's (India Only)
- HeiMart (Germany Only)
- Herr's (Canada Only)
- Hippeas (UK Only)
- Hula Hoops (UK Only)
- Jumpy's (Australia Only)
- Kambly (France & Germany Only)
- Kettle Chips (Select Markets Only)
- Kettle Studio (India Only)
- Kitchen Cooked (Canada Only)
- KP Nuts (UK Only)
- Kurkure (India Only)
- Lay's (Select Markets Only)
- Lorenz (Germany & Spain Only)
- Mad Angles (India Only)
- Marinas (Spain Only)

- Matutano (Spain Only)
- Max Protein (India Only)
- McCoy's (UK Only)
- Medina (Spain Only)
- Mini Cheddars (UK Only)
- Miss Vickies (Canada Only)
- Monster Munch (UK Only)
- Mr. Makhana (India Only)
- Naten (France Only)
- Nik Naks (UK Only)
- Nobby's (Australia Only)
- Old Dutch (Canada Only)
- Open Secret (India Only)
- Orville Redenbacher (Canada Only)
- Palapa (Germany Only)
- Parle's (India Only)
- Peppy (India Only)
- Phileas Fogg (UK Only)
- Pik-Nik (India Only)
- Pipers (UK Only)
- Piranha (Australia Only)
- Pom Bear (Germany & UK Only)
- Popchips (UK Only)
- Popworks (UK Only)
- Pretzel Crisps (Australia Only)
- Pringles
- Proper Chips (UK Only)
- Quavers (UK Only)
- Red Rock Deli (Australia Only)
- Reishunger (Germany Only)
- Risi (Spain Only)
- Ritz (Canada, Italy & UK Only)
- Rold Gold (Canada Only)
- Ruffles (Spain Only)
- Sakata (Australia Only)
- Samboy (Australia Only)
- San Carlo (Germany & Italy Only)
- Santa Ana (Spain Only)
- Santa Maria (Germany Only)
- Sensations (UK Only)
- Skinny Pop (Canada Only)
- Skips (UK Only)
- Smartfood Popcorn (Canada Only)
- Smith's (Australia Only)
- Snackible (India Only)
- Soria Natural (Spain Only)
- Space Raiders (UK Only)
- Sunbites (Australia & UK Only)
- Sunbites (UK Only)
- Suzi Wan (France Only)
- TagZ (India Only)
- Takis (Canada & Germany Only)
- TBH (India Only)
- The Natural Chip Company (Australia Only)
- Thins (Australia Only)
- TooGood (France & Germany Only)
- Too Yumm (India Only)
- Torres (Germany & Spain Only)
- Tostitos (Australia & Canada Only)
- Tostitos (Canada Only)
- Triscuit (Canada Only)
- Tuc (France, Italy & UK Only)
- Twiglets (UK Only)
- Tyrrell's (Select Markets Only)
- Uncle Chipps (India Only)
- Vicente Vidal (Spain Only)
- Vico (France Only)
- Walkers (UK Only)
- Wise (Canada Only)
- Wotsits (UK Only)
- Yellow Diamond (India Only)
- Yum Yum (Canada Only)
- Supermarket own brand
- Other

## Breakfast

### Breakfast in Household

In a typical week, which of these things would your household have for breakfast?

- Bagels / Croissants / Pastries
- Breakfast / Granola bars
- Breakfast meats (e.g. sausages, bacon etc.)
- Cereal / Muesli
- Eggs
- Fresh fruit
- Fruit juice / Fruit drinks
- Granola
- Jam / Honey / Preserves
- Porridge / Oats
- Smoothies
- Toast
- Yogurt
- Other
- Do not tend to have breakfast

## Cereal / Breakfast Brands

Which of these cereals / breakfast foods does your household buy?

- 3Bears (Germany Only)
- Alnavit (Germany Only)
- Alpen (Select Markets Only)
- Annie's (Canada Only)
- Baggry (India Only)
- Bjorg (France Only)
- Brügggen (Germany Only)
- Cap'n Crunch (Canada Only)
- Caramel Toast Crunch (Canada Only)
- Carman's (Australia Only)
- Cocoa Pebbles (Canada Only)
- Corn Pops (Canada Only)
- Dorset Cereals (UK Only)
- Dr. Oetker Vitalis (Germany Only)
- Ecocesta (Spain Only)
- Fibre 1 (Australia & Canada Only)
- Fiorentini (Italy Only)
- Fruity Pebbles (Canada Only)
- Hahne (Germany Only)
- Harvest Crunch (Canada Only)
- Hero (Spain Only)
- Honeycomb (Canada Only)
- Honey Monster Wheat Puffs (Sugar Puffs) (UK Only)
- Jordans (Select Markets Only)
- Kellogg's
- Kölln (Germany & Spain Only)
- Life (Canada Only)
- Misura (Italy Only)
- Mondamin (Germany Only)
- Monsoon Harvest (India Only)
- Nature's Path Sunrise (Canada Only)
- Nestlé
- Oatmeal Squares (Canada Only)
- Oreo O's (Select Market Only)
- Popz (India Only)
- Quaker
- Ready Brek (UK Only)
- Ruf (Germany Only)
- Saffola (India Only)
- Schär (Germany Only)
- Scott's (UK Only)
- Seitenbacher (Germany Only)
- Shredded Wheat (Canada Only)
- Shreddies (Canada Only)
- Solimo (India Only)
- Soulfull (India Only)
- Sugar-crisp (Canada Only)
- T&C (Terres & Cereales) (France Only)
- Timbits (Canada Only)
- True Elements (India Only)
- Uncle Toby's Oats (Australia Only)
- Verival (Germany Only)
- Vita Brits (Australia Only)
- Vitalis - Cameo (Italy Only)
- Weet-Bix (Australia Only)
- Weetabix (Select Markets Only)
- Yoga Bar Muesli+ (India Only)
- Yoga Bar Oats+ (India Only)
- Supermarket own brand
- None of these / Don't know

## Kellogg's Cereal Brands

Which Kellogg's cereal(s) does your household eat?

- All Bran (Select Markets Only)
- Apple Jacks (Canada Only)
- Bran Flakes (UK Only)
- Choco Krispies (Germany & Spain Only)
- Chocos (India Only)
- Coco Pops (Select Markets Only)
- Corn Flakes
- Crispix (Australia & Canada Only)
- Crunchy Müsli (Germany Only)
- Crunchy Nut (Australia, Germany & UK Only)
- Extra (France, Italy & Spain Only)
- Froot Loops (Select Markets Only)
- Frosted Wheats (UK Only)
- Frosties (Select Markets Only)
- Fruit 'n Fibre (UK Only)
- Granola (Select Markets Only)
- Honey Bsss Pops (Germany Only)
- Honey Loops (Germany & Italy Only)
- Just Right (Australia & UK Only)
- Krave (Select Markets Only)
- Miel Pops (France, Italy & Spain Only)
- Mini Wheats (Canada Only)
- Muesli (India Only)

- Muslix (Canada Only)
- Nice Morning (Italy Only)
- Raisin Bran (Canada Only)
- Raisin Wheats (UK Only)
- Rice Krispies (Select Markets Only)
- Smacks (France, Germany & Spain Only)
- Special K
- Sultana Bran (Australia & UK Only)
- Toppas (Germany Only)
- Trešor (Canada, France & Germany Only)
- Two Scoops Raisin Bran (Canada Only)
- Vector (Canada Only)
- None of these / Don't know

## Nestlé Cereal Brands

Which Nestlé cereal(s) does your household eat?

- Cheerios (Select Markets Only)
- Chocapic (Australia, France & Spain Only)
- Chokella (France Only)
- Cini Minis (Select Markets Only)
- Cinnamon Toast Crunch (Australia & Canada Only)
- Clusters (Germany Only)
- Cookie Crisp (Select Markets Only)
- Crunch (Spain & France Only)
- Curiously Cinnamon (UK Only)
- Estrellitas (Spain Only)
- Fitness (Select Markets Only)
- French Toast Crunch (Canada Only)
- Go Free (Italy, Spain & UK Only)
- Gold Crunchy (India Only)
- Golden Grahams (France, Spain & UK Only)
- Golden Nuggets (UK Only)
- Honey Nut Chex (Canada Only)
- KitKat (Select Markets Only)
- Koko Krunch (Australia & India Only)
- Lion (Select Markets Only)
- Lucky Charms (Canada Only)
- Multi Grain Cheerios (Canada Only)
- Milo (Australia Only)
- Nesquik (Select Markets Only)
- Oatmeal (Canada Only)
- Reese's Puffs (Canada Only)
- Shredded Wheat (Australia & UK Only)
- Shreddies (Australia, Italy & UK Only)
- None of these / Don't know

## Milk

### Types of Milk

Which type(s) of milk does your household use?

- Almond / Nut milk
- Fresh semi-skimmed white milk
- Fresh skimmed white milk
- Fresh whole milk
- Lactose-free milk
- Long life milk
- Oat milk
- Soy milk
- Other milk
- Don't know / Prefer not to say

## Candy / Sweets

### Chocolate

#### Frequency of Eating Chocolate

How often do you eat chocolate bars / bags? e.g. Mars, Maltesers, M&M's, Snickers

How often do you eat boxes of chocolate? e.g. Ferrero Rocher, Lindt, Quality Street

- Regularly
- Often

- Sometimes
- Rarely

- Only on Special Occasions
- Never

## Types of Chocolate

Which type(s) of chocolate do you like?

- Dark chocolate
- Regular / Milk chocolate
- White chocolate

## Chocolate Brands

Which of these are your favourite / preferred chocolates?

- Aero (Select Markets Only)
- After Eight
- Alpia (Germany Only)
- Amicelli (Germany Only)
- Amul (India Only)
- Anthon Berg (Germany Only)
- Arko (Germany Only)
- Baileys (Germany Only)
- Baker's (Canada Only)
- Balisto (France & Germany Only)
- Bar One (India Only)
- Bendicks (UK Only)
- Black Magic (UK Only)
- Boost (UK Only)
- Bounty
- Butterfinger (Canada Only)
- Cadbury (Select Markets Only)
- Caffarel (Italy Only)
- Caja Roja (Nestlé) (Spain Only)
- Campco (India Only)
- Caramilk (Canada Only)
- Celebrations (France, Germany & UK Only)
- Cémoi (France Only)
- Cherry Ripe (Australia Only)
- Choco Crossies (Germany Only)
- Chocon (India Only)
- Clavileño (Spain Only)
- Club (UK Only)
- Coffee Crisp (Canada Only)
- Conguitos (Spain Only)
- Côte d'Or (France Only)
- Crème Egg (UK Only)
- Crunch (Canada, France & Spain Only)
- Crunchie (Australia & UK Only)
- Cudie (Spain Only)
- Daim (Australia, France & Germany Only)
- Darrell Lea (Australia Only)
- Delaviuda (Spain Only)
- De Neuville (France Only)
- Dickmann's (Germany Only)
- Dream (Australia Only)
- Duplo (Germany, Italy & UK Only)
- Elgorriaga (Spain Only)
- Elizabeth Shaw (UK Only)
- Eureka (Spain Only)
- Fabelle (India Only)
- Feodora (Germany Only)
- Ferrero Küsschen (Germany Only)
- Ferrero Raffaello (Select Markets Only)
- Ferrero Rocher
- Flake (Canada & UK Only)
- Galaxy (Canada, India & UK Only)
- Ghirardelli (India Only)
- Giotto (Germany Only)
- Godiva (Select Markets Only)
- Green & Black's (UK Only)
- Guylian (Germany, Spain & UK Only)
- Haigh's (Australia Only)
- Hanuta (Germany Only)
- Heroes (UK Only)
- Hero (Spain Only)
- Hershey's (Canada & India Only)
- Hotel Chocolat (UK Only)
- Huesitos (Spain Only)
- Jeff de Bruges (Canada & France Only)
- Jersey Milk (Canada Only)
- Kinder
- KitKat
- Knoppers (Germany Only)
- Koko Black (Australia Only)
- Lacasa (Spain Only)
- Lanvin (France Only)
- Léonidas (Canada & France Only)
- Lily O'Brien's (UK Only)
- Lindt
- Lion

- Lotte (India Only)
- Lotus (India Only)
- Lutti (France Only)
- Maltesers (Select Markets Only)
- Mars
- Matchmakers (UK Only)
- Merci (Canada, Germany & Spain Only)
- Milka (Select Markets Only)
- Milk Tray (UK Only)
- Milkybar (Select Markets Only)
- Milky Way (Germany, India & UK Only)
- Minstrels (UK Only)
- Mirage (Canada & UK Only)
- M&M's
- Mon Cheri (France, Germany & Spain Only)
- Mr. Tom (Germany Only)
- Munchies (UK Only)
- Munch (India Only)
- Nesquik (Spain Only)
- Neuhaus (Spain Only)
- Nougatti (France Only)
- Novi (Italy Only)
- Nussini (Germany Only)
- Nutella B-Ready (Select Markets Only)
- Nuts (Germany Only)
- Oh Henry (Canada Only)
- Pacari (India Only)
- Parle (India Only)
- Penguin (UK Only)
- Perugina (Italy Only)
- Pick up! (Germany Only)
- Pocket Coffee (Italy Only)
- Quality Street
- Reese's (Australia & Canada Only)
- Revels (UK Only)
- Riesen (Germany Only)
- Ritter Sport (Germany & Italy Only)
- Rocky (UK Only)
- Rolo (Germany & UK Only)
- Roses (UK Only)
- Sarotti (Germany Only)
- Smarties (Select Markets Only)
- Snickers
- Suchard (France & Spain Only)
- Sundy (France Only)
- Terry's Chocolate Orange (Canada & UK Only)
- Thorntons (UK Only)
- Tirma (Spain Only)
- Toblerone
- Toffee Crisp (UK Only)
- Toffifee (Canada, Germany & UK Only)
- Tony's Chocolonely (Select Markets Only)
- Torras (Spain Only)
- Trapa (Spain Only)
- Trumpf (Germany Only)
- Twirl (Australia, Canada & UK Only)
- Twix
- Valor (Spain Only)
- Violet Crumble (Australia Only)
- Whittaker's (Australia Only)
- Wispa (UK Only)
- Yes (Germany Only)
- Yogurette (Germany Only)
- York (Canada Only)
- Yorkie (Canada & UK Only)
- Zahor (Spain Only)
- Supermarket / retailer own brand
- Other

## Candy / Sweets

### Frequency of Eating Candy

How often do you eat sweets / candy? e.g. Haribo, Smarties, Skittles, Chupa Chups

- Regularly
- Often
- Sometimes
- Rarely
- Only on Special Occasions
- Never

## Candy / Sweets Brands

What are your favorite / preferred brand(s) of sweets / candy?

- Airheads (Canada Only)
- Allen's (Australia Only)
- Alpenliebe ( India & Italy Only)
- Barratt Fruit Salad (UK Only)
- Cachou Lajaunie (France Only)
- Campino (Germany Only)
- Candy Kittens (UK Only)
- Candyman (India Only)
- Carambar (France Only)
- Chewits (UK Only)
- Chupa Chups
- Creamfills (India Only)
- Darrell Lea (Australia Only)
- Dietorelle (Italy Only)
- Drumstick Squashies (Australia & UK Only)
- Dulciora (Spain Only)
- Dupont D'Isigny (France Only)
- Elah (Italy Only)
- Fiesta (Spain Only)
- Fini (Australia, France & Spain Only)
- Fisherman's Friend (Select Markets Only)
- Fox's Glacier Fruits (UK Only)
- Fruit Gushers (Canada Only)
- Fruit-tella (UK Only)
- Fyna (Australia Only)
- Go Desi (India Only)
- Golia (Italy Only)
- Halls (Italy & Spain Only)
- Haribo
- Hi-chew (Canada Only)
- Hitschler (Germany Only)
- Jelly Belly (Australia, Canada & UK Only)
- Jolly Rancher Hard Candy (Canada Only)
- Jolly Rancher Misfits (Canada Only)
- Juzt Jelly (India Only)
- Kaccha (India Only)
- Katjes (Germany Only)
- Kismi (India Only)
- Crema (France Only)
- Lacasitos (Spain Only)
- Laffy Taffy (Canada Only)
- La Pie Qui Chante (France Only)
- La Vosgienne (France Only)
- Lifesavers (Australia & Canada Only)
- Lutti (France & UK Only)
- Mackintosh's Toffee (Canada Only)
- Mamba (Germany Only)
- Maoam
- Maynards Bassetts Jelly Babies (Canada & UK Only)
- Maynards Bassetts Liquorice Allsorts (Canada & UK Only)
- Maynards Bassetts Wine Gums (Canada & UK Only)
- Maynards Sour Patch Kids (Australia, Canada & UK Only)
- Maynards Swedish Berries (Canada Only)
- Mentos
- Milko Chews (Australia Only)
- Nerds (Australia, Canada & UK Only)
- Nimm 2 (Germany Only)
- Pan Pasand (India Only)
- Pascall (Australia Only)
- Percy Pigs (UK Only)
- Pikotas (Spain Only)
- Pastille Vichy (France Only)
- Polo (Select Markets Only)
- Pulse (India Only)
- Refreshers (UK Only)
- Ricola (Select Markets Only)
- Rola (India Only)
- Rowntree's Fruit Gums (Canada & UK Only)
- Rowntree's Fruit Pastilles (UK Only)
- Rowntree's Jelly Tots (Canada & UK Only)
- Rowntree's Randoms (UK Only)
- Runts (Canada Only)
- Russell Stover (Canada Only)
- Saila (Italy Only)
- Samia (France Only)
- Skittles (Select Markets Only)
- Smarties (Select Markets Only)
- Smart Sweets (Canada Only)
- Smint (India, Spain & UK Only)
- Solano (Spain Only)
- Sperlari (Italy Only)
- Starburst (Australia, Canada & UK Only)
- Sugus (Spain Only)
- Swad Digestive Drops (India Only)
- SweeTARTS (Canada Only)
- Swizzels (Australia & UK Only)
- Têtes Brûlées (France Only)
- The Natural Confectionery Company (Australia & UK Only)
- Tic Tac (Select Markets Only)

- Trolli (Select Markets Only)
- Twizzlers (Canada Only)
- Vidal (Spain Only)
- Virginias (Spain Only)
- Werther's Original (Select Markets Only)
- Wick (Germany Only)
- Zappo (Australia Only)
- Supermarket own brand
- Other

## Ice Cream / Frozen

### Frequency of Eating Frozen Dessert

How often do you eat frozen dessert? e.g. ice cream, ice lollies

- Regularly
- Often
- Sometimes
- Rarely
- Only on Special Occasions
- Never

### Types of Ice Cream

Which type(s) of ice cream does your household buy / eat?

- Frozen yogurt
- High protein ice cream
- Ice lollies
- Low fat ice cream
- No added sugar ice cream
- Non-dairy ice cream
- Organic ice cream
- Regular ice cream
- Sorbet
- Other ice cream / frozen dessert

### Ice Cream Sizes / Formats

What sizes or types of ice cream does your household buy?

- Bars (e.g. Magnum)
- Cones (e.g. Cornetto)
- Frozen fruit bars (e.g. Solero)
- Large tubs
- Small tubs (e.g. Häagen-Dazs, Ben & Jerry's)
- Other

### Ice Cream Brands

What are your favorite / preferred ice cream brands?

- Algida (Italy Only)
- Alpro (Spain & UK Only)
- Amul (India Only)
- Arun (India Only)
- Baskin Robbins (Australia & India Only)
- Ben & Jerry's (Select Markets Only)
- Big Sandwich (Germany Only)
- Billabong (Australia Only)
- Blockbuster (India Only)
- Bounty (Select Markets Only)
- Breyers (Select Markets Only)
- Brooklyn Creamery (India Only)
- Cadbury (Australia & UK Only)
- Calippo (Select Markets Only)
- Capri (Germany Only)
- Caramilk (Canada Only)
- Carte D'or (Select Markets Only)
- Casty (Spain Only)
- Chapman's (Canada Only)
- Chips Ahoy! (Canada Only)

- Coffee Crisp (Canada Only)
- Coolway (Canada Only)
- Coppa del Nonno (Italy Only)
- Cornetto (Select Markets Only)
- Côte D'Or (France Only)
- Cream Bell (India Only)
- Cream Pot (India Only)
- Creamsicle (Canada Only)
- Cremissimo (Germany Only)
- Cuja Mara Split (Germany Only)
- Dairy Day (India Only)
- Delaviuda (Spain Only)
- Del Monte Ice Lollies (Canada, Germany, Italy & UK Only)
- Dinshaw's (India Only)
- Domino (Germany Only)
- Drumstick (Australia & Canada Only)\*
- Eis Kaktus (Germany Only)
- Extrême (France & Spain Only)
- Fab (UK Only)
- Feast (UK Only)
- Florida Eis (Germany Only)
- Frosty Fruits (Australia Only)
- Giani's (India Only)
- Golden North (Australia Only)
- Green and Black's (UK Only)
- Grom (Italy Only)
- Gustavo Gusto (Germany Only)
- Guuud (UK Only)
- Häagen-Dazs
- Halo Top (Select Markets Only)
- Hangyo (India Only)
- Havmor (India Only)
- Hyperscoop (India Only)
- Jude's (UK Only)
- Kelly's (UK Only)
- KitKat (Australia, Canada & Spain Only)
- Klondike (Canada Only)
- Kwaliti Wall's (India Only)
- La Belle Aude (France Only)
- La Cremeria (Italy Only)
- La Laitiere (France Only)
- La Lechera (Spain Only)
- Landliebe (Germany Only)
- Likkies (Germany Only)
- Lotus (Spain Only)
- Lycka (Germany Only)
- Mackie's (UK Only)
- Magnum
- Mars (Select Markets Only)
- Maxibon (Australia & Italy Only)
- Maynard's (Canada Only)
- Milka (France, Germany & Spain Only)
- Milo Scoop Shake (Australia Only)
- Mini Milk (UK Only)
- Mövenpick (France & Germany Only)
- Natrel (Canada Only)
- Naturals (India Only)
- Nestlé (Canada & Spain Only)
- Nirulas (India Only)
- Nogger (Germany Only)
- Nuii (Select Markets Only)
- Oasis (France Only)
- O-Mochi (Germany Only)
- Oppo (Australia & UK Only)
- Oreo (Select Markets Only)
- Paddle Pop (Australia Only)
- Papacream (India Only)
- Parlour (Canada Only)
- Pirulo (Spain Only)
- Polar Bear (India Only)
- Real Dairy (Canada Only)
- Revello (Canada Only)
- Ringo (Italy Only)
- Rowntree's Fruit Pastille Lollies (UK Only)
- Royne (Spain Only)
- Sammontana (Italy Only)
- Skittles Ice Cream Sticks (UK Only)
- Snickers (Select Markets Only)
- Solero (Select Markets Only)
- Somosierra (Spain Only)
- Ssplice (Australia Only)
- Tim Hortons (Canada Only)
- Toblerone (Canada Only)
- Top N Town (India Only)
- Twister (Select Markets Only)
- Twix (France, Germany & Italy Only)
- Vadilal (India Only)
- Valsoia (Italy & Spain Only)
- Viennetta (Select Markets Only)
- Walls (UK Only)
- Supermarket own brand
- Other

\* Data isn't available for this option in Q3 2024 in Canada

# Biscuits / Cookies

## Frequency of Eating Biscuits / Cookies

How often do you have biscuits / cookies?

- Regularly
- Often
- Sometimes
- Rarely
- Never

## Biscuit / Cookies Brands

What are your favorite / preferred biscuit / cookie brands?

- 20-20 (India Only)
- Anmol (India Only)
- ANZAC (Australia Only)
- Arnott's (Australia Only)
- Artiach (Spain Only)
- Bahlsen (Select Markets Only)
- Bear Paws (Canada Only)
- Belvita (Select Markets Only)
- BN (France & UK Only)
- Bonne Maman (France & UK Only)
- Bounce (India Only)
- Brandt (Germany Only)
- Brossard (France Only)
- Burtons (Canada & UK Only)
- Byron Bay Cookies (Australia Only)
- Cadbury (Select Markets Only)
- Chips Ahoy! (Canada & Spain Only)
- Chiquilín (Spain Only)
- Choco Chekkers (India Only)
- Chunkies (India Only)
- Colussi (Italy Only)
- Cote D'or (Germany Only)
- Crawfords (UK Only)
- Cuétara (Spain Only)
- Dad's Oatmeal Cookies (Canada Only)
- Dark Fantasy (India Only)
- Delacre (France & Germany Only)
- Doria (Italy Only)
- Duchy (UK Only)
- Fab (India Only)
- Farmbake (Australia Only)
- Farmlite (India Only)
- Filipinos (Spain Only)
- Fontaneda (Spain Only)
- Fox's (UK Only)
- Fudgee-O (Canada Only)
- Galbusera (Italy Only)
- Gentilini (Italy Only)
- Gocciole (Italy Only)
- Good Day (India Only)
- Gran Cereale (Italy Only)
- Griesson (Germany Only)
- Griffin's (Australia Only)
- Gullón (Spain & UK Only)
- Hide & Seek (India Only)
- Hi Fi (India Only)
- Italiano (India Only)
- Kambly (France Only)
- Kookas (Australia Only)
- Krumiri (Italy Only)
- Lambertz (Germany Only)
- La Mère Poulard (France Only)
- Leibniz (Germany Only)
- Loacker (Italy Only)
- Lotus (Select Markets Only)
- LU (France, Spain & UK Only)
- Magix (India Only)
- Marbú (Spain Only)
- Maryland (Australia & UK Only)
- McVitie's (Select Markets Only)
- Michel & Augustin (France Only)
- Mikado (Select Markets Only)
- Milano (India Only)
- Milka (France, Italy & UK Only)
- Milk Shakti (India Only)
- Misura (Italy Only)
- Mom's Magic (India Only)
- Mulino Bianco (France & Italy Only)
- Nutella Biscuits (Select Markets Only)
- Nutter Butter (Canada Only)
- Oreo
- ORO Ciok (Italy Only)
- ORO Saiwa (Italy Only)
- Paradise (Australia Only)
- Parle-G (India Only)
- Pavesini (Italy Only)

- Peek Freans (Canada Only)
- Prinzen (Germany Only)
- Red Rock Deli (Australia Only)
- Reglero (Spain Only)
- Ringo (Italy Only)
- Romanzo (India Only)
- Schär (Germany Only)
- St Michel (France Only)
- Tekrum (Germany Only)
- Tosta Rica (Spain Only)
- Unbic (Australia & India Only)
- Wagonwheel (Australia, Canada & UK Only)
- Walker's (Germany & UK Only)
- Wikana (Germany Only)
- Supermarket own brand
- Other

## Chewing Gum

### Chewing Gum Brands

Which are your favorite chewing gum / bubble gum brands?

- 5 Gum (Australia & Canada Only)
- AIR Action (Italy Only)
- Airwaves (Select Markets Only)
- Big Babol (Select Markets Only)
- Big Red (India Only)
- Boomer (India & Spain Only)
- Brooklyn (Italy Only)
- Bubbaloo (Spain Only)
- Center Fresh (India Only)
- Center Fruit (India Only)
- Daygum (Italy Only)
- Dentyne (Canada & Italy Only)
- Dubble Bubble (Canada Only)
- Eclipse (Australia Only)
- Excel (Canada Only)
- Forest Gum (Germany Only)
- Freedent (Canada & France Only)
- GumOn (India Only)
- Happydent (India, Italy & Spain Only)
- Hollywood (France Only)
- Hubba Bubba (Select Markets Only)
- Juicy Fruit (Australia & Canada Only)
- Malabar (France Only)
- Mentos
- Odol med 3 (Germany Only)
- Oral-B (France & Italy Only)
- Orbit (Select Markets Only)
- PK (Australia Only)
- Pur (Canada Only)
- Stimorol (France Only)
- Trident (Select Markets Only)
- Vigorsol (Italy Only)
- Vivident (Italy Only)
- Winterfresh (Canada Only)
- Wrigley's Extra (Select Markets Only)
- Wrigley's Freedent (France & Germany Only)
- Supermarket own brand
- Other
- None of these/ I don't have chewing gum

## Meal Kit Delivery Services

### Meal Kit Delivery Services

Does your household use any of these meal-kit delivery services?

- Abel & Cole (UK Only)
- Allplants (UK Only)
- Chefly (UK Only)
- Chefs Plate (Canada Only)
- Cook It (Canada Only)
- Cortilia (Italy Only)
- Dinnerly (Australia & Germany Only)
- EatTasty (Spain Only)
- FeastBox (UK Only)
- Foodette (France Only)
- Food in the Box (Spain Only)
- FreshPrep (Canada Only)
- Goodfood (Canada Only)
- Gousto (UK Only)
- GreenMeal (Spain Only)
- Hello Fresh (Select Markets Only)
- Kitchen Daily (France Only)
- Les Commis (France Only)

- Lite n' Easy (Australia Only)
- Marley Spoon (Australia & Germany Only)
- Micatuca (Italy Only)
- Mindful Chef (UK Only)
- Miomeal (Italy Only)
- My Cooking Box (Italy Only)
- Nutribees (Italy Only)
- Oddbox (Italy Only)
- Ortelia (Italy Only)
- Pepper Leaf (Australia Only)
- Phosh (Spain Only)
- Plant Prepped (Canada Only)
- prepmymeal (Germany Only)
- PrimeMeals (Germany Only)
- Quitoque (France Only)
- Quomi (Italy Only)
- Riverford (UK Only)
- Simply Cook (UK Only)
- Spatula (Canada Only)
- Youfoodz (Australia Only)
- Other
- None of these

## Drinks

### Hot Drinks

#### Coffee

##### Frequency of Drinking Coffee

How frequently do you typically drink coffee?

- Several times a day
- Once a day
- Few times a week
- Once or twice a week
- Less often
- Rarely / Never

##### Types of Coffee at Home

Which of these coffees do you drink at home?

- Ground coffee (loose grind)
- Ground coffee (pods)
- Iced coffee
- Instant / powder coffee
- Whole bean coffee (which you grind yourself)
- Other
- Do not drink coffee at home

##### Types of Coffee Outside of Home

Which of these coffees do you drink outside of your home?

- Americano
- Brewed Coffee
- Cappuccino
- Cold brew coffee
- Espresso
- Flat White (Select Markets Only)
- Frappe
- Iced coffee
- Latte
- Macchiato
- Mocha
- Other
- Do not drink coffee outside of home

##### Coffee Brands

Which of these coffee brands do you drink?

- 1850 (Canada Only)
- Aliada (Spain Only)
- Baqué (Spain Only)
- Beanies (UK Only)
- Bestpresso (Canada Only)
- Black Baza (India Only)
- Blue Tokai Coffee Roasters (Italy Only)
- Blue Tokai (India Only)
- Bonka (Spain Only)
- Bru (India Only)
- Byron Bay (Australia Only)
- Cafédirect (UK Only)
- Café Hag (Germany & Italy Only)
- CaféO (Spain Only)
- Caffé Borbone (Italy Only)
- Café Royal (France Only)
- Caffè Vergnano 1882 (Italy Only)
- Campos Coffee (Australia Only)
- Candelas (Spain Only)
- Caro (Germany Only)
- Carte Noire (France & UK Only)
- Cellini (Germany Only)
- Club Coffee (Canada Only)
- Coffee Day (India Only)
- Coffee Mate (Canada Only)
- Coffeeza (India Only)
- Colombian Brew (India Only)
- Compagnia Dell'Arabica (Spain Only)
- Continental (India Only)
- Corridor Seven (India Only)
- Costa (India & UK Only)
- Country Bean (India & Italy Only)
- Dallmayr (Germany Only)
- Davidoff (India Only)
- Digrato (Spain Only)
- De'Longhi Signature Coffee (Australia Only)
- Double Dead (Canada Only)
- Douwe Egberts (Australia & UK Only)
- Eduscho Gala (Germany Only)
- Eilles (Germany Only)
- Emmi (Germany & UK Only)
- Five Senses Coffee (Australia Only)
- Ethical Bean (Canada Only)
- Flying Squirrel (India Only)
- Folgers (Canada Only)
- Fortaleza (Spain Only)
- FRC (Canada Only)
- Geiler (Germany Only)
- Gepa (Germany Only)
- Goodhost (Canada Only)
- Grand' Mère (France Only)
- Green Mountain (Canada Only)
- Grinders Coffee (Australia Only)
- Grove Square (Canada Only)
- Harris (Australia Only)
- Idee Kaffee (Germany Only)
- Illy (Select Markets Only)
- Irresistibles (Canada Only)
- Jacobs (Australia & Germany Only)
- Jacques Vabre (France Only)
- Java (Canada Only)
- Jumping Bean (Canada Only)
- Kaiku (Spain Only)
- Kali (India Only)
- KC Roasters (India Only)
- Kelagur Estate (India Only)
- Kenco (UK Only)
- Kicking Horse (Canada Only)
- Kimbo (Italy Only)
- Krüger (Germany Only)
- La Estrella (Spain Only)
- Lavazza
- Legal (France Only)
- Leroux Chicorée (France Only)
- L'Or (Select Markets Only)
- Lyons (UK Only)
- Maison Du Café (France Only)
- Malongo (France Only)
- Marcilla (Spain Only)
- Marley (Canada Only)
- Maud's (Canada Only)
- Maxwell House (Select Markets Only)
- McCafe (Canada Only)
- Mecca Coffee (Australia Only)
- Melitta (Canada & Germany Only)
- Mellow Bird's (UK Only)
- Merlo Coffee (Australia Only)
- Meo (France Only)
- Mövenpick (Germany Only)
- Muskoka (Canada Only)
- Muziris Coffee (India Only)
- Nabob (Canada Only)
- Nescafé
- Nespresso
- North South (Australia Only)
- One Coffee (Canada Only)
- Oquendo (Spain Only)
- Origo (Canada & Germany Only)
- Orús (Spain Only)
- Pablo & Rusty's (Australia Only)
- Pellini (Italy Only)
- Percol (UK Only)

- Rage Coffee (Italy Only)
- Rappor (UK Only)
- Red Mountain (UK Only)
- Ricoré (France Only)
- Rico (Spain Only)
- Rumble Coffee Roasters (Australia Only)
- Rombouts (UK Only)
- Saimaza (Spain Only)
- San Marco (France Only)
- Santa Cristina (Spain Only)
- Saula (Spain Only)
- Segafredo (Select Markets Only)
- Senseo (France & Germany Only)
- Seven Beans (India Only)
- Sleepy Owl (India Only)
- Soley (Spain Only)
- Speicherstadt (Germany Only)
- Splendid (Italy Only)
- Starbucks
- Tassimo (Canada, Germany & Spain Only)
- Tata (India Only)
- Taylors of Harrogate (UK Only)
- Tchibo (Germany Only)
- TGL (India Only)
- The Coffee Co. (India Only)
- The Indian Bean (India Only)
- Tim Hortons (Canada Only)
- Timothy's (Canada Only)
- Toby's Estate (Australia Only)
- Toscaf (Spain Only)
- Van Houtte (Canada Only)
- Velours Noir (France Only)
- Vitacup (Canada Only)
- Vittoria Coffee (Australia Only)
- Whittard (UK Only)
- Supermarket own brand
- Other

## Tea

### Frequency of Drinking Tea

How frequently do you typically drink tea?

- Several times a day
- Once a day
- Few times a week
- Once or twice a week
- Less often
- Rarely / Never

### Types of Tea

Which of these teas do you drink?

- Black tea (e.g. English Breakfast, Assam etc.)
- Bubble Tea
- Chamomile tea
- Fruit tea
- Green tea
- Herbal tea
- Masala chai (India Only)
- Matcha
- Rooibos / redbush tea
- White tea (India Only)
- Other

### Tea Brands

Which brand(s) of tea do you drink?

- 3 Roses (India Only)
- Ahmad (Canada & India Only)
- Artemis Bio (Spain Only)
- Bad Heilbrunner (Germany Only)
- Bigelow (Canada Only)
- Bonomelli (Italy Only)
- Bünting (Germany Only)
- Bushell's (Australia Only)
- Cafédirect (UK Only)
- Camel (India Only)
- Celestial Seasonings (Canada Only)
- Clipper (France & UK Only)
- Cuida Té (Spain Only)
- Cupper (Select Markets Only)
- Daintree Tea (Australia Only)
- Dammann Frères (France Only)

- DavidsTea (Canada Only)
- Dilmah (Australia Only)
- Emperia (India Only)
- Ethiquable (France Only)
- Goldmännchen (Germany Only)
- Goodwyn (India Only)
- Hornimans (Spain Only)
- Hubbard's (UK Only)
- L'Angelica (Italy Only)
- Lipton
- Lyons (UK Only)
- Madura (Australia Only)
- Marvel (India Only)
- Meßmer (Germany Only)
- Milford (Germany Only)
- Nature's Cuppa (Australia Only)
- Nerada (Australia Only)
- Organic India (India Only)
- Pataka (India Only)
- PG Tips (UK Only)
- Pompadour (Italy & Spain Only)
- Pukka (India & UK Only)
- Red Label (Canada & India Only)
- Red Rose (Canada Only)
- Ronnefeldt (Germany Only)
- Scottish Blend (UK Only)
- Sir Winston (Germany & Italy Only)
- Society (India Only)
- Sognidoro (Italy Only)
- Stash (Canada Only)
- T2 (Australia Only)
- Taaza (India Only)
- Taj Mahal (India Only)
- Tata Tea (India Only)
- Tazo (Canada Only)
- Teabox (India Only)
- Tea India (UK Only)
- Teapigs (Australia and UK Only)
- Tea Trunk (India Only)
- TeeGschwendner (Germany Only)
- Teehaus (Germany Only)
- Teekanne (Germany Only)
- Tetley (Select Markets Only)
- Thé Infré (Italy Only)
- Thiele (Germany Only)
- Tick Tock (UK Only)
- Tulsi (India Only)
- Twinings
- Typhoo (India & UK Only)
- Viropa (Italy Only)
- Wagh Bakri (India Only)
- Whittard (UK Only)
- Yogi (Italy & UK Only)
- Yorkshire Tea / Gold (Canada & UK Only)
- Supermarket own brand
- Other

## Bottled Water

### Water Brands

Which brand(s) of bottled water do you drink?

- Acqua di Nepi (Italy Only)
- Acqua Panna (Canada, Italy, UK Only)
- Acqua Sant'Anna (Italy Only)
- Adelholzener (Germany Only)
- Apollinaris (Germany Only)
- Aquabona (Spain Only)
- Aquafina (Canada & India Only)
- Badoit (France Only)
- Bailley (India Only)
- Bankia (Spain Only)
- Bezoya (Spain Only)
- Bisleri (India Only)
- Buxton (UK Only)
- CanO Water (UK Only)
- Cool Ridge Spring Water (Australia Only)
- Cristaline (France Only)
- Cutulo Rionero (Italy Only)
- Dasani (Canada Only)
- Danone Aqua (Select Markets Only)
- Evian
- Ferrarelle (Italy Only)
- Fiji Water (Canada & UK Only)
- Font Vella (Spain Only)
- Frantelle (Australia Only)
- Fuensanta (Spain Only)
- Guizza (Italy Only)
- Hada (Spain Only)
- Hella (Germany Only)
- Highland Spring (UK Only)
- Himalayan (India Only)
- Kingfisher (India Only)
- Kinley (India Only)
- Lanjarón (Spain Only)
- Lete (Italy Only)

- Levissima (Italy Only)
- Mont Roucous (France Only)
- Mount Franklin (Australia Only)
- Naya (Canada Only)
- Nestle Pure Life
- Oxyrich (India Only)
- Perrier
- President's Choice (Canada Only)
- Pump (Australia Only)
- Pura di Roccia (Italy Only)
- Qua (India Only)
- Rail Neer (India Only)
- Römerquelle (Germany Only)
- Saka (France Only)
- San Benedetto (Italy Only)
- San Pellegrino
- Santa Vittoria (Australia Only)
- Smartwater
- Sveva (France Only)
- Tata Water Plus (India Only)
- Viladrau (Spain Only)
- Vio (Germany Only)
- Volvic
- VOSS (Australia, Germany & UK Only)
- Wahaha (France, Germany & Spain Only)
- Supermarket own brand
- Other
- None of these / I don't drink bottled water

## Food Purchase Behavior

### Special Offers/Coupons

#### Special Offer Purchase Frequency

How often do you purchase items because they are on special offer? e.g. Buy 1, get 1 free

- Regularly
- Often
- Occasionally
- Rarely / Never

#### Coupon / Voucher Frequency

How often do you use coupons / vouchers to get money-off?

- Regularly
- Often
- Occasionally
- Rarely / Never

### Organic

#### Organic Purchase Frequency

How often do you purchase organic items?

- Regularly
- Often
- Occasionally
- Rarely / Never

## Organic Products Bought

Which types of organic products does your household buy?

- Dairy products (e.g. milk, yogurt, butter, cheese, etc)
- Eggs
- Fruit / Vegetables
- Meat
- Snack items (e.g. crisps, sweets / candy, chocolate)
- Staples / Dry goods (e.g. pasta, flour, rice, etc)
- Treat items (e.g. chocolate, snacks etc)
- Other

## Own Label

### Own Label Purchase Frequency

How often do you buy own-label products? e.g. supermarket own brand

- Regularly
- Often
- Occasionally
- Rarely / Never

### Own Label Products Bought

Which types of own-label products does your household buy?

- Baked items (e.g. bread, pastries, etc)
- Fresh / refrigerated items (e.g. milk, yogurt, butter, cheese, etc)
- Household products (e.g. cleaning items, laundry items, etc)
- Ice cream
- Personal care products (e.g. toothpaste, shampoo, etc)
- Snack items (e.g. crisps, sweets / candy, chocolate)
- Staples / Dry goods (e.g. cooking oil, sugar, pasta, flour, rice, etc)
- Tinned items (e.g. chopped tomatoes, beans, etc)
- Other

## Premium

### Premium Purchase Frequency

How often do you buy premium range items?\*

- Regularly
- Often
- Occasionally
- Rarely / Never

\* Australia was included in the coverage of this question starting in Q1 2025.

# Fruit

## Types of Fruit

Which type(s) of fruit do you typically have in your household?

- Dried fruit
- Fresh fruit (individual pieces)
- Fresh fruit (pre-cut / prepared)
- Frozen fruit
- Tinned fruit
- None of these / Prefer not to say

# Smoking, CBD & Cannabis

## Smoking, CBD and Cannabis Behaviors

### Smoking, CBD and Cannabis Behaviors

Which of the following do you do?

- Ready-made cigarettes
- Rolling tobacco
- Use cannabis for medical purposes (Select Markets only)
- Use cannabis for recreational purposes (Canada & Spain only)
- Use CBD products (Select Markets only)
- Use oral nicotine pouches
- Vape (refilling the liquid manually)
- Vape (single use)
- Vape (using disposable pods)
- None of these / Prefer not to say

**Note:** This question is asked to respondents 18+ only.

## Cigarettes / Tobacco

### Cigarette / Tobacco Frequency

How often do you smoke ready-made cigarettes or rolling tobacco products?

- Daily
- Regularly
- Often
- Occasionally
- Rarely

**Note:** This question is asked to respondents who smoke cigarettes / tobacco and are 18+ only.

### Amount Smoked Per Day

How many ready-made cigarettes or rolling tobacco products do you typically smoke per day?

### Amount Smoked Per Week

How many ready-made cigarettes or rolling tobacco products do you typically smoke per week?

- Less than 5
- 5 to 9
- 10 to 19
- 20+

**Note:** This question is asked to respondents who smoke cigarettes / tobacco and are 18+ only.

### Plans to Quit Smoking

Thinking about smoking, which of these statements most applies to you?

- I have no plans to cut down or stop smoking
- I am currently trying to cut down my smoking

- I am currently trying to quit smoking
- I plan to cut down my smoking in the next six months
- I plan to quit smoking in the next six months

**Note:** This question is asked to respondents who smoke cigarettes / tobacco and are 18+ only.

## Methods Used to Quit Smoking

Which methods are you using to help you cut down or stop smoking?

**Note:** This question is asked to respondents who smoke cigarettes / tobacco and are 18+ only.

## Methods Considered to Quit Smoking

Which methods would you consider using to help you cut down or stop smoking?

- Chewing Gum
- Hypnotherapy
- Lozenges
- Patches
- Pills / capsules / tablets
- Vaping or e-cigarette products
- Will power
- Other

**Note:** This question is asked to respondents who smoke cigarettes / tobacco and are 18+ only.

# CBD

## CBD Frequency

How often do you use CBD products?

- Daily
- Regularly
- Often
- Occasionally
- Rarely

**Note:** This question is not asked in India, it is asked in all other markets to respondents who use CBD and are 18+

## CBD Products Used

Which type(s) of CBD product do you use?

- Bath products (e.g. soaps, salts etc.)
- Creams / Balms / Lotions
- Edible foods (e.g. gummies, brownies, sweets / candy etc.)
- Infused drinks (e.g. coffee, water, alcohol etc.)
- Ingredients / Condiments (e.g. preserves, sweeteners etc.)
- Oils
- Pills / Capsules / Tablets
- Vapes
- Other

**Note:** This question is not asked in India, it is asked in all other markets to respondents who use CBD and are 18+

# Vaping

## Vaping Frequency

How often do you use vaping or e-cigarette products?

- Daily
- Regularly
- Often

- Occasionally
- Rarely

Note: This question is asked to respondents who use vape / e-cigarette products and are 18+

# Personal Care Products & Health

## Personal Care

### Personal Care Purchase Responsibilities

#### Personal Care Purchase Responsibilities

Who usually buys personal care products for your home? e.g. toothpaste, shampoo, etc

- I am the main shopper / purchaser
- I share the shopping jointly
- Someone else does most / all of the shopping

## Skincare and Cosmetics

### Reasons for Using Skincare Products

Do you use skincare products for any of these reasons?

- Anti-ageing
- Dry skin
- Oily skin
- Problem skin (acne etc.)
- Sensitive skin
- None of these / Prefer not to say

## Dental

### Extra Dental Products Used

Which of these products do you use?

- Breath fresheners
- Dental/mouth guards (e.g. night guards, sports guards)
- Dental floss / Dental picks
- Denture care products (removable false teeth)
- Interdental brushes
- Mouthwash / Dental rinse
- Teeth straightening products (e.g. braces, retainers)
- Tongue scrapers
- Water flosser
- Whitening kits
- None of these / Prefer not to say

**Note:** The option "Denture (removable false teeth) care products" isn't available in Q3 2023.

### Toothpaste Brands

Which brand(s) of toothpaste do you use? *Please select a maximum of 3 toothpaste brands*

- Aim (Australia & Canada Only)
- Ajona (Germany Only)
- Alviana (Germany Only)
- Antica Erboristeria (Italy Only)
- Aquafresh (Select Markets Only)
- Arm & Hammer (Select Markets Only)
- Aronal (Germany Only)
- Arthrodont (France Only)
- AZ Ricerca (Italy Only)
- Binaca (Spain Only)
- Bioniq (Germany Only)
- Biotene (Australia & Canada Only)
- BlanX (Italy Only)
- Blend-a-med (Germany Only)

- Blendax (Germany Only)
- Burt's Bees (Canada Only)
- Cariax (Spain Only)
- Close Up (Select Markets Only)
- Colgate
- Corega (Spain Only)
- Corsodyl (UK Only)
- Crest (Australia, Canada & India Only)
- Curaprox (Australia Only)
- Dant Kanti (India Only)
- Denivit (Canada, France & Spain Only)
- Dentabrit (Spain Only)
- Dentagard (Germany Only)
- Dentiblanco (Spain Only)
- Desensin (Spain Only)
- Ecodenta (Canada & France Only)
- Elgydium (France & Spain Only)
- Elmex (Select Markets Only)
- Email Diamant (France Only)
- Emoform (Italy Only)
- Eucryl (UK Only)
- Euthymol (Australia, Canada & UK Only)
- Fluocaril (France & Spain Only)
- Fluor Aid (Spain Only)
- Fluoryl (France Only)
- Green Beaver (Canada Only)
- Hello (Canada Only)
- Himalaya (India Only)
- HiSmile (UK Only)
- iWhite
- Kempfor (Spain Only)
- Kingfisher (Australia Only)
- Lacalut (Germany Only)
- Lacer (Spain Only)
- Lavera (Germany Only)
- Lever Ayush (India Only)
- Licor del Polo (Spain Only)
- Macleans (Australia & UK Only)
- Mama Earth (India Only)
- Marvis (Canada, Italy & UK Only)
- Mentadent (Germany & Italy Only)
- Meridol (Canada, Germany & Italy Only)
- Meswak (India Only)
- Neem (India Only)
- Odol-med 3 (Germany Only)
- OraCare+ (UK Only)
- Oral-B
- Parodontax (Select Markets Only)
- Parogencyl (Spain Only)
- Pasta del Capitano (Italy Only)
- Pepsodent (Canada & India Only)
- Perlweiss (Germany Only)
- PHB (Spain Only)
- Red (India Only)
- Regenerate (UK Only)
- Rembrandt (Australia Only)
- Rot Weiss (Germany Only)
- Sanogyl (France Only)
- Sante (Germany Only)
- Sensodyne
- Sensora (India Only)
- Signal
- Spotlight (UK Only)
- Sri Sri (India Only)
- Squigle (Australia Only)
- Teraxyl (France Only)
- Theramed (Germany Only)
- Tom's of Maine (Australia & Canada Only)
- Truthpaste (UK Only)
- Ultra Brite (France Only)
- UltraDEX (UK Only)
- Vademecum (France, Germany & Spain Only)
- Vicco (India Only)
- Vitis (Spain Only)
- Weleda (Germany Only)
- Zendium (France Only)
- Pharmacy / Retailer own brand
- Supermarket own brand
- Other
- Don't know / Prefer not to say

## Toothbrushing Frequency

On average, how many times a day do you brush your teeth?

- More than twice a day
- Twice a day
- Once a day
- Less than once a day

## Toothpaste Qualities

When choosing a toothpaste, which things are most important to you?

- Cleans effectively
- Contains charcoal
- Improves gum health
- Keeps breath fresh
- Keeps teeth looking white
- Natural / Organic ingredients
- Prevents decay / plaque

- Protects enamel
- Recommended by dentist
- Relieves sensitivity / pain
- Remove stains / yellowing
- Suitable for whole family
- Whitens teeth
- Other

## Mouthwash Brands

Which brand(s) of mouthwash do you use? *Please select a maximum of 3 mouthwash brands*

- Aesop (Australia Only)
- Amflor (India Only)
- Aquafresh (France & UK Only)
- Bexident (Spain Only)
- Biotene (Australia, Canada & India Only)
- Cariax (Spain Only)
- CB 12 (France, Germany & UK Only)
- Chlorhexamed (Germany Only)
- Closeup (India Only)
- Colgate
- Corega (Germany Only)
- Corsodyl (Italy & UK Only)
- Crest (Australia, Canada & India Only)
- Curasept (Italy Only)
- Dentimint (UK Only)
- Dentyl (UK Only)
- Desensin (Spain Only)
- Dr Organic (India Only)
- Ecodenta (France Only)
- Elkadent (Germany Only)
- Elmex (France, Germany & Italy Only)
- Eludril (France Only)
- Equate (Canada Only)
- Fluocaril (France & Spain Only)
- Fluor Kin (Spain Only)
- Freshclor (India Only)
- Gum (Italy Only)
- Hello (Canada & India Only)
- Herbal Fresh (India Only)
- Hextril (France Only)
- Himalaya (India Only)
- Kempfor (Spain Only)
- Kingfisher (Australia Only)
- Kukident (Germany Only)
- Lacer (Spain Only)
- Licor Del Polo (Spain Only)
- Listerine
- Macleans (UK Only)
- Marvis (Canada & Germany Only)
- Mentadent (Italy Only)
- Meridol (Select Markets Only)
- Odol-med 3 (Germany Only)
- One Drop Only (Germany Only)
- OraCare+ (UK Only)
- Oral-B
- Oraldine (Spain & UK Only)
- Parodontax (Select Markets Only)
- Pasta del Capitano (Italy Only)
- Pepsodent (India Only)
- Peridex (Canada Only)
- Perio-Aid (Spain Only)
- Plax (Australia & Canada Only)
- Pro Formula (UK Only)
- Sanogyl (France Only)
- Sensodyne (Select Markets Only)
- Seventh Generation (Australia Only)
- Signal (France Only)
- Steradent (UK Only)
- Therabreath (Australia & Canada Only)
- Theramed (Germany Only)
- Today (Germany Only)
- Tom's of Maine (Australia & Canada Only)
- UltraDEX (UK Only)
- Vademecum (Spain Only)
- Vitis (Spain Only)
- Waken (UK Only)
- Weleda (Canada & Germany Only)
- Wisdom (UK Only)
- Zahn-Milch (Germany Only)
- Pharmacy / Retailer own brand
- Supermarket own brand
- Other
- Don't know / Prefer not to say

# Deodorants / Antiperspirants

## Types of Deodorant / Antiperspirant

Which type(s) of deodorant or antiperspirant do you use?

- Gel / Cream
- Roll-on
- Spray / Aerosol
- Stick
- Wipes
- Other
- Do not use / Prefer not to say

## Deodorant / Antiperspirant Brands

Which brand(s) of deodorant or antiperspirant do you use?

- 8x4 (Germany Only)
- A'Kin (Australia Only)
- Adidas (Select Markets Only)
- Arm & Hammer (Australia & Canada Only)
- Avon (Canada & UK Only)
- AXE (Select Markets Only)
- Babaria (Spain Only)
- Bac (Germany Only)
- bebe (Germany Only)
- Ben & Anna (Germany Only)
- Bionsen (UK Only)
- Biopha (France Only)
- Borotalco (Italy Only)
- Bourjois (France Only)
- Breeze (Italy Only)
- Bruno Banani (Germany Only)
- Brut (Select Markets Only)
- Bulldog (Australia & UK Only)
- Byly (Canada & Spain Only)
- Cadum (France Only)
- CD (Germany Only)
- Charlie Body Spray (UK Only)
- Chilly (Spain Only)
- Degree (Canada Only)
- Dove
- Duschdas (Germany Only)
- Engage (India Only)
- Etiaxil (France Only)
- Fa (Select Markets Only)
- FemFresh (UK Only)
- Fenjal (Germany Only)
- Garnier (Select Markets Only)
- Gillette (Select Markets Only)
- Heno De Pravia (Spain Only)
- Hidrofugal (Germany Only)
- Imperial Leather (UK Only)
- Impulse (Select Markets Only)
- Infasil (Italy Only)
- Lactovit (Spain Only)
- L'Arbre Vert (France Only)
- Lavanda Puig (Spain Only)
- Lavera (Germany & Italy Only)
- Le Petit Marseillais (France Only)
- Live Clean (Canada Only)
- L'Oréal Men Expert (Select Markets Only)
- Lynx (Australia & UK Only)
- Magno (Spain Only)
- Malizia (Germany & Italy Only)
- MenActiv (Spain Only)
- Men Advance (UK Only)
- Mennen (Australia & France Only)
- Mitchum (Australia & UK Only)
- Mixa (France Only)
- Myaura (Australia Only)
- Monsavon (France Only)
- Mūm (Select Markets Only)
- Narta (France Only)
- Native (Australia & Canada Only)
- NB Palmolive (Spain Only)
- Nectar of Nature (France Only)
- Neutro Roberts (Italy Only)
- Nivea
- Norsca (Australia Only)
- Old Spice (Select Markets Only)
- Perfume / Fashion brand (e.g. Armani, CK, etc)
- Playboy (Germany & India Only)
- Rexona (Select Markets Only)
- Right Guard (Canada & UK Only)
- RoC (France & Italy Only)
- Rockface (Australia & UK Only)
- Roge Cavailles (France Only)

- Royal Ambree (Spain Only)
- Sanex (Select Markets Only)
- Sante (Germany Only)
- Schmidt's (Canada Only)
- Scorpio (France Only)
- Sebamed (Germany Only)
- Secret (Canada, Germany & India Only)
- Simple (UK Only)
- Skinn (India Only)
- Soft & Gentle (UK Only)
- So...? (UK Only)
- Speed Stick (Canada Only)
- Speick (Germany Only)
- Sure (UK Only)
- Tabac Original (Germany Only)
- Tahiti (France Only)
- Tom's (Canada Only)
- Triple Dry (UK Only)
- Tulipán Negro (Spain Only)
- Ushuaïa (France Only)
- Vaseline (UK Only)
- Vichy (Select Markets Only)
- Weleda (Select Markets Only)
- Wild (UK Only)
- Williams (France & Spain Only)
- Pharmacy / Retailer own brand
- Supermarket own brand
- Other

## Period & Intimate Care

### Period & Intimate Care Products Used

Which of these products do you use?

- Period pads / towels
- Intimate wipes
- Menstrual cup
- Panty liners
- Tampons
- None of these / Prefer not to say

**Note:** This question is asked to female respondents and those that have selected other gender (selected markets) only. The option "period pads/towels" isn't available in Q3 2023 in China, France, Germany, Italy and Spain.

### Period & Intimate Care Brands

Which brand(s) do you use?

- Always (Select Markets Only)
- Ausonia (Spain Only)
- Bella (India Only)
- Bodyform (UK Only)
- Camelia (Germany Only)
- Carefree (Select Markets Only)
- Carmesi (India Only)
- Colleen (India Only)
- Cosmea (Germany Only)
- Cottons (Canada Only)
- DAME (UK Only)
- Divacup (Australia & Canada Only)
- Equate (Canada Only)
- Evax (Spain Only)
- Femfresh (UK Only)
- JuJu (Australia Only)
- Kotex (Australia & UK Only)
- Libra (Australia Only)
- Lil-Lets (Canada & UK Only)
- Lines (Italy Only)
- L. Organic (Canada Only)
- Love & Green (France Only)
- mJOY (India Only)
- Modibodi (Australia & UK Only)
- Mooncup (UK Only)
- Mylily (Germany Only)
- Namyaa (India Only)
- Nana (France Only)
- Natracare (Australia, Canada & Germany Only)
- Naty (Canada Only)
- Nett (France Only)
- Niine (India Only)
- Nuvenia (Italy Only)
- o.b. (Select Markets Only)
- Organyc (Canada Only)
- Patee (India Only)
- Pee safe (India Only)
- Playtex (Canada Only)
- Plush (India Only)
- Poise (Canada Only)
- Saforelle (France Only)

- Sanature (Germany Only)
- Sanfe (India Only)
- Saugella (Italy Only)
- Seventh Generation (Australia & Canada Only)
- Sofy (India Only)
- Stayfree (India Only)
- Tampax (Select Markets Only)
- Tena
- TOTM (UK Only)
- U by Kotex (Canada Only)
- Vania (France Only)
- Veeda (Australia & Canada Only)
- Whisper (India Only)
- Pharmacy / Retailer own brand
- Supermarket own brand
- Other
- Prefer not to say

**Note:** This question is asked to female respondents and those that have selected other gender (selected markets) only.

## Haircare

### Type of Facial Hair

Which of these best describes your facial hair?

- Beard
- Clean-shaven
- Goatee
- Mustache
- Stubble
- Other
- Prefer not to say

**Note:** This question is asked to male respondents only.

### Type of Hair

If you were describing your hair, which of these terms would apply?

- Balayage / Ombre
- Curly / Tight Curls
- Dyed / Colored
- Permed
- Shaved / Bald
- Short
- Straight
- Thick
- Tinted / Highlighted
- Wavy
- None of these / Prefer not to say

### Hair Conditions

Do you experience any of these hair-related conditions?

- Dandruff
- Dryness
- Frizziness
- Greasiness
- Itchy scalp
- Split ends
- Thinning hair / Hair loss
- None of these / Prefer not to say

### Hair Product Factors

When choosing hair products, which factors are important to you?

- Brand name
- Conditioning / Moisturizing effects
- Customer reviews
- Eco-friendliness

- Expert reviews / awards
- Free of chemicals / preservatives
- Natural ingredients only
- Not tested on animals
- Packaging

- Price
- Special offers / promotions
- Stylist recommendations
- Volumising effects
- Other

## Fragrances

### Types of Fragrances Used

Which of these products do you use?

- Aftershave / Cologne
- Perfume
- None of these / Prefer not to say

### Fragrance Brands

Which of the following fragrances have you used in the last 12 months?

- Acqua di Parma (Select Markets Only)
- Adidas
- Alvarez Gomez (Spain Only)
- Antonio Banderas (Spain Only)
- Aramis (Select Markets Only)
- Azzaro (Select Markets Only)
- Balenciaga (Select Markets Only)
- Beckham (Select Markets Only)
- Bottega Veneta (Germany, Italy & UK Only)
- Brut (Select Markets Only)
- Burberry
- Bvlgari
- Cacharel
- Calvin Klein
- Carolina Herrera
- Cartier (Select Markets Only)
- Cerruti (Select Markets Only)
- Chanel
- Coach (Select Markets Only)
- Chloé
- Chopard (Select Markets Only)
- Clinique
- Creed (Canada, Italy & UK Only)
- Davidoff
- Diesel
- Dior
- DKNY (Select Markets Only)
- Dolce & Gabbana
- Elie Saab (Select Markets Only)
- Elizabeth Arden (Select Markets Only)
- Emporio Armani
- Escada
- Esprit (Germany & Italy Only)
- Estée Lauder
- Giorgio Armani
- Giorgio Beverly Hills (Select Markets Only)
- Givenchy
- Gucci
- Guerlain
- Hermès (Select Markets Only)
- Hugo Boss
- Issey Miyake
- Jean Paul Gaultier
- Jimmy Choo (Select Markets Only)
- Kenzo
- Lacoste
- Lancôme (Select Markets Only)
- Lanvin (France, India and Italy Only)
- Laura Biagiotti (Select Markets Only)
- Loewe (Canada, Italy and Spain Only)
- Lolita Lempicka (France, India & Italy Only)
- Marc Jacobs
- Michael Kors (Select Markets Only)
- Miu Miu (France & Italy Only)
- Moschino (Select Markets Only)
- Narciso Rodriguez (Select Markets Only)
- Nina Ricci (Select Markets Only)
- Old Spice (Select Markets Only)
- Paco Rabanne
- Paul Smith (Select Markets Only)
- Pierre Cardin (France, Italy & Spain Only)
- Playboy
- Prada
- Ralph Lauren

- Roberto Cavalli
- Roger & Gallet (Select Markets Only)
- Shiseido (Select Markets Only)
- Sisley (Select Markets Only)
- Stella McCartney (Select Markets Only)
- Thierry Mugler
- Tom Ford
- Tommy Hilfiger (Select Markets Only)
- Valentino
- Vera Wang (Select Markets Only)
- Versace
- Viktor & Rolf (Select Markets Only)
- Yves Saint Laurent
- Other

## Nails

### Types of Nail Products Used

Which of these products do you use?

- False nails
- Nail care products / treatments
- Nail polish
- None of these / Prefer not to say

### Nail Polish / Care Brands

Do you use nail polish / care products from any of these brands?

- Alessandro (Germany Only)
- Alverde (Germany Only)
- Astor (Germany & Spain Only)
- Avon (India Only)
- Barry M (UK Only)
- Biotherm (Italy & Spain Only)
- Bobbi Brown
- Bourjois (France, Spain & UK Only)
- BYS (Australia Only)
- Chanel (Select Markets Only)
- Clarins
- Clinique (Select Markets Only)
- CND (Canada Only)
- Collistar (Italy Only)
- Colobar (India Only)
- Cutex (Select Markets Only)
- Dior
- Dr Pierre Ricaud (France Only)
- Elle (India Only)
- Essie (Select Markets Only)
- Estée Lauder
- Givenchy
- Guerlain (Select Markets Only)
- Hanami (Australia Only)
- Helena Rubinstein (Select Markets Only)
- Insight (India Only)
- Kay (India Only)
- KIKO (Select Markets Only)
- Kure Bazaar (France Only)
- Lakme (India Only)
- Lancôme (Select Markets Only)
- Layla (Italy Only)
- Lina Bocardi (Spain Only)
- L'Oréal
- MAC
- Manhattan (Germany Only)
- Mavala (Select Markets Only)
- Max Factor
- Maybelline
- Misslyn (Germany & Spain Only)
- NailKind (UK Only)
- Nails Inc (UK Only)
- No. 7 (Italy & UK Only)
- Nyx (Italy Only)
- OPI
- Orly (Australia, Canada & Italy Only)
- Pupa (Italy Only)
- Revlon
- Rimmel (Select Markets Only)
- Sally Hansen
- Shiseido (Select Markets Only)
- Sinful Colors (Canada Only)
- Vitry (France Only)
- Witchcraft (Canada Only)
- Yves Rocher
- Yves St Laurent (Select Markets Only)
- None of these

## Footcare

### Types of Foot Care Products

Which type(s) of foot care products do you use?

- Moisturising foot creams
- Foot scrubs
- Foot soaks
- Foot masks
- Antifungal treatments
- Blister plasters
- Foot deodorants/antiperspirants
- Other

## Health

### Treatments / Medicine

#### Types of Treatments Used

When you're feeling unwell (e.g. with a cold, headache, stomach pain, etc), which of these treatments do you prefer using?

- Alternative / Complementary medicines (e.g. acupuncture, homeopathy etc.)
- Herbal / Natural medicines
- Medicines / Drugs
- Vitamins / Minerals / Supplements
- Other
- None of these / Prefer not to say

#### Types of Healthcare Products Used

Do you use any of the following?

- Antacids
- Contact lenses
- Contraception
- Dietary / Weight loss supplements
- Ear drops
- Enemas
- Eye wash / drops
- Feminine medicated products
- Fiber supplements
- First aid kit
- Hair growth products
- Immunity boosters
- Insoles
- Lactase enzyme
- Laxatives
- Foot hygiene products
- Plasters / Bandages
- Pre or Probiotics
- Protein shakes / bars
- Sleeping aids
- Snore relief products
- Spectacles / Glasses
- None of these / Prefer not to say

#### Alternative / Complementary Treatments Used

Which of these alternative / complementary treatments do you use?

- Acupuncture
- Aromatherapy
- Biofeedback
- Chinese / Herbal medicines
- Chiropractor
- Homeopathy
- Hypnosis
- Massage therapy
- Meditation
- Reflexology
- Reiki
- Specialized diets
- Tai chi
- Yoga
- Other
- Prefer not to say

## Vitamin / Supplements Used

Which of these do you take vitamins / minerals / supplements for?

- Bones / Joints
- Digestive health
- Energy
- General health / wellbeing
- Healthy ageing
- Heart
- Immunity
- Nutritional boost
- Prenatal health
- Skin / Hair / Nails
- Other
- Prefer not to say

## Medicine Purchase Factors

When choosing medicines / drugs / treatments, which factor(s) are most important to you?

- Brand name
- Ingredients
- Packaging
- Previous experience
- Price
- Recommendations from friends / family
- Recommendations from professionals (e.g. doctor, pharmacist)
- Recommendations from store employees
- Recommendations / info found online
- Side effects
- Strength or effectiveness
- Other
- Prefer not to say

## Cold Treatment Brands Used

If you had a cold, which of these would you choose to treat it?

- ACC (Germany Only)
- Acetamol (Italy Only)
- Actifed (France & Italy Only)
- Actigrip (Italy Only)
- Advil (Canada Only)
- Anadin (UK Only)
- Angileptol (Spain Only)
- Aquilea (Spain Only)
- Aspirina (Italy & Spain Only)
- A.Vogel (France & Italy Only)
- Beechams (UK Only)
- Benactiv (Italy Only)
- Benadryl (Australia Only)
- Benagol (Italy Only)
- Benylin (UK Only)
- Benzedrex (Canada Only)
- Bisolgrip (Spain Only)
- Bisolvon (Australia & Spain Only)
- Boiron (France & Italy Only)
- Bronchicum (Germany Only)
- BronchoStop (UK Only)
- Brufen (Italy Only)

- Calyptol (France Only)
- Cibalgina (Italy Only)
- Cinfantos (Spain Only)
- Codral (Australia Only)
- Cofsils (India Only)
- Cold Fighter (Canada Only)
- Coryzalia (France & Italy Only)
- Couldina (Spain Only)
- Covonia (UK Only)
- Crocin (India Only)
- Day / Night Nurse (UK Only)
- Dayquil / Nyquil (Canada Only)
- Desenfriol (Spain Only)
- Diflam (UK Only)
- Disprin (UK Only)
- Dobendan (Germany Only)
- Doliprane (France Only)
- Dolirhume (France Only)
- Dolormin (Germany Only)
- Doregrippin (Germany Only)
- Dorithricin (Germany Only)
- Drixoral (Canada Only)
- Duro Tuss (Australia Only)
- Echinacin (Germany Only)
- Echinaforce (Canada & Italy Only)
- Efferalgan (Italy Only)
- Equate (Canada Only)
- Fervex (France Only)
- Fluimucil (Italy & Spain Only)
- Frenadol (Spain Only)
- Frenasal (Spain Only)
- Froben (Italy Only)
- Gelocatil (Spain Only)
- GeloMyrtol (Germany Only)
- Grintuss (Spain Only)
- Grippostad (Germany Only)
- Halls (Canada & UK Only)
- Herbion Naturals (Canada Only)
- Hexoral (Germany Only)
- Himalaya (India Only)
- Honees (Canada Only)
- Honitus (India Only)
- Humer (France Only)
- Ilvico (Spain Only)
- Jakemans (UK Only)
- Juanola (Spain Only)
- Karvol (India Only)
- L52 (France & Italy Only)
- Lemocin (Germany Only)
- Lemsip (Australia & UK Only)
- Lizifen (Spain Only)
- Lizipaina (Spain Only)
- Marimer (France Only)
- Meditonsin (Germany Only)
- Moment (Italy Only)
- Mucinex (Australia Only)
- Mucosan (Spain Only)
- Mucosolvan (Italy Only)
- Nasaleze (UK Only)
- Nasivion (India Only)
- Nasoclear (India Only)
- Neo-Angin (Germany Only)
- neoBorocillina (Italy Only)
- Nurofen (Select Markets Only)
- Oki (Italy Only)
- Olbas (Canada & UK Only)
- Oscillococcinum (Italy Only)
- Otrivin (Select Markets Only)
- Otrivine (Canada & UK Only)
- Panadol (Australia & UK Only)
- Pharmagrip (Spain Only)
- Pharysol (Spain Only)
- Physiomer (France & Italy Only)
- Phytosun Arômes (France Only)
- Potter's (UK Only)
- Propalgina (Spain Only)
- ProRhinel (France Only)
- Prospantus (Spain Only)
- Respibien (Spain Only)
- RhinAdvil (France Only)
- Rhinomer (Spain Only)
- Rhinopront (Germany Only)
- Rhinospray (Germany Only)
- Rinastel (Spain Only)
- Rinazina (Italy Only)
- Robitussin (Australia Only)
- Sambucol (UK Only)
- Saridon (India Only)
- SBL (India Only)
- Silomat (Germany Only)
- Sinupret (Germany Only)
- Sinutab (UK Only)
- Sri Sri (India Only)
- Sterimar (Select Markets Only)
- Stodal (Canada & Italy Only)
- Strepsils
- Sudafed (Select Markets Only)
- Surbronc (France Only)
- Tachifludec (Italy Only)
- Tachipirina (Italy Only)
- Tantum Verde (Italy Only)
- Termalgin (Spain Only)

- Termatuss (Spain Only)
- Theraflu (Australia Only)
- Tylenol (Canada Only)
- Umcka (Canada Only)
- Umckaloabo (Germany Only)
- Vicks (Select Markets Only)
- Vivin C (Italy Only)
- Wick (Germany Only)
- Zarbee's (Canada Only)
- Zerinol (Italy Only)
- Zicam (Canada Only)
- Store / Retailer own-brand
- Don't know / Prefer not to say
- None of these

## Stomach Pain Treatment Brands Used

If you were experiencing stomach pains / digestion problems, which of these would you use to treat it?

- Agiolax (Italy & Spain Only)
- Alka-Seltzer
- Almax (Spain Only)
- Andrews (Canada & UK Only)
- ArkoLevure (France Only)
- Biochetasi (Italy Only)
- Bisodol (UK Only)
- Buscopan (Australia, Italy & UK Only)
- Carbolevure (France Only)
- Carmenthin (Germany Only)
- Charbon de Belloc (France Only)
- Citrate de Betaine (France Only)
- Coloxyl (Australia Only)
- Colpermin (UK Only)
- Cremaffin (India Only)
- Digene (India Only)
- Dioralyte (UK Only)
- Dulcoflex (India Only)
- Dulcogas (France & Italy Only)
- Dulcolax (Select Markets Only)
- Dulcolaxo (Spain Only)
- Eno (Canada & Spain Only)
- Enterogermina (Italy Only)
- Esomeprazol (Germany Only)
- Eugastrol (Italy Only)
- Evacuol (Spain Only)
- Fave de Fuca (Spain Only)
- Fortasec (Spain Only)
- Fybogel (UK Only)
- Gasex (India Only)
- Gas O Fast (India Only)
- Gaviscon
- Gelusil (India Only)
- Guardium (UK Only)
- GutMEND (Canada Only)
- Guttalax (Italy Only)
- Hajmola (India Only)
- Iberogast (Canada & Germany Only)
- Imodium (Select Markets Only)
- Ipraalox (France Only)
- Lacteol (France & Italy Only)
- Laxoberal (Germany Only)
- Lefax (Germany Only)
- Losec (Australia Only)
- Maalox (Select Markets Only)
- Maxolon (Australia Only)
- Microlax (Canada, France & Italy Only)
- Milk of Magnesia (Canada & UK Only)
- Mopralpro (France Only)
- Motilium (Australia Only)
- Mylanta (Australia Only)
- Nabico (India Only)
- Nexium (Select Markets Only)
- Omeprazen (Italy Only)
- Omep (Germany Only)
- Omeprazol (Germany Only)
- Optifibre (Select Markets Only)
- Pantoprazol (Germany Only)
- Pantorc (Italy Only)
- Pariet (Australia Only)
- Pepcid (Australia Only)
- Pepto-Bismol (Canada & UK Only)
- Píldoras Zeninas (Spain Only)
- Plantaben (Spain Only)
- Remegel (UK Only)
- Rennie (Select Markets Only)
- Restoralax (Canada Only)
- Riopan (Canada, Germany & Italy Only)
- Salvacolina (Spain Only)
- Senokot (Canada & UK Only)
- Setlers (UK Only)
- Smecta (France Only)
- Softovac (India Only)
- Somac (Australia Only)
- Spasfon (France Only)
- Spasmex (Italy Only)

- Sueroral (Spain Only)
- Talcid (Germany Only)
- Talidat (Germany Only)
- Tums (Canada & UK Only)
- Ultra-Levure (France Only)
- Unienzyme (India Only)
- Vilardell (Spain Only)
- Vomex (Germany Only)
- Xolaam (France Only)
- Zandu Pancharishta (India Only)
- Zantac (Australia Only)
- Store / Retailer own-brand
- Don't know / Prefer not to say
- None of these

## Doctors/Healthcare Professionals

### Doctors / Healthcare Professionals Visited

Which of these doctors / healthcare professionals have you visited in the last 12 months?

- Acupuncturist
- Allergist
- Cardiologist
- Chiropractor
- Counselor / Therapist
- Dermatologist
- Ear, Nose & Throat Doctor
- Endocrinologist
- Eye Doctor
- Gastroenterologist
- Gynaecologist
- Haematologist / Oncologist
- Internist
- Neurologist
- Nurse practitioner
- Nutritionist
- Oncologist
- Orthopedist
- Osteopath
- Pain specialist
- Physical therapist
- Plastic surgeon
- Podiatrist
- Psychiatrist
- Psychologist
- Pulmonologist
- Rheumatologist
- Urologist
- None of these / Prefer not to say

# Household

## Household Purchase Responsibility

### Household Purchase Responsibility

Who usually buys the household essentials for your home? e.g. cleaning products, laundry products etc.

- I am the main shopper / purchaser
- I share the shopping jointly
- Someone else does most / all of the shopping
- 

## Household Products

### Cleaning Products

Which cleaning products do you use in your home?

- Bleach (crystals / powder)
- Bleach (liquid)
- Bleach (tabs / packs)
- Dishwasher detergent (gel)
- Dishwasher detergent (powder)
- Dishwasher detergent (tabs / packs)
- Fabric softener (dryer sheets)
- Fabric softener (liquid)
- Stain / Odor remover
- Toilet cleaner (liquid)
- Toilet cleaner (tabs / drop-ins)
- None of these

### Laundry Detergent Brands Used

Which brand(s) of laundry detergent do you use?

- Ace (Italy & Spain Only)
- Almawin (Germany Only)
- Ariel (Select Markets Only)
- Arm & Hammer (Canada Only)
- Bold (UK Only)
- Bosch (India Only)
- Biozet Attack (Australia Only)
- Burti (Germany Only)
- Chanteclair (Italy Only)
- Cold Power (Australia Only)
- Colon (Spain Only)
- Coral (Germany Only)
- Dalli (Germany Only)
- Dash (Select Markets Only)
- Daz (UK Only)
- Dixan (Italy & Spain Only)
- Dr. Beckmann (UK Only)
- Duo (Australia Only)
- Dynamo (Australia Only)
- Ecostore (Australia Only)
- Ecover (UK Only)
- Edil (Spain Only)
- Elena (Spain Only)
- Fairy (UK Only)
- Felce Azzurra (Italy Only)
- Fena (India Only)
- Frosch (Germany & India Only)
- Gain (Canada Only)
- Genteel (India Only)
- Ghadi (India Only)
- Godrej (India Only)
- Henko (India Only)
- Ivory Snow (Canada Only)
- L'Arbre Vert (France Only)
- Lagarto (Spain Only)
- Le Chat (France Only)
- Lenor (Germany & Italy Only)
- Maison Verte (France Only)
- Method (UK Only)
- Micolor (Spain Only)

- Mr. White (India Only)
- Napisan (Italy Only)
- Nirma (India Only)
- Norit (Spain Only)
- Omino Bianco (Germany, Italy & Spain Only)
- OMO (Australia & France Only)
- Oxi (Canada & UK Only)
- Perlana (Italy Only)
- Perlan (Spain Only)
- Persil (Select Markets Only)
- Perwoll (Germany Only)
- Presto (India Only)
- Puntomatic (Spain Only)
- Purex (Canada Only)
- Radiant (Australia Only)
- Rin (India Only)
- Safewash (India Only)
- Sanytol (France Only)
- Seventh Generation (Canada Only)
- Shout (UK Only)
- Skip (France & Spain Only)
- Smol (Australia Only)
- Sole (Italy Only)
- Spee (Germany Only)
- Spuma di Sciampagna (Italy Only)
- Sunil (Germany Only)
- Sunlight (Canada & India Only)
- Super Croix (France Only)
- Surcare (UK Only)
- Surf (Select Markets Only)
- Tide (Canada & India Only)
- TruEarth (Canada Only)
- Vanish (Select Markets Only)
- Weißer Riese (Germany Only)
- Wheel (India Only)
- Winni's (Italy Only)
- Wipp Express (Spain Only)
- Woolite (Canada Only)
- X-Tra (France Only)
- Supermarket own brand
- Other
- Don't know / Prefer not to say

## Toilet Paper Brands Used

Which brand(s) of toilet paper do you use at home?

- Andrex (UK Only)
- Angel Soft (Germany Only)
- Beco (India Only)
- Bella (India Only)
- Bess (Germany Only)
- Bosque Verde (Spain Only)
- Bumboo (UK Only)
- Cascades (Canada Only)
- Cashmere (Canada Only)
- Cel (Spain Only)
- Charmin (Canada Only)
- Cheeky Panda (Canada & UK Only)
- Colhogar (Spain Only)
- Cottonelle (Canada & Germany Only)
- Cushelle (UK Only)
- Danke (Germany Only)
- Emporia (Australia Only)
- Fantasy (Italy Only)
- Fess'nett (France Only)
- Fior di Carta (Italy Only)
- Fluf (India Only)
- Foxy (France, Italy & Spain Only)
- Goldeimer (Germany Only)
- Guapa (Germany Only)
- Hakle (Germany Only)
- Handee (Australia Only)
- Hygenex (Australia Only)
- iCare (Australia Only)
- Kirkland (Canada Only)
- Kleenex (France & India Only)
- Krum (India Only)
- Le Trèfle (France Only)
- Lotus (France Only)
- Mola (Germany Only)
- Natur Aqua (Spain Only)
- Nicky (Italy & UK Only)
- Nouvelle (UK Only)
- Origami (India Only)
- Paseo (Australia Only)
- Popee (France Only)
- Premier (India Only)
- Presto (India Only)
- Purex (Canada Only)
- Quilton (Australia Only)
- Regina (Select Markets Only)
- Renova (Select Markets Only)
- Royale (Canada Only)
- Scott (Canada & India Only)
- Scottex (Italy & Spain Only)
- Scottonelle (Italy Only)

- Selpak (India Only)
- Seventh Generation (Canada Only)
- Soffione (Germany Only)
- Softesse (UK Only)
- Softlan (Germany Only)
- Softouch (India Only)
- Sorbent (Australia Only)
- Spring Force (UK Only)
- Tempo (Germany & Italy Only)
- Tenderly (Italy Only)
- Velvet (UK Only)
- Vit (Germany Only)
- White Swan (Canada Only)
- Who Gives a Crap (Select Markets Only)
- Xuro (India Only)
- Zewa (Germany Only)
- Supermarket own brand
- Other
- Don't know / Prefer not to say

## Washing Up Liquid Brands Used

Which brand(s) of washing up liquid do you use at home?

- Almawin (Germany Only)
- Attitude (Canada Only)
- Chanteclair - Vert (Italy Only)
- Cristasol (Spain Only)
- Dawn (Canada Only)
- Dettol (India Only)
- Earth Choice (Australia Only)
- Ecostore (Australia Only)
- Ecover (Select Markets Only)
- Fairy (Select Markets Only)
- Finish (India & Italy Only)
- Fit (Germany Only)
- Flota (Spain Only)
- Frosch (Germany & Spain Only)
- Giffy (India Only)
- Ivory (Canada Only)
- Jadugar (India Only)
- Klar (Germany Only)
- Kris (France Only)
- L'Arbre Vert (France Only)
- Lagarto (Spain Only)
- Live Clean (Canada Only)
- Love Nature (Germany Only)
- Maison Verte (France Only)
- Method (Canada & UK Only)
- Mir (France Only)
- Mistol (Spain Only)
- Morning Fresh (Australia & UK Only)
- Nelsen (Italy Only)
- Nimeasy (India Only)
- Now (Germany Only)
- Orange Power (Australia Only)
- Palmolive (Select Markets Only)
- Presto (India Only)
- Pril (Germany, India & Italy Only)
- Rainett (France Only)
- Seventh Generation (Canada Only)
- Skrubble (India Only)
- Sodasan (Germany Only)
- Sunlight (Canada Only)
- Surcare (UK Only)
- Svelto (Italy Only)
- Tandil (Australia Only)
- Vim (India Only)
- Wingo (France Only)
- Winny's (Italy Only)
- Supermarket own brand
- Other / Don't know

## Household Product Purchase Factors

### Household Product Purchase Factors

When choosing household essentials, which of these factors are most important to you? e.g. cleaning products, laundry products

- Brand name
- Endorsement from expert / influencer
- Packaging
- Product eco-friendliness
- Product performance / quality
- Product price
- Product size (i.e. it will last a long time)
- Product you've used before

- Recommendation from friend / relative
- Special offers / Promotions
- Other

## Household Appliances

### Kitchen Appliances Owned

Which of these kitchen appliances do you or someone in your household own?

- Blender
- Breadmaker
- Coffee (pods / capsule)
- Coffee (other)
- Electric fryer (deep / air)
- Food processor
- Grill / Sandwich press
- Juicer
- Rice cooker
- None of these

### Household Appliance Brands

If you were buying a household appliance, which brand(s) would be your top choice?

- AEG
- Amica (Germany & UK Only)
- Ariston (Spain Only)
- Asko (Australia Only)
- Aspes (Spain Only)
- Bauknecht (Germany & Spain Only)
- Baumatic (Select Markets Only)
- Beko (Select Markets Only)
- Black & Decker (Australia, Canada & Italy Only)
- Blomberg (Canada Only)
- Bomann (Germany Only)
- Bosch
- Brandt (France & UK Only)
- Braun (Select Markets Only)
- Breville (Australia Only)
- Calor (France Only)
- Candy (Select Markets Only)
- Cannon (UK Only)
- Comfee (Germany Only)
- Constructa (Germany Only)
- Cooksape (India Only)
- Creda (UK Only)
- Cuttriss (France Only)
- Daewoo (Select Markets Only)
- Danby (Canada Only)
- De Dietrich (France Only)
- Dirt Devil (France Only)
- Dyson
- De'Longhi (Select Markets Only)
- Edesa (Spain Only)
- Electrolux
- Esse (Germany, Spain & UK Only)
- Eureka Forbes (India Only)
- Everhot (India & UK Only)
- Fagor (France & Spain Only)
- Fisker and Paykel (Select Markets Only)
- Franke (India & Spain Only)
- Frigidaire (Canada Only)
- GE (Canada & India Only)
- Haier (Australia, France & India Only)
- Hanseatic (Germany Only)
- Hisense
- Hoover (Select Markets Only)
- Hotpoint-Ariston (France Only)
- Hotpoint (Italy & UK Only)
- Indesit (Select Markets Only)
- Jenn-Air (Canada Only)
- Juno (Germany Only)
- Karcher (Select Markets Only)
- Kenwood (Select Markets Only)
- KitchenAid (Select Markets Only)
- Kmart Anko (Australia Only)
- Krups (Australia, Germany & UK Only)
- LG
- Liebherr (Select Markets Only)
- Lynx (Spain Only)
- Marathon (Canada Only)
- Maytag (Canada Only)
- Miele
- Moulinex (France & Italy Only)
- Neff (Select Markets Only)
- Ninja (Select Markets Only)
- Oster (Canada Only)

- Otsein (Spain Only)
- Panasonic
- Philips
- Polti (Spain Only)
- Privileg (Germany Only)
- Rommer (Spain Only)
- Rosières (France Only)
- Rowenta (France, Italy & Spain Only)
- Samsung
- Sanyo (Spain & UK Only)
- Sauter (France Only)
- Scholtès (France Only)
- Shark (Select Markets Only)
- Sharp (Select Markets Only)
- Siemens
- Smeg (Select Markets Only)
- Solac (India & Spain Only)
- Stoves (UK Only)
- Sunbeam (Australia Only)
- Tefal (Select Markets Only)
- Teka (Spain Only)
- T-fal (Canada Only)
- Thomson (France, India & Spain Only)
- Tornado (France Only)
- Toshiba (Italy & Spain Only)
- Vax (Select Markets Only)
- Vedette (France Only)
- Voltas Beko (India Only)
- Vorwerk (Select Markets Only)
- Weber (Australia Only)
- Wenko (Germany Only)
- Westinghouse (Australia Only)
- Whirlpool
- Zanussi (Select Markets Only)
- None of these / Don't know

## Pets

### Types of Pet Food Bought

Does your household buy any of these types of pet food?

- Cat food (canned / wet)
- Cat food (packaged / dry)
- Cat treats / biscuits
- Dog food (canned / wet)
- Dog food (packaged / dry)
- Dog treats / biscuits
- Do not buy dog or cat food

### Dog Food Brands

Which brand(s) of dog food does your household buy?

- 4 Pat' (France Only)
- Acana (Canada, India & Italy Only)
- ADoC (Italy Only)
- Advance (Australia, Italy & Spain Only)
- almo nature (Italy Only)
- Alpha Spirit (Italy & Spain Only)
- Alpo (Canada Only)
- Applaws (Australia, Italy & UK Only)
- Arden Grange (India, Italy & UK Only)
- AVA (UK Only)
- Bakers (Canada & UK Only)
- Beneful (Canada Only)
- Benevo (Canada & Germany Only)
- Beyond - Purina (Canada & Italy Only)
- Black Hawk (Australia Only)
- Blue Buffalo (Canada Only)
- Bonio (UK Only)
- Bonzo (Germany Only)
- Breedna (Spain Only)
- Brekkies (France & Spain Only)
- Burns (UK Only)
- Butcher's (UK Only)
- Canigou (France Only)
- Cesar
- Chappie (UK Only)
- Chappi (Germany Only)
- Choostix (India Only)
- Crave (Canada, France & Germany Only)
- Dog Chow (Canada, France & Germany Only)
- Drools (India Only)
- Edgard & Cooper (France, Italy & UK Only)
- Eukanuba (Select Markets Only)
- Farmers Market (Australia Only)

- Farmina (India Only)
- Frontier Pets (Australia Only)
- Fidele (India Only)
- Fido (France Only)
- Forzecan (Spain Only)
- Friskies (Select Markets Only)
- Frolic (Select Markets Only)
- Gentle Giants (Canada Only)
- Glenand (India Only)
- Happy Dog (Germany & Italy Only)
- Harringtons (UK Only)
- HiLife (UK Only)
- Hill's (Select Markets Only)
- Hill's Science Plan (Australia, Italy & UK Only)
- Iams (Canada, Italy & UK Only)
- Ivory Coat (Australia Only)
- James Wellbeloved (Canada & UK Only)
- Jerhigh (India Only)
- JosiDog (Germany Only)
- Libra (Spain Only)
- LifeWise (Australia Only)
- Lily's Kitchen (Italy & UK Only)
- Loyal (Germany Only)
- Lucky Dog (Australia Only)
- Lyka (Australia Only)
- Matzinger (Germany Only)
- Meals for Mutts (Australia Only)
- Migliorcane (Italy Only)
- Monge (Italy Only)
- My Dog (Australia Only)
- Multifit (Germany Only)
- Natural Greatness (France, Italy & Spain Only)
- Natures Menu (UK Only)
- Nature's Recipe (Select Markets Only)
- Naturo (UK Only)
- Nood (France Only)
- Now (Spain Only)
- NutraGold (India Only)
- Nutrience (Canada Only)
- Nutro (Canada Only)
- Ol' Roy (Canada Only)
- One (Australia & Canada Only)
- Optimum (Australia Only)
- Orijen (Canada & India Only)
- Pedigree
- Petzyo (Australia Only)
- President's Choice (Canada Only)
- Planet Pet (Spain Only)
- Prime Pantry (Australia Only)
- Profine (Spain Only)
- Pro Plan (Select Markets Only)
- Purina
- Rinti (Germany Only)
- Royal Canin
- Rubadub (Spain Only)
- Savour Life (Australia Only)
- Sir Dog (Spain Only)
- Step Up To Naturals (UK Only)
- Stylam Choostix (India Only)
- Supercoat (Australia Only)
- Taste of the Wild (Australia, India, Italy & Spain Only)
- Terra Pura (Germany Only)
- Triple Crown (Spain Only)
- Ultima (France, Italy & Spain Only)
- Versele-Laga (Spain Only)
- Vitakraft (France & Germany Only)
- Vollmer's (Germany Only)
- Wagg (UK Only)
- Wag & Love (India Only)
- Wainwright's (UK Only)
- Whiskas (India Only)
- Winalot (UK Only)
- Wolfsblut (Germany Only)
- Pet store own brand
- Supermarket own brand
- None of these

## Cat Food Brands

Which brand(s) of cat food does your household buy?

- ADoC (Italy Only)
- Advance (Australia, Italy & Spain Only)
- Affinity (Spain Only)
- almo nature (Italy Only)
- Applaws (Select Markets Only)
- AVA (UK Only)
- Bellotta (India Only)
- Beyond (Canada & Italy Only)
- Black Hawk (Australia Only)
- Blue Buffalo (Australia & Canada Only)
- Brekkies (France, Italy & Spain Only)
- Butcher's Classic (UK Only)
- Cat Chow (Canada, Italy & Spain Only)
- Catisfactions (France, Italy & Spain Only)
- Cat's Love (Germany & Italy Only)
- Crave (Canada, Germany & UK Only)

- Dine Desire (Australia Only)
- Dreamies (Select Markets Only)
- Drools (India Only)
- Edgard Cooper (France & Italy Only)
- Encore (Canada & UK Only)
- Eukanuba (Select Markets Only)
- Fancy Beast (Australia Only)
- Feline Fayre (UK Only)
- Felix (Select Markets Only)
- Friskies (Select Markets Only)
- GimCat (Germany & Italy Only)
- Go Cat (Select Markets Only)
- Gourmet (Germany & UK Only)
- Harringtons (UK Only)
- Hi-Life (UK Only)
- Hill's
- Iams (Select Markets Only)
- Ivory Coat (Australia Only)
- KatKin (UK Only)
- James Wellbeloved (UK Only)
- Kennel Kitchen (India Only)
- Kitekat (Select Markets Only)
- Untamed (UK Only)
- Let's Bite (India Only)
- Lily's Kitchen (Italy & UK Only)
- Maxi (India Only)
- Meat Up (India Only)
- Me-O (India Only)
- Meow Mix (Canada Only)
- Migliorgatto (Italy Only)
- MultiFit (Germany Only)
- Nature Menu (UK Only)
- Nature's Recipe (Canada Only)
- Nood (France Only)
- Instinct (Australia & France Only)
- Perfect Fit (France, Germany & UK Only)
- Pro Plan (Australia Only)
- Purepet (India Only)
- Purina
- Royal Canin
- Sanabelle (Germany Only)
- Schesir (India Only)
- Seriously Good (UK Only)
- Sheba (Select Markets Only)
- Thrive (Canada, Italy & UK Only)
- Ultima (France, Italy & Spain Only)
- Vitakraft (Germany & Italy Only)
- Wainwright's (UK Only)
- Webbox (UK Only)
- Whiskas
- Ziwi Peak (Australia Only)
- Pet store own brand
- Supermarket own brand
- None of these

## Pet Food Purchase Influencers

When choosing food for a pet, which factors are most important to you?

- Brand name
- Cost / Value for money
- Nutritional / Health benefits
- Preferences of my pet(s)
- Quality of ingredients
- Type of meat / fish included
- Other

# Utilities & Fuel

## Energy

### Energy Supplier

Who is your energy supplier (gas, electric etc.)? *Please select a maximum of 2 energy suppliers*

- 1st Energy (Australia Only)
- A2A (Italy Only)
- Access (Canada Only)
- Acciona (Spain Only)
- Acea Energia (Italy Only)
- Active Energy (Canada Only)
- AGL Energy (Australia Only)
- Alcanzia (Spain Only)
- Aldro (Spain Only)
- Alectra (Canada Only)
- Alinta Energy (Australia Only)
- AltaGas (Canada Only)
- Alterna (France Only)
- Antargaz (France Only)
- ATCOenergy (Canada Only)
- Atlantic (UK Only)
- Audax (Spain Only)
- Aura (Spain Only)
- Axpo (Italy Only)
- Bassols (Spain Only)
- Better Energy (UK Only)
- Bluestream (Canada Only)
- Bristol Energy (UK Only)
- British Gas (UK Only)
- Budget Energy (UK Only)
- Bulb (France, Spain & UK Only)
- Canadian Energy (Canada Only)
- CHC (Spain Only)
- Comsatec (Canada Only)
- Co-operative Energy (UK Only)
- D.C. Gas Extremadura (Spain Only)
- DEW21 (Germany Only)
- Direct Énergie (France Only)
- Direct Energy (Canada Only)
- Dodo Power & Gas (Australia Only)
- Ecotricity (UK Only)
- EDF Energy (France & UK Only)
- Edison (Italy Only)
- ekWateur (France Only)
- Electra del Cardener (Spain Only)
- elmy (France Only)
- EnBW (Germany Only)
- Endesa (Spain Only)
- Enel (Select Markets Only)
- Enercity (Germany Only)
- Enercoluz (Spain Only)
- Enercoop (France Only)
- Énergem (France Only)
- Energía XXI (Spain Only)
- Energy2day (Germany Only)
- EnergyAustralia (Australia Only)
- Energy Locals (Australia Only)
- ENGIE (Select Markets Only)
- Eni (France & Italy Only)
- Enmax Energy (Canada Only)
- Entega (Germany Only)
- E.ON (Germany, Italy & UK Only)
- EPH (Italy Only)
- Eprimo (Germany Only)
- ERG (Select Markets Only)
- Escandinava de Electricidad (Spain Only)
- Estabanell (Spain Only)
- E (UK Only)
- EVM (Spain Only)
- E wie einfach (Germany Only)
- EWS (Germany Only)
- Extra Energie (Germany Only)
- Factor Energia (Spain Only)
- Feníe (Spain Only)
- Firmus Energy (UK Only)
- Future Now (Canada Only)
- Gana (Spain Only)
- Gas.de (Germany Only)
- Gas Natural Fenosa (Spain Only)
- Gesternova (Spain Only)
- Good Energy (UK Only)
- Hola Luz (Spain Only)
- Hudson Energy (Canada Only)
- Iberdrola (Spain Only)
- ilek (France Only)
- Iren (Italy Only)
- Just Energy (Canada Only)

- Lekker (Germany Only)
- LichtBlick (Germany Only)
- Link Energy (Canada Only)
- Lucera (Spain Only)
- Mint Energie (France Only)
- Momentum Energy (Australia Only)
- Naturgy (Spain Only)
- NaturStrom (Germany Only)
- Nexus Energy (Spain Only)
- Npower (UK Only)
- Octopus (UK Only)
- Origin Energy (Australia Only)
- Ostrom (Germany Only)
- OVO Energy (Australia & UK Only)
- OVO (Spain Only)
- Planet Energy (Canada Only)
- Planète Oui (France Only)
- Plüm Énergie (France Only)
- Podo (Spain Only)
- Power NI (UK Only)
- Powershop (Australia Only)
- Red Energy (Australia Only)
- RWE (Germany Only)
- Sainsbury's Energy (UK Only)
- Scottish Hydro (SSE) (UK Only)
- Scottish Power (UK Only)
- Servizio Elettrico Nazionale (Italy Only)
- Shell Energy (UK Only)
- Simply Energy (Australia Only)
- Simply Green (Germany Only)
- So Energy (UK Only)
- Sorgenia (Italy Only)
- Spot Energy (Canada Only)
- SSE (UK Only)
- Stromio (Germany Only)
- Summitt Energy (Canada Only)
- Tango Energy (Australia Only)
- Tirreno Power (Italy Only)
- TotalEnergies (France Only)
- TransAlta (Canada Only)
- U Energia (Spain Only)
- UniEléctrica (Spain Only)
- Utilita (UK Only)
- Utility Warehouse (UK Only)
- Vattenfall (France & Germany Only)
- Yello (Germany Only)
- Other
- Don't know / Not relevant

**Note:** This question is asked only in Australia, Canada, France, Germany, Italy, Spain and the UK (excluding India).

## Energy Switch Intention

Are you thinking about switching energy suppliers in the next year? If so, when?

- In 1 - 3 months
- In 3 - 6 months
- In 6 - 12 months
- I don't intend to switch
- Don't know

**Note:** This question is asked only in Australia, Canada, France, Germany, Italy, Spain and the UK (excluding India).

## Energy Provider Purchase Influencers

Which factor(s) are most important to you when choosing an energy supplier?

- Ability to track usage (e.g. via smart meters)
- Brand / Supplier you trust
- Ease of canceling / switching
- Environmental credentials
- Price
- Range of tariffs / plans
- Recommendation from comparison site
- Recommendation from friend / relative
- Other

**Note:** This question is asked only in Australia, Canada, France, Germany, Italy, Spain and the UK (excluding India).

# Broadband

## Broadband Supplier

Which brand supplies your home broadband / internet connection?

- I&I (Germany Only)
- Activ8me (Australia Only)
- Airtel (India Only)
- Alliance (India Only)
- Amena (Spain Only)
- Aruba (Italy Only)
- Asianet (India Only)
- Atria (India Only)
- Aussie Broadband (Australia Only)
- Bell / Sympatico (Canada Only)
- Belong (Australia Only)
- Bouygues Télécom (France Only)
- BSNL (India Only)
- BT (UK Only)
- CIK (Canada Only)
- Comwave (Canada Only)
- Congstar (Germany Only)
- Coriolis Telecom (France Only)
- Deutsche Telekom (Germany Only)
- Distributel (Canada Only)
- Dodo (Australia Only)
- D-vois (India Only)
- Eastlink (Canada Only)
- Eazy (Germany Only)
- EE (UK Only)
- Eolo (Italy Only)
- Euskaltel (Spain Only)
- Everus (Canada Only)
- Ewe (Germany Only)
- Excell (India Only)
- Exetel (Australia Only)
- Excitel (India Only)
- Execulink (Canada Only)
- Fastweb (Italy Only)
- Fido (Canada Only)
- Free (France Only)
- GTPL (India Only)
- Hathway (India Only)
- Hyperoptic (UK Only)
- iiNet (Australia Only)
- Indinet (India Only)
- Intech (India Only)
- iPrimus (Australia Only)
- Jazztel (Spain Only)
- Jio (India Only)
- Joister (India Only)
- LlamaYa (Spain Only)
- Lowi (Spain Only)
- MásMóvil (Spain Only)
- Mate (Australia Only)
- M-Net (Germany Only)
- Movistar (Spain Only)
- MTNL (Government Provider) (India Only)
- Mundo R (Spain Only)
- NetAachen (Germany Only)
- NetCologne (Germany Only)
- Netplus (India Only)
- NordNet (France Only)
- Novus (Canada Only)
- NOW (UK Only)
- Numericable (France Only)
- O2 (Germany, Spain & UK Only)
- One (India Only)
- Optus (Australia Only)
- Orange (France & Spain Only)
- Osnatel (Germany Only)
- Oxio (Canada Only)
- Pepephone (Spain Only)
- Plusnet (UK Only)
- Poste Italiane (Italy Only)
- PŸUR (Germany Only)
- Quadrant (UK Only)
- Racctel+ (Spain Only)
- Railtel (India Only)
- RED (France Only)
- Rogers (Canada Only)
- SFR (France Only)
- Shaw (Canada Only)
- Shell Energy (UK Only)
- Simyo (Spain Only)
- Sky (UK Only)
- Sosh (France Only)
- Source Cable (Canada Only)
- Superloop (Australia Only)
- swb (Germany Only)
- TalkTalk (UK Only)
- Tangerine Telecom (Australia Only)
- Tata (India Only)

- TekSavvy (Canada Only)
- Telebec (Canada Only)
- Telecable (Spain Only)
- Telstra (Australia Only)
- Tele Columbus (Germany Only)
- Telus (Canada Only)
- Tikona (India Only)
- TIM (Italy Only)
- Tiscali (Italy Only)
- TPG (Australia Only)
- Truespeed (UK Only)
- Tuenti (Spain Only)
- Versatel (Germany Only)
- Videotron (Canada Only)
- Virgin (Canada Only)
- Virgin Media (UK Only)
- Vi (Vodafone Idea) (India Only)
- Vodafone (Select Markets Only)
- WINDTRE (Italy Only)
- Wish (India Only)
- Yoigo (Spain Only)
- You (India Only)
- Zen Internet (UK Only)
- Other
- Don't know / Not relevant

## Broadband Switch Intention

Are you thinking about switching broadband suppliers in the next year? If so, when?

- In 1 - 3 months
- In 3 - 6 months
- In 6 - 12 months
- I don't intend to switch
- Don't know

## Broadband Purchase Influencers

When deciding on a new broadband supplier, which of the following are important to you?

- Access to subscription services (e.g. Netflix, Amazon Prime etc.)
- Access to TV bundles (e.g. Sport, Movies etc.)
- Better connectivity
- Deals that include free items (e.g. smart home devices, headphones, iPad etc.)
- Ease of installation
- Fiber optic broadband
- Finding a cheaper deal
- Flexible contracts
- Good customer service
- Increased speed
- Recommendations from friends / family
- Reviews from customers
- None of these / Don't know

## Fuel

### Petrol / Gas Stations Used

Which petrol / gas stations have you bought fuel from in the last 1-2 months?

- 7-Eleven (Australia Only)
- Adani (India Only)
- Alcampo (Spain Only)
- Ampol (Australia Only)
- APCO (Australia Only)
- Applegreen (UK Only)
- Aral (Germany Only)
- Asda (UK Only)
- Auchan (France Only)
- Avia (France, Germany & Spain Only)
- Ballenoil (Spain Only)
- BayWa (Germany Only)
- bft (Germany Only)
- Bharat Petroleum (India Only)
- BP (Select Markets Only)
- Canadian Tire (Canada Only)
- Carrefour (France & Spain Only)
- Casino (France Only)

- Cepsa (Spain Only)
- Chevron (Canada Only)
- Classic (Germany Only)
- Coles Express (Australia Only)
- Co-op (UK Only)
- Disa (Spain Only)
- Domo (Canada Only)
- Dyneff (France Only)
- ED (Germany Only)
- Elan (Germany Only)
- E Leclerc (France Only)
- Elf (France and UK Only)
- Eni (Select Markets Only)
- Esso (Select Markets Only)
- Federated Co-operative (Canada Only)
- Fifth Wheel Truck Stops (Canada Only)
- Galp (Spain Only)
- GO (Germany Only)
- Gulf (Canada & UK Only)
- HEM (Germany Only)
- Hoyer (Germany Only)
- HP (India Only)
- Husky (Canada Only)
- Imperial (Canada Only)
- Indian Oil (India Only)
- Intermarché (France Only)
- IP (Italy Only)
- Irving (Canada Only)
- Jet (Germany & UK Only)
- Joy (Canada Only)
- Liberty (Australia Only)
- Lukoil (France & Germany Only)
- Markant (Germany Only)
- Markoil (Spain Only)
- Meroil (Spain Only)
- Metro Fuel (Australia Only)
- Mobil (Australia & Spain Only)
- Mohawk (Canada Only)
- Morrisons (UK Only)
- Murco (UK Only)
- Nayara / Essar (India Only)
- OIL! (Germany Only)
- OLCO (Canada Only)
- On the Run (Australia Only)
- Orlen (France & Germany Only)
- Parkland (Canada Only)
- Petro-Canada (Canada Only)
- Petrocat (Spain Only)
- Pioneer (Canada Only)
- Pompe bianche / no logo (Italy Only)
- Puma (Australia Only)
- Q1 (Germany Only)
- Q8 (Italy Only)
- Reliance (India Only)
- Repsol (Italy & Spain Only)
- Sainsbury's (UK Only)
- Sergaz (Canada Only)
- Shell
- Sprint (Germany Only)
- Star (Germany Only)
- Suncor (Canada Only)
- Supertest (Canada Only)
- Tamoil (Italy Only)
- Team (Germany Only)
- Tesco (UK Only)
- Texaco (Spain & UK Only)
- Total (Select Markets Only)
- Total Erg (Italy Only)
- Ultramar (Canada Only)
- United (Australia Only)
- Vibe (Australia Only)
- Westfalen (Germany Only)
- Wilson (Canada Only)
- Woolworths Petrol (Australia Only)
- X Convenience (Australia Only)
- Other
- None of these

## Petrol / Gas Station Purchase Influencers

Which factor(s) influence where you buy gas / petrol / diesel?

- Brand of petrol station
- Loyalty schemes
- Price
- Quality of convenience store
- Whichever is nearest
- Other

# Insurance

## Insurance Brands

### Insurance Brands

Which companies would you consider to provide your insurance?

- Ist Central (UK Only)
- AA (UK Only)
- AachenMünchener (Germany Only)
- AAMI (Australia Only)
- Actudata (France Only)
- ADAC (Germany Only)
- Adeslas (Spain Only)
- Aditya Birla (India Only)
- Aegon (India Only)
- AFI (France Only)
- AG2R La Mondiale (France Only)
- Ageas (UK Only)
- Agrupación Mutua (Spain Only)
- AIA Australia (Australia Only)
- Allianz
- Allsecur (France Only)
- AOK (Germany Only)
- Asisa (Spain Only)
- Aviva (Select Markets Only)
- AXA (Select Markets Only)
- Bajaj Allianz (India Only)
- Barmer (Germany Only)
- Bharti AXA (India Only)
- Bingle (Australia Only)
- Birla Sun Life (India Only)
- BKK (Germany Only)
- Blue Cross (Canada Only)
- BNP Paribas (France & Italy Only)
- BUPA (Australia & UK Only)
- CAA (Canada Only)
- Caisse D'Epargne (France Only)
- Canada Life (Canada Only)
- Care / Religare (India Only)
- Caser (Spain Only)
- Catalana Occidente (Spain Only)
- Cattolica Assicurazioni (Italy Only)
- Chola MS (India Only)
- Churchill (UK Only)
- ClearView (Australia Only)
- CNP Assurances (Italy Only)
- Crédit Agricole (Canada, France & Italy Only)
- Crédit Mutuel (France Only)
- Debeka (Germany Only)
- Desjardins (Canada Only)
- DEVK (Germany Only)
- Digit (India Only)
- Direct Line (UK Only)
- Direct Seguros (Spain Only)
- DKV (Spain Only)
- Edelweiss (India Only)
- ERGO (Germany Only)
- Essentials by AAI (Australia Only)
- Esure (UK Only)
- Generali (Select Markets Only)
- Genertel (Italy Only)
- Génesis (Spain Only)
- GIO (Australia Only)
- GMF (France Only)
- Gothaer (Germany Only)
- Green Shield (Canada Only)
- Group Medical Services (Canada Only)
- Groupama (France & Italy Only)
- Halifax (UK Only)
- Hastings Direct (UK Only)
- HBF Health (Australia Only)
- HCF (Australia Only)
- HDFC (India Only)
- HDI-Global (Australia, Germany & Italy)
- HUK Coburg (Germany Only)
- iA Financial Group (Canada Only)
- IAG (Australia Only)
- ICICI (India Only)
- IFFCO Tokio (India Only)
- IKK (Germany Only)
- Intact (Canada Only)
- Intesa Sanpaolo (Italy Only)
- Italiana Assicurazioni (Italy Only)
- Itas Mutua (Italy Only)
- Ivari (Canada Only)
- Kotak Mahindra (India Only)
- L&T (India Only)
- La Banque Postal (France Only)

- Legal & General (UK Only)
- Liberty (India Only)
- Linéa Directa (Spain Only)
- Lloyds Bank (UK Only)
- LV= (UK Only)
- MAAF (France Only)
- MACIF (France Only)
- MAIF (France & Italy Only)
- Manipal Cigna (India Only)
- Manulife (Canada Only)
- Mapfre (Select Markets Only)
- MATMUT (France Only)
- Max (India Only)
- Medibank (Australia Only)
- MetLife (Australia Only)
- MLC (Australia Only)
- More Than (UK Only)
- Mutua Madrileña (Spain Only)
- Nationwide (UK Only)
- NEOS (Australia Only)
- NIB Health (Australia Only)
- NobleOak (Australia Only)
- NRMA Insurance (Australia Only)
- Ocaso (Spain Only)
- Odyssey (Canada Only)
- Pelayo (Spain Only)
- Poste italiane (Italy Only)
- QBE Insurance (Australia Only)
- RAC (UK Only)
- RBC (Canada Only)
- Reale Mutua (Italy Only)
- Saga (UK Only)
- Sanitas (Spain Only)
- Santalucía (Spain Only)
- Suncorp (Australia Only)
- SunLife (Canada Only)
- TAL (Australia Only)
- Tata AIG (India Only)
- TD Insurance (Canada Only)
- Tesco (UK Only)
- TK (Germany Only)
- UnipolSai (Italy Only)
- UniSalute (Italy Only)
- Verti (Germany & Spain Only)
- VHV Versicherungen (Germany Only)
- Vitality (UK Only)
- Vittoria Assicurazioni (Italy Only)
- Youi (Australia Only)
- Zurich (Select Markets Only)
- Other / don't know
- None of these

## Insurance Purchase Factors

### Car/Automotive Insurance Purchase Factors

What is most important to you when picking a car /automotive insurance policy?

- Brand name / reputation
- Company you've used before
- Customer service
- Ease of application
- Exclusions
- Level of cover
- Level of excess
- Part of a package
- Price
- Provided by employer
- Recommendation from comparison / review site
- Recommendation from friend / relative
- Other / don't know

### Health/Medical Insurance Purchase Factors

What is most important to you when picking a health / medical insurance policy?

- Brand name / reputation
- Company you've used before
- Customer service
- Ease of application
- Exclusions
- Level of cover
- Level of excess
- Part of a package
- Price
- Provided by employer
- Recommendation from comparison / review site
- Recommendation from friend / relative
- Other / don't know

## Home/Contents Insurance Purchase Factors

What is most important to you when picking a home / contents insurance policy?

- Brand name / reputation
- Company you've used before
- Customer service
- Ease of application
- Exclusions
- Level of cover
- Level of excess
- Part of a package
- Price
- Provided by employer
- Recommendation from comparison / review site
- Recommendation from friend / relative
- Other / don't know

## Life Insurance Purchase Factors

What is most important to you when picking a life insurance policy?

- Brand name / reputation
- Company you've used before
- Customer service
- Ease of application
- Exclusions
- Level of cover
- Level of excess
- Part of a package
- Price
- Provided by employer
- Recommendation from comparison / review site
- Recommendation from friend / relative
- Other/ don't know

# Additions

## Food & Drinks

### Food

#### Yogurt

##### Yogurt Brands

Which are your favorite / preferred yogurt brands

- GetPro (UK Only)

### Drinks

#### Coffee

##### Types of Coffee Outside of Home

Which of these coffees do you drink outside of your home?

- Flat White (Markets Added: Australia)

## Smoking, CBD and Cannabis

### Smoking, CBD and Cannabis Behaviors

##### Smoking, CBD and Cannabis Behaviors

Which of the following do you do?

- Ready-made cigarettes
- Rolling tobacco

## Personal Care Products & Health

### Personal Care

#### Dental

##### Toothpaste Brands

Which brand(s) of toothpaste do you use? *Please select a maximum of 3 toothpaste brands*

- Bioniq (Germany Only)
- Green Beaver (Canada Only)
- HiSmile (UK Only)
- Marvis (Markets Added: UK)
- Pepsodent (Markets Added: Canada)

## Deodorants / Antiperspirants

### Deodorant / Antiperspirant Brands

Which brand(s) of deodorant or antiperspirant do you use?

- Impulse (Markets Added: Australia)
- Weleda (Markets Added: Canada)
- Wild (UK Only)

## Fragrances

### Fragrance Brands

Which of the following fragrances have you used in the last 12 months?

- Estée Lauder (Markets Added: Australia)

## Footcare

### Types of Foot Care Products

Which type(s) of foot care products do you use?

- Moisturising foot creams
- Foot scrubs
- Foot soaks
- Foot masks
- Antifungal treatments
- Blister plasters
- Foot deodorants/antiperspirants
- Other

# Removals

## Food & Drinks

### Food

#### Yogurt

##### Yogurt Brands

Which are your favorite / preferred yogurt brands?

- Biotiful Dairy (Markets Removed: UK)

## Smoking, CBD and Cannabis

##### Smoking, CBD and Cannabis Behaviors

Which of the following do you do?

- Smoke cigarettes or other tobacco products

## Personal Care

### Dental

##### Toothpaste Brands

Which brand(s) of toothpaste do you use? *Please select a maximum of 3 toothpaste brands*

- AZ Ricerca (Markets Removed: Germany)
- Cali White (Canada Only)
- Clinomyn (UK Only)
- Clinpro (Canada Only)
- Davids (Canada Only)
- Jason (Canada Only)
- Oralieve (UK Only)

### Deodorants / Antiperspirants

##### Deodorant / Antiperspirant Brands

Which brand(s) of deodorant or antiperspirant do you use?

- Impulse (Markets Added: Australia)