

**GWI.**

# **GWI Core Plus Q3 2023**

**Questionnaire**

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Broadband Supplier

Broadband Switch Intention

Health / Medical Insurance Brands

Health / Medical Insurance Brands

# Media Consumption

## 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.*

### 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

## China

- Beijing Daily
- China Daily
- China Youth Daily
- Chinese Economic Times
- Economic Daily
- Global Times
- Guizhou Daily
- Hebei Daily

- Information Times
- Jie Fang Daily
- Jingji Guancha Bao
- Liaoning Daily
- People's Daily
- Qilu Evening News
- Qingdao News
- Reference News
- Shanghai Daily

- Sichuan Daily
- Southern Metropolitan Daily
- Southern Weekly
- West China City News
- Xinmin Evening News
- Yang Cheng Wan Bao
- Yangtse Evening News

## 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.*

## 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

## China

- AD (Architectural Digest)
- Bazaar Men's Style
- Caijing
- Chinese National Geography
- Conde Nast Traveller
- Cosmopolitan
- Duzhe
- Elle
- Elle Decoration
- Elle Men

- Esquire
- GQ
- Harper's
- Harper's Bazaar
- Ideat
- L'Officiel Hommes
- Marie Claire
- Men's Uno
- National Geographic
- National Geographic Traveller
- New Weekly

- Qing Nian Wen Zhai
- Rayli
- Rayli Home
- Rolling Stone
- Superelle
- Travel + Leisure
- Travelling Scope
- TrendsHealth
- Trends Home
- Vogue
- Zhiyin

## 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 Republica 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
- AUTOhebdó 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
- MiCasa
- 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
- 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. In the meantime, you can still view data for these titles in Magazines Read and Magazines Read Regularly.

## 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.*

### 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

### China

- AHTV
- BTV
- BTV Entertainment
- BTV Kaku Kids
- BTV News
- CBN TV
- CCTV
- CCTV10
- CCTV11
- CCTV12
- CCTV13
- CCTV14
- CCTV15
- CCTV16
- CCTV17
- CCTV2
- CCTV3
- CCTV4
- CCTV5
- CCTV6
- CCTV7
- CCTV8
- CCTV9
- CETV
- CGTN
- CGTN Documentary
- CGTV
- CGTV News
- CNC
- CTV
- Dragon TV
- EBC News
- Fujian TV
- GDTV
- GRT News Channel
- HBS
- HKS TV
- HNWTV
- iPanda
- JSBC
- JSTV
- LNTV
- Lotus TV
- MASTV
- Phoenix InfoNews
- Phoenix TV
- SMG
- Star TV
- SZMG
- TDM Entertainment
- TDM Information
- TDM Ou Mun
- TDM Sports
- TJTV
- TVB Finance & Information
- TVB J2

- TVB Jade
- TVB News

- TVB Pearl
- Xing Kong

- ZJTV

## France

- 13ème Rue
- 6ter
- AB1
- Animaux
- ARTE
- Automoto
- BBC Entertainment
- beIN Sports
- BFM Business
- BFM TV
- Boing
- Boomerang
- C8
- Canal +
- Canal + Cinéma
- Canal + Décaté
- 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

- 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
- BabyTV
- Be Mad
- Boing
- Calle 13
- Canal Cocina
- Canal Decasa
- Canal Hollywood
- Canal Panda
- Caza y Pesca
- Clan
- Crimen + Investigación

- Cuatro
- DARK
- 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
- Teledporte
- TNT
- Toros
- 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
- TCM Movies
- The Box
- TNT 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*

### 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

## China

- Beijing Music Radio
- Beijing News Radio
- Beijing Public Service Radio
- Beijing Sport Radio
- CGTN Radio
- CNR Business Radio
- CRI Hit FM
- CRI News Radio
- EZFM
- Hebei News Radio
- Henan My Radio
- Inner Mongolia News Radio
- Music FM
- Pearl River Economic Radio
- Shanghai ERC Classic FM
- Shanghai ERC News Radio
- Shanghai FM
- Voice of China
- Voice of Literature
- Voice of the Economy
- Voice of the Greater Bay Area
- Voice of the Nation
- Voice of The Strait
- Voice of Zhejiang
- Xi'an MyFM

## 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
- DASHING
- 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 Kulturadio
- SR 3 Saarlandwelle
- sunshine Live
- SWR1
- SWR2
- SWR3
- SWR4

- SWR Aktuell
- WDR 1LIVE
- 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

# 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 Canada
- Products made in China
- 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

## 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

## 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

## 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
- 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?

- AB 100 (China Only)
- Actimel (Select Markets Only)
- Activia (Select Markets Only)
- Again (India Only)
- Alpro (Select Markets Only)
- Ambrosial (China Only)
- Amul (India Only)
- Andechser (Germany Only)
- Andros (France Only)
- Arla (Italy & UK Only)
- Astro (Canada Only)
- Avalon (Canada Only)
- Bauer (Germany Only)
- Beatrice (Canada Only)
- Benecol (UK Only)
- Bevry (India Only)
- Biotiful Dairy (France & UK Only)
- Bonne Maman (France Only)
- Cantero de Letur (Spain Only)
- Changqing (China Only)
- Classy kiss (China Only)
- Clesa (Spain Only)
- Cocoberry (India Only)
- Coconut Collaborative (UK Only)
- Come Alive (India Only)
- Creamfields (UK Only)

- Daguoli (China 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)
- Farm Boy (Canada Only)
- Fattoria Scaldasole (Italy Only)
- Fengxing (China Only)
- Frischli (Germany Only)
- Fruttis (Germany Only)
- Gervais (France Only)
- Gowardhan (India Only)
- Guangming (China Only)
- Hansano (Germany Only)
- Hemme (Germany Only)
- Iogo (Canada Only)
- Ísey Skyr (UK Only)
- Jooma (China Only)
- Joy day (China Only)
- Junlebao (China Only)
- Kaiku (Spain Only)
- kiddle Me (India 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)
- Mengniu (China Only)
- Milky Mist (India Only)
- MinusL (Germany Only)
- Momchilovtsi (China 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)
- 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)
- Rushi (China Only)
- Sanyuan (China Only)
- Schwälbchen (Germany Only)
- Siggis (France Only)
- Ski Smooth (UK Only)
- Söbbeke (Germany Only)
- Soignon (France Only)
- Sojasun (France & Italy Only)
- Sterzing Vipiteno (Italy Only)
- The Collective (UK Only)
- Tianyou (China Only)
- Total (Italy & UK Only)
- Valsoia (Italy Only)
- Vitala (Canada Only)
- Vitalinea (Spain Only)
- Vrai (France Only)
- Weigang (China Only)
- Weihenstephan (Germany Only)
- Wondersun (China Only)
- Yakult (Select Markets Only)
- Yantang (China Only)
- Yeo Valley (UK Only)
- Yeyo (China Only)
- Yili (China Only)
- Yomo (Italy Only)
- Yoplait (Select Markets Only)
- Zott (Germany Only)
- Supermarket own brand
- None of these

## 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 (Germany & Italy Only)
- Ancel (France Only)
- Antica (Germany 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)
- Calbee (China Only)
- Cape Cod (Canada Only)
- Cereal Bio (France Only)
- Cheese Balls (India Only)
- Cheetos (Select Markets Only)
- Cheez-It (Canada Only)
- Chio (Germany Only)
- Cipster (Italy Only)
- Copico (China 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)
- Flavour of Calicut (India Only)
- Fonzies (Italy Only)
- Frazzles (UK Only)
- Frit Ravich (Spain Only)
- Fuego (Germany Only)
- Funny-frisch (Germany Only)
- Golden Flake (Canada Only)
- Golden Wonder (UK Only)
- Goldfish Crackers (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)
- Jack'N Jill (China Only)
- Kambly (France 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)
- Oishi (China Only)
- Old Dutch (Canada Only)
- Open Secret (India Only)
- Orion (China Only)
- Orville Redenbacher (Canada Only)

- Palapa (Germany Only)
- Panpan (China Only)
- Parle's (India Only)
- Peppy (India Only)
- Phileas Fogg (UK Only)
- Pik Nik (India Only)
- Pipers (UK Only)
- Pom Bear (Germany & UK Only)
- Popchips (UK Only)
- Popworks (UK Only)
- Pringles
- Proper Chips (UK Only)
- Quavers (UK Only)
- Reishunger (Germany Only)
- Risi (Spain Only)
- Ritz (Canada, China & Italy Only)
- Rold Gold (Canada Only)
- Ruffles (Spain Only)
- San Carlo (Italy Only)
- Santa Ana (Spain Only)
- Santa Maria (Germany Only)
- Sensations (UK Only)
- Skinny Pop (Canada Only)
- Skips (UK Only)
- Smartfood Popcorn (Canada Only)
- Snackible (India Only)
- Soria Natural (Spain Only)
- Space Raiders (UK Only)
- Sunbites (UK Only)
- Suzi-Wan (France Only)
- Tagz (India Only)
- Takis (Canada Only)
- TBH (India Only)
- TooGood (Germany Only)
- Too Yumm (India Only)
- Torress (Germany & Spain Only)
- Tostitos (Canada Only)
- Triscuit (Canada Only)
- Tuc (France & Italy Only)
- Twiglets (UK Only)
- Tyrrell's (Select Markets Only)
- Uncle Chipps (India Only)
- Utz (Canada Only)
- Vicente Vidal (Spain Only)
- Vico (France Only)
- Vitner's (Canada Only)
- Walkers (UK Only)
- Want Want (China Only)
- Wise (Canada Only)
- Wise Cottage fries (China Only)
- Wotsits (UK Only)
- YBC (China Only)
- Yellow Diamond (India Only)
- Yum Yum (Canada Only)
- Supermarket own brand
- Other

## 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)
- Axa museli (China Only)
- Baggry (India Only)
- Bjorg (France Only)
- Brüggen (Germany Only)
- Calbee frugra granola (China Only)
- Cap'n Crunch (Canada Only)
- Caramel Toast Crunch (Canada Only)
- Cinnamon Bliss (Canada Only)

- Cocoa Pebbles (Canada Only)
- Corn Pops (Canada Only)
- Dorset Cereals (UK Only)
- Dr. Oetker Vitalis (Germany Only)
- Ecocesta (Spain Only)
- Fibre 1 (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)
- Lares beauty oatmeal (China Only)
- Misura (Italy Only)
- Mondamin (Germany Only)
- Monsoon Harvest (India Only)
- Nature's Path Sunrise (Canada Only)
- Nestlé
- Nissin granola (China Only)
- Oatmeal Squares (Canada Only)
- Oreo O's (Canada, India & UK Only)
- Popz (India Only)
- Quaker
- Ready Brek (UK Only)
- Ruf (Germany Only)
- Saffola (India Only)
- Schär (Germany Only)
- Scott's (UK Only)
- Seamild oatmeal (China Only)
- Seitenbacher (Germany Only)
- Shredded Wheat (Canada Only)
- Shreddies (Canada Only)
- Solimo (India Only)
- Soufull (India Only)
- Sugar-crisp (Canada Only)
- T&C (Terres & Cereales) (France Only)
- Timbits (Canada Only)
- True Elements (India Only)
- Verival (Germany Only)
- Vitalis - Cameo (Italy Only)
- Wangboaboa (China 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)
- Bran Flakes (Germany & UK Only)
- Choco Krispies (Germany & Spain Only)
- Choco Magic (China Only)
- Chocos (India Only)
- Coco Pops (Select Markets Only)
- Corn Flakes
- Crispix (Canada Only)
- Crunchy Müsli (Germany Only)
- Crunchy Nut (Germany & UK Only)
- Extra (France, Italy & Spain Only)
- Froot Loops
- 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 (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 (UK Only)
- Toppas (Germany Only)
- Tresor (France & Germany Only)
- Two Scoops Raisin Bran (Canada Only)
- Vector (Canada Only)
- Zimmys (Germany Only)
- None of these / Don't know



## Nestlé Cereal Brands

Which Nestlé cereal(s) does your household eat?

- Cheerios (Select Markets Only)
- Chocapic (France & Spain Only)
- Chokella (France Only)
- Cini Minis (France, Germany & Spain Only)
- Cinnamon Chex (Canada Only)
- Cinnamon Toast Crunch (Canada Only)
- Clusters (Germany Only)
- Cookie Crisp (France, Germany & UK Only)
- Crunch (Spain 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)
- Honey Star (China Only)
- Koko Krunch (China Only)
- Lion (Select Markets Only)
- Lucky Charms (Canada Only)
- Milo (China Only)
- Multi Grain Cheerios (Canada Only)
- Nesquik (Select Markets Only)
- Oatmeal (Canada Only)
- Reese's Puffs (Canada Only)
- Shredded Wheat (UK Only)
- Shreddies (Italy & UK Only)
- Trix (Canada Only)
- Very Berry Cheerios (Canada Only)
- None of these / Don't know

## 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

### 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 favorite / preferred chocolates?

- Aero (Canada & UK Only)
- After Eight
- Alpes d'Or (China Only)
- 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)
- Caja Roja (Nestlé) (Spain Only)
- Campco (India Only)
- Caramilk (Canada Only)
- Celebrations (France, Germany & UK Only)
- Cémoi (France Only)
- Chocday (China Only)
- Choco Crossies (Germany Only)
- Chocon (India Only)
- Clavileño (Spain Only)
- Club (UK Only)
- Coffee Crisp (Canada Only)
- Conguitos (Spain Only)
- CorNiche (China Only)
- Côte d'Or (China & France Only)
- Crème Egg (UK Only)
- Crunch (Canada, France & Spain Only)
- Crunchie (UK Only)
- Cudie (Spain Only)
- Daim (France & Germany Only)
- Delaviuda (Spain Only)
- De Neuville (France Only)
- Dickmann's (Germany Only)
- Dove (China 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)
- Guyliau (Germany, Spain & UK Only)
- Hanuta (Germany Only)
- Heroes (UK Only)
- Hero (Spain Only)
- Hershey's (Canada, China & India Only)
- Hotel Chocolat (UK Only)
- Huesitos (Spain Only)
- Jeff de Bruges (Canada & France Only)
- Jersey Milk (Canada Only)
- Kinder
- KitKat
- Knoppers (China & Germany 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)
- Meiji (China 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)
- Mylikes (China Only)
- Nesquik (Spain Only)
- Neuhaus (Spain Only)

- Nougatti (France Only)
- Novi (Italy Only)
- Novor (China 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 (Canada Only)
- Revels (UK Only)
- Riesen (Germany Only)
- Ritter Sport (China, Germany & Italy Only)
- Rocky (UK Only)
- Rolo (Germany & UK Only)
- Roses (UK Only)
- Sarotti (Germany Only)
- Smarties (Canada, Italy & UK 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)
- Topic (UK Only)
- Torras (Spain Only)
- Trapa (Spain Only)
- Trumpf (Germany Only)
- Twirl (Canada & UK Only)
- Twix
- Valor (Spain Only)
- Wispa (UK Only)
- Yes (Germany Only)
- Yinong (China Only)
- Yogurette (Germany Only)
- York (Canada Only)
- Yorkie (Canada & UK Only)
- Zahor (Spain Only)
- Supermarket / retailer own brand
- Other

## 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)
- Alpenliebe (China, 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)
- Chan Pui Mui (China Only)
- Chewits (UK Only)
- Chupa Chups
- Creamfills (India Only)
- Dietorelle (Italy Only)
- Drumstick Squashies (UK Only)
- Dulciora (Spain Only)
- Dupont D'Isigny (France Only)
- Elah (Italy Only)
- Fiesta (Spain Only)
- Fini (France & Spain Only)
- Fisherman's Friend (Select Markets Only)
- Fox's Glacier Fruits (UK Only)
- Fruit area (China Only)

- Fruit Gushers (Canada Only)
- Fruit-tella (UK Only)
- Go Desi (India Only)
- Golia (Italy Only)
- Halls (Italy & Spain Only)
- Haribo
- Haw flakes (China Only)
- Hi-chew (Canada & China Only)
- Hirschler (Germany Only)
- Hsu Fu Chi (China Only)
- Huifuyuan (China Only)
- Jelly Belly (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)
- Krema (France Only)
- Lacasitos (Spain Only)
- Laffy Taffy (Canada Only)
- La Pie Qui Chante (France Only)
- La Vosgienne (France Only)
- Lifesavers (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 (Canada & UK Only)
- Maynards Swedish Berries (Canada Only)
- Mentos
- Nerds (Canada & UK Only)
- Nimm 2 (China & Germany Only)
- Pan Pasand (India 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 (Canada & UK Only)
- Sugus (Spain Only)
- Swad Digestive Drops (India Only)
- SweeTARTS (Canada Only)
- Swizzels (UK Only)
- Têtes Brûlées (France Only)
- The Natural Confectionery Company (UK Only)
- Tic Tac (Select Markets Only)
- Trolli (Select Markets Only)
- Twizzlers (Canada Only)
- UHA (China Only)
- Vidal (Spain Only)
- Virginias (Spain Only)
- Want-Want (China Only)
- Werther's Original (Select Markets Only)
- Wick (Germany Only)
- White rabbit (China Only)
- Yake (China Only)
- Yan Chim Kee (China Only)
- Supermarket own brand
- Other

## 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 (India Only)
- Baxi (China Only)
- Ben & Jerry's (Select Markets Only)
- Big Sandwich (Germany Only)
- Blockbuster (India Only)
- Bounty (Select Markets Only)
- Breyers (Select Markets Only)
- Bright (China Only)
- Brooklyn Creamery (India Only)
- Cadbury (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)
- Chicecream (China 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 & UK Only)
- Dinshaw's (India Only)
- Domino (Germany Only)
- Drumstick (Canada Only)
- Eis Kaktus (Germany Only)
- Extrême (France & Spain Only)
- Fab (UK Only)
- Feast (UK Only)
- Florida Eis (Germany Only)
- Giani's (India Only)
- Green and Black's (UK Only)
- Grom (Italy Only)
- Gustavo Gusto (Germany Only)
- Guuud (UK Only)
- Häagen-Dazs
- Halo Top (Canada & UK Only)

- Hangyo (India Only)
- Havmor (India Only)
- Helu Xue (China Only)
- Hyperscoop (India Only)
- Jude's (UK Only)
- Kelly's (UK Only)
- KitKat (Canada & Spain Only)
- Klondike (Canada Only)
- Kwalita 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)
- Luicella's (Germany Only)
- Lycka (Germany Only)
- Mackie's (UK Only)
- Magnum
- Mars (Select Markets Only)
- Maxibon (Italy Only)
- Maynard's (Canada Only)
- Meiji (China Only)
- Mengniu (China Only)
- Milka (Germany & Spain Only)
- Mini Milk (UK Only)
- Mövenpick (Germany Only)
- Natrell (Canada Only)
- Naturals (India Only)
- Nestlé (Canada, China & Spain Only)
- Nirulas (India Only)
- Nogger (Germany Only)
- Nuii (Select Markets Only)
- Oasis (France Only)
- O-Mochi (Germany Only)
- Oppo (UK Only)
- Oreo (Select Markets Only)
- Papacream (India Only)
- Parlour (Canada Only)
- Pirulo (Spain Only)
- Polar Bear (India Only)
- Real Dairy (Canada Only)
- Revello (Canada Only)
- Ringo (Italy Only)
- Roar (UK Only)
- Rowntree's Fruit Pastille Lollies (UK Only)
- Royne (Spain Only)
- Sammontana (Italy Only)
- Skittles Ice Cream Sticks (UK Only)
- Smarties (Germany Only)
- Snickers (Select Markets Only)
- Solero (Select Markets Only)
- Somosierra (Spain Only)
- Tim Hortons (Canada Only)
- Toblerone (Canada Only)
- Top N Town (India Only)
- Twister (Germany & UK Only)
- Twix (France, Germany & Italy Only)
- Vadilal (India Only)
- Valsoia (Italy & Spain Only)
- Van Leeuwen (Canada Only)
- Viennetta (Select Markets Only)
- Walls (UK Only)
- What The French (France Only)
- Yili (China Only)
- Zero degree (China Only)
- Supermarket own brand
- Other

## 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)
- 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)
- 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)
- Dali park Delicious (China Only)
- Dali park Landy castle (China Only)
- Danisa (China Only)
- Dark Fantasy (India Only)
- Delacre (France & Germany Only)
- Doria (Italy Only)
- Duchy (UK Only)
- Fab (India Only)
- Farmlite (India Only)
- Filipinos (Spain Only)
- Fontaneda (Spain Only)
- Fox's (UK Only)
- Fudgee-O (Canada Only)
- Galbusera (Italy Only)
- Garden (China Only)
- Gentilini (Italy Only)
- Glico Pocky (China Only)
- Glico Pretz (China Only)
- Glory bakery (China Only)
- Gocciole (Italy Only)
- Good Day (India Only)
- Gran Cereale (Italy Only)
- Griesson (Germany Only)
- Gullón (Spain & UK Only)
- Hide & Seek (India Only)
- Hi Fi (India Only)
- Italiano (India Only)
- Jiashili (China Only)
- Kambly (France Only)
- Kjeldsens (China Only)
- Krumiri (Italy Only)
- Lambertz (Germany Only)
- La Mère Poulard (France Only)
- Leibniz (Germany Only)
- Loacker (China & Italy Only)
- Lotus (Select Markets Only)
- LU (France, Spain & UK Only)
- Magix (India Only)
- Marbú (Spain Only)
- Maryland (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)
- Munchy's (China Only)
- Nutella Biscuits (Select Markets Only)
- Nutter Butter (Canada Only)
- Oreo
- Orion (China Only)
- ORO Ciok (Italy Only)
- ORO Saiwa (Italy Only)
- Parle-G (India Only)
- Pavesini (Italy Only)
- Peek Freans (Canada Only)
- Prinzen (Germany 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 (India Only)
- Wagonwheel (Canada & UK Only)
- Walkers (China, Germany & UK Only)
- Wikana (Germany Only)
- Supermarket own brand
- Other

## Frequency of Eating Gum

How often do you have chewing gum / bubble gum?

- Regularly
- Often
- Sometimes
- Rarely
- Never

## Chewing Gum Brands

Which are your favorite chewing gum / bubble gum brands?

- 5 Gum (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)
- Excel (Canada Only)
- Forest Gum (Germany Only)
- Freedent (Canada & France Only)
- GumOn (India Only)
- Happydent (India, Italy & Spain Only)
- Hollywood (France Only)
- Hubba Bubba (Canada, Germany & UK Only)
- Juicy Fruit (Canada Only)
- Malabar (France Only)
- Mentos
- Odol med 3 (Germany Only)
- Oral-B (France & Italy Only)
- Orbit (Select Markets Only)
- Pur (Canada Only)
- Stimorol (France Only)
- Trident (Select Markets Only)
- Vigorsol (Italy Only)
- Vivident (Italy Only)
- Wrigley's Eclipse (China Only)
- Wrigley's Extra (Select Markets Only)
- Wrigley's Freedent (France & Germany Only)
- Supermarket own brand
- Other

## 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)
- CookIt (China Only)
- Cortilia (Italy Only)
- Dinnerly (Germany Only)
- EatTasty (Spain Only)
- FeastBox (UK Only)
- Foodette (France Only)
- Food in the Box (Spain Only)
- FreshPrep (Canada Only)
- Goma Greens (China Only)
- Goodfood (Canada Only)
- Gousto (UK Only)
- GreenMeal (Spain Only)
- Hello Fresh (Select Markets Only)
- Kitchen Daily (France Only)
- Les Commis (France Only)
- Marley Spoon (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)
- 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)
- Other
- None of these



# Drinks

## 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 (France, Germany & UK 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)
- Cafédirect (UK Only)
- Café Hag (Germany & Italy Only)
- CaféO (Spain Only)
- Café Royal (France Only)
- Caffè Vergnano 1882 (Italy Only)
- Candelas (Spain Only)
- Caro (Germany Only)
- Carte Noire (France & UK Only)
- Catfour (China Only)
- Cellini (Germany Only)
- Club Coffee (Canada Only)
- Coffee Day (India Only)
- Coffee Mate (Canada & China Only)
- Coffeeza (India Only)
- Colombian Brew (India Only)
- Compagnia Dell'Arabica (Spain Only)
- Continental (India Only)
- Corridor Seven (India Only)

- Costa (China, India & UK Only)
- Country Bean (India & Italy Only)
- Dai pai dong (China Only)
- Dallmayr (Germany Only)
- Davidoff (India Only)
- Digrato (Spain Only)
- Double Dead (Canada Only)
- Douwe Egberts (UK Only)
- Eduscho Gala (Germany Only)
- Eilles (Germany Only)
- Emmi (Germany & UK Only)
- Ethical Bean (Canada Only)
- Flying Squirrel (India Only)
- Folgers (Canada Only)
- Fortaleza (Spain Only)
- FRC (Canada Only)
- G7 (China Only)
- Geiler (Germany Only)
- Gepa (Germany Only)
- Gloria Jean's coffee (China Only)
- Goodhost (Canada Only)
- Grand' Mère (France Only)
- Green Mountain (Canada Only)
- Grove Square (Canada Only)
- Idee Kaffee (Germany Only)
- Illy (Select Markets Only)
- Irresistibles (Canada Only)
- Jacobs (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)
- Lim's (China 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)
- Maxin (China Only)
- Maxwell House (Select Markets Only)
- McCafe (Canada Only)
- Melitta (Canada & Germany Only)
- Mellow Bird's (UK Only)
- Meo (France Only)
- Moccona (China Only)
- Mövenpick (Germany Only)
- Muskoka (Canada Only)
- Muziris Coffee (India Only)
- Nabob (Canada Only)
- Nescafé
- Nespresso
- Oldtown white coffee (China Only)
- One Coffee (Canada Only)
- Oquendo (Spain Only)
- Origo (Canada & Germany Only)
- Orús (Spain Only)
- Peet's (China Only)
- Pellini (Italy Only)
- Percol (UK Only)
- Rage Coffee (Italy Only)
- Rappor (UK Only)
- Red Mountain (UK Only)
- Ricoré (France Only)
- Rico (Spain Only)
- Rombouts (UK Only)
- Saimaza (Spain Only)
- San Marco (France Only)
- Santa Cristina (Spain Only)
- Saturnbird (China 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)
- Toscaf (Spain Only)
- UCC (China Only)

- Van Houtte (Canada Only)
- Velours Noir (France Only)
- Vitacup (Canada Only)
- Whittard (UK Only)
- Supermarket own brand
- Other

## 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
- Fresh / loose leaf tea (China Only)
- 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, China & India Only)
- Artemis Bio (Spain Only)
- Bad Heilbrunner (Germany Only)
- Bigelow (Canada Only)
- Bonomelli (Italy Only)
- Bünting (Germany Only)
- Cafédirect (UK Only)
- Camel (India Only)
- Celestial Seasonings (Canada Only)
- Clipper (France & UK Only)
- Cuida Té (Spain Only)
- Cupper (Select Markets Only)
- Dammann Frères (France Only)
- DavidsTea (Canada Only)
- Emperia (India Only)
- Ethiquable (France Only)
- Fu ming yuan (China Only)
- Goldmännchen (Germany Only)
- Goodwyn (India Only)
- Ho Cha (China Only)
- Hornimans (Spain Only)
- Hubbard's (UK Only)
- L'Angelica (Italy Only)
- Lipton
- Lyons (UK Only)
- Marvel (India Only)
- Meßmer (Germany Only)
- Milford (Germany 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)
- Taaza (India Only)
- Taj Mahal (India Only)
- Tata Tea (India Only)
- Tazo (Canada Only)
- Teabox (India Only)
- Tea India (UK Only)
- Teapigs (UK Only)
- Tea Trunk (India Only)

- TeeGschwendner (Germany Only)
- Teehaus (Germany Only)
- Teekanne (China & Germany Only)
- Tenfu Tea (China Only)
- Tenren tea (China 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 (China & UK Only)
- Xhang yiyuan (China Only)
- Xiao Guan Tea (China Only)
- Yogi (Italy & UK Only)
- Yorkshire Tea / Gold (Canada & UK Only)
- Supermarket own brand
- Other

## Food Purchase Behavior

### 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 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 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 Purchase Frequency

How often do you buy premium range items?

- Regularly
- Often
- Occasionally
- Rarely / Never

# 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?

- Smoke cigarettes or other tobacco products
- Use cannabis for medical purposes (Canada, Germany, Italy & UK only)
- Use cannabis for recreational purposes (Canada & Spain only)
- Use CBD products (Canada, France, Germany, Italy, Spain & UK 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 cigarettes or other 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 cigarettes / tobacco products do you typically smoke per day?

### Amount Smoked Per Week

How many cigarettes / 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 China or 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 China or 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

## 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 floss / Dental picks
- Denture (removable false teeth) care products
- Mouthwash / Dental rinse
- 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 (Canada Only)
- Ajona (Germany Only)
- Alviana (Germany Only)
- Antica Erboristeria (Italy Only)
- Aquafresh (Select Markets Only)
- Arm & Hammer (Canada, India & UK Only)
- Aronal (Germany Only)
- Arthrodont (France Only)
- AZ Ricerca (Germany & Italy Only)
- Binaca (Spain Only)
- Biotene (Canada Only)
- BlanX (Italy Only)
- Blend-a-med (Germany Only)
- Blendax (Germany Only)
- Burt's Bees (Canada Only)
- Cali White (Canada Only)
- Cariax (Spain Only)
- Clinomyn (UK Only)
- Clinpro (Canada Only)
- Close Up (Select Markets Only)
- Colgate
- Corega (Spain Only)

- Corsodyl (UK Only)
- Crest (Canada, China & India Only)
- Dant Kanti (India Only)
- Darlie (China Only)
- Davids (Canada Only)
- Denivit (Canada, France & Spain Only)
- Dentabrit (Spain Only)
- Dentagard (Germany Only)
- Dental doctor (China 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 (Canada & UK Only)
- Fe golden dentist (China Only)
- Fluocaril (France & Spain Only)
- Fluor Aid (Spain Only)
- Fluoryl (France Only)
- GUM (China Only)
- Hello (Canada Only)
- Himalaya (India Only)
- iWhite
- Jason (Canada Only)
- Kempfor (Spain Only)
- Lacalut (Germany Only)
- Lacer (Spain Only)
- Lavera (Germany Only)
- Leng Suan Ling (China Only)
- Lever Ayush (India Only)
- Licor del Polo (Spain Only)
- Lion (China Only)
- Macleans (UK Only)
- Mama Earth (India Only)
- Marvis (Canada, China & Italy Only)
- Mentadent (Germany & Italy Only)
- Meridol (Canada, Germany & Italy Only)
- Meswak (India Only)
- Neem (India Only)
- Odol-med 3 (Germany Only)
- Ora2 (China Only)
- OraCare+ (UK Only)
- Oral-B
- Oralieve (UK Only)
- Parodontax (Select Markets Only)
- Parogencyl (Spain Only)
- Pasta del Capitano (Italy Only)
- Pepsodent (India Only)
- Perlweiss (Germany Only)
- PHB (Spain Only)
- Red (India Only)
- Regenerate (UK Only)
- Rot Weiss (Germany Only)
- Sanogyl (France Only)
- Sante (Germany Only)
- Sensodyne
- Sensora (India Only)
- Shuke (China Only)
- Signal
- Spotlight (UK Only)
- Sri Sri (India Only)
- Teraxyl (France Only)
- Theramed (Germany Only)
- Tom's of Maine (Canada Only)
- Truthpaste (UK Only)
- Ultra Brite (France Only)
- UltraDEX (UK Only)
- Vademecum (France, Germany & Spain Only)
- Vicco (India Only)
- Vitis (Spain Only)
- Weleda (China & Germany Only)
- Yunnan Baiyao (China 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*

- Amflor (India Only)
- Aquafresh (France & UK Only)
- Bexident (Spain Only)
- Biotene (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 (Canada, China & India Only)
- Curasept (Italy Only)
- Darlie (China Only)
- Dental doctor (China 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 (China & Italy Only)
- Hello (Canada & India Only)
- Herbal Fresh (India Only)
- Hextril (France Only)
- Himalaya (India Only)
- Kempfor (Spain Only)
- Kukident (Germany Only)
- Lacer (Spain Only)
- Leng Suan Ling (China Only)
- Licor Del Polo (Spain Only)
- Lion (China 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)
- Ora2 (China Only)
- OraCare+ (UK Only)
- Oral-B
- Oraldine (Spain & UK Only)
- Orasol (China Only)
- Parodontax (Select Markets Only)
- Pasta del Capitano (Italy Only)
- Pepsodent (India Only)
- Peridex (Canada Only)
- Perio-Aid (Spain Only)
- Plax (Canada Only)
- Pro Formula (UK Only)
- Sanogyl (France Only)
- Sensodyne (Select Markets Only)
- Shuke (China Only)
- Signal (France Only)
- Steradent (UK Only)
- Therabreath (Canada Only)
- Theramed (Germany Only)
- Today (Germany Only)
- Tom's of Maine (Canada Only)
- UltraDEX (UK Only)
- Vademecum (Spain Only)
- Vitis (Spain Only)
- Waken (UK Only)
- Weleda (Canada & Germany Only)
- Wisdom (UK Only)
- Yunnan Baiyao (China 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)
- Adidas (Select Markets Only)
- Amway (China Only)
- Arm & Hammer (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)
- Biore (China Only)
- Borotalco (Italy Only)
- Bourjois (France Only)
- Breeze (Italy Only)
- Bruno Banani (Germany Only)
- Brut (Select Markets Only)
- Bulldog (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 (China & UK Only)
- Fenjal (Germany Only)
- Garnier (Select Markets Only)
- Gillette (Canada, Spain & UK Only)
- Halo (UK Only)
- Heno De Pravia (Spain Only)
- Hidrofugal (Germany Only)
- Imperial Leather (UK Only)
- Impulse (Germany, Spain & UK 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 (UK Only)
- Magno (Spain Only)
- Malizia (Germany & Italy Only)
- MenActiv (Spain Only)
- Men Advance (UK Only)
- Mennen (France Only)
- Mitchum (UK Only)
- Mixa (France Only)
- Monsavon (France Only)
- Müm (Select Markets Only)
- Narta (France Only)
- Native (Canada Only)
- NB Palmolive (Spain Only)
- Nectar of Nature (France Only)
- Neutro Roberts (Italy Only)
- Nivea
- 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 (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)
- Ushuaia (France Only)
- Vaseline (UK Only)
- Vichy (Select Markets Only)
- Weleda (Germany & Italy 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?

- ABC (China Only)
- 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 (Canada Only)
- Equate (Canada Only)
- Evax (Spain Only)
- Femfresh (UK Only)
- Freemore (China Only)
- Hengan (China Only)
- Kotex (China & UK Only)
- Laurier (China Only)
- Lil-Lets (Canada & UK Only)
- Lines (Italy Only)
- L. Organic (Canada Only)
- Love & Green (France Only)
- mJOY (India Only)
- Modibodi (UK Only)
- Mooncup (UK Only)
- Mylily (Germany Only)
- Namyaa (India Only)
- Nana (France Only)
- Natracare (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)
- Purcotton (China Only)
- Saforelle (France Only)
- Sanature (Germany Only)
- Sanfe (India Only)
- Saugella (Italy Only)
- Seventh Generation (Canada Only)
- Shuya (China Only)
- Sofy (China & India Only)
- Space7 (China Only)
- Stayfree (India Only)
- Tampax (Select Markets Only)
- Tena
- TOTM (UK Only)
- U by Kotex (Canada & China Only)
- Vania (France Only)
- Veeda (Canada Only)
- Whisper (China & 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)
- Atelier (China Only)
- Azzaro (Select Markets Only)
- Balenciaga (Select Markets Only)
- Beckham (Select Markets Only)
- Bottega Veneta (Select Markets Only)
- Brut (Select Markets Only)
- Burberry
- Bvlgari
- Byredo (China Only)
- Cacharel
- Calvin Klein
- Carolina Herrera (Select Markets Only)
- Cartier (Select Markets Only)
- Cerruti (Select Markets Only)
- Chanel
- Chloé
- Chopard (Select Markets Only)
- Clinique
- Creed (Canada, Italy & UK Only)
- Davidoff (Select Markets Only)
- Diesel
- Dior
- Diptyque (China Only)
- 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 (Select Markets Only)
- Frédéric Malle (China Only)
- 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 (Select Markets Only)
- Laura Biagiotti (Select Markets Only)

- Loewe (Italy and Spain Only)
- Lolita Lempicka (France, India & Italy Only)
- Marc Jacobs
- Michael Kors (Italy Only)
- Miu Miu (Canada, 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 (France 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)
- 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)
- 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 (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

# 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
- Odor-eaters / Foot care 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 aging
- 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?

- 999 (China Only)
- 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)
- Benagol (Italy Only)
- Benylin (UK Only)
- Benzedrex (Canada Only)
- Bi Li Tong (China Only)
- Bisolgrip (Spain Only)
- Bisolvon (Spain Only)
- Boiron (France & Italy Only)
- Bronchicum (Germany Only)
- BronchoStop (UK Only)
- Brufen (Italy Only)
- Calyptol (France Only)
- Cibalgina (Italy Only)
- Cinfantos (Spain 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)
- Echinacin (Germany Only)
- Echinaforce (Canada & Italy Only)
- Efferalgan (Italy Only)
- Equate (Canada Only)

- Fervex (France Only)
- Fluimucil (China, Italy & Spain Only)
- Fortune (China Only)
- Frenadol (Spain Only)
- Frenasal (Spain Only)
- Froben (Italy Only)
- Gelocatil (Spain Only)
- GeloMyrtol (Germany Only)
- Grintuss (Spain Only)
- Grippostad (Germany Only)
- Halls (Canada, China & UK Only)
- Herbion Naturals (Canada Only)
- Hexoral (Germany Only)
- Himalaya (India Only)
- Ho Chai Kung (China 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 (UK Only)
- Lizifen (Spain Only)
- Lizipaina (Spain Only)
- Marimer (France Only)
- Meditonsin (Germany Only)
- Moment (Italy Only)
- Mucosan (Spain Only)
- Mucosolvan (Italy Only)
- Nasaleze (UK Only)
- Nasivion (India Only)
- Nasoclear (India Only)
- Neo-Angin (Germany Only)
- neoBorocillina (Italy Only)
- Nin Jiom (China Only)
- Nong's (China Only)
- Nurofen (Select Markets Only)
- Oki (Italy Only)
- Olbas (Canada & UK Only)
- Oscillococcinum (Italy Only)
- Otrivin (Select Markets Only)
- Otrivine (Canada & UK Only)
- Panadol (UK Only)
- Pharmagrip (Spain Only)
- Pharysol (Spain Only)
- Physiomer (China, France & Italy Only)
- Phytosun Arômes (France Only)
- Potter's (UK Only)
- Propalgina (Spain Only)
- ProRhinel (France Only)
- Prospan (China 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)
- Sambucol (China & 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)
- Strepisils
- Sudafed (Canada, Italy & UK Only)
- Surbronc (France Only)
- Tachifludec (Italy Only)
- Tachipirina (Italy Only)
- Tantum Verde (Italy Only)
- Termalgin (Spain Only)
- Termatuss (Spain Only)
- Tylenol (Canada Only)
- Umcka (Canada Only)
- Umckaloabo (Germany Only)
- Vicks (Select Markets Only)
- Vivin C (Italy Only)
- Wick (Germany Only)
- Xiangxue (China Only)
- Yiling (China 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?

- Actal yida (China Only)
- Agiolax (Italy & Spain Only)
- Alka-Seltzer (Select Markets Only)
- Almax (Spain Only)
- Andrews (Canada & UK Only)
- ArkoLevure (France Only)
- Biochetasi (Italy Only)
- Bisodol (UK Only)
- Buscopan (Italy & UK Only)
- Carbolevure (France Only)
- Carmenthin (Germany Only)
- Charbon de Belloc (France Only)
- Citrate de Betaïne (France Only)
- Colpermin (UK Only)
- Combizym (China 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)
- Fortune (China 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 (Canada, Italy & UK Only)
- Ipraalox (France Only)
- Jamieson (China Only)
- Japan rabbit (China Only)
- Jiang zhong (China Only)
- Lacteol (France & Italy Only)
- Laxoberal (Germany Only)
- Lefax (Germany Only)
- Lifespace (China Only)
- Maalox (Select Markets Only)
- Ma Shiliangtang Baowei Dan (China Only)
- Microlax (Canada, France & Italy Only)
- Milk of Magnesia (Canada & UK Only)
- Mopralpro (France Only)
- Nabico (India Only)
- Nexium (France, Italy & UK Only)
- Omeprazen (Italy Only)
- Omep (Germany Only)
- Omeprazol (Germany Only)
- Optifibre (Select Markets Only)
- Pantoprazol (Germany Only)
- Pantorc (Italy Only)
- Pepto-Bismol (Canada & UK Only)
- Píldoras Zeninas (Spain Only)
- Plantaben (Spain Only)
- Po Chai pills (China 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)
- Spasfon (France Only)
- Spasmex (Italy Only)
- Sueroral (Spain Only)
- Swisse (China Only)
- Taitian (China Only)
- Talcid (Germany Only)
- Talidat (Germany Only)
- Tums (Canada, China & UK Only)
- Ultra-Levure (France Only)
- Unienzyme (India Only)
- Vilardell (Spain Only)
- Vomex (Germany Only)
- Wakamoto (China Only)
- Weisen-U (China Only)
- Xolaam (France Only)
- Zandu Pancharishta (India 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 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 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)
- All (Canada Only)
- Almawin (Germany Only)
- Amway (China Only)
- Ariel (Select Markets Only)
- Arm & Hammer (Canada Only)
- Blue moon (China Only)
- Bold (UK Only)
- Bosch (India Only)
- Burti (Germany Only)
- Chanteclair (Italy Only)
- Chaoneng (China Only)

- Colon (Spain Only)
- Coral (Germany Only)
- Dalli (Germany Only)
- Dash (Select Markets Only)
- Dato (Germany Only)
- Daz (UK Only)
- Diao Pai (China Only)
- Dixan (Italy & Spain Only)
- Dr. Beckmann (UK Only)
- Dreft (UK Only)
- Ecover (Canada & UK Only)
- Edil (Spain Only)
- Elena (Spain Only)
- Fairy (UK Only)
- Felce Azzurra (Italy Only)
- Fena (India Only)
- Fresh'n hygiene (China Only)
- Frosch (Germany & India Only)
- Gain (Canada Only)
- Genteel (India Only)
- Ghadi (India Only)
- Godrej (India Only)
- Henko (India Only)
- Ivory Snow (Canada Only)
- Ka (China Only)
- Kispal (China Only)
- L'Arbre Vert (Canada & France Only)
- Lagarto (Spain Only)
- Le Chat (France Only)
- Lenor (Germany & Italy Only)
- Liby (China Only)
- Lonkey (China Only)
- Ma Ma Yi Xuan (China Only)
- Maison Verte (France Only)
- Method (Canada & UK Only)
- Micolor (Spain Only)
- Mr. White (India Only)
- Napisan (Italy Only)
- Nirma (India Only)
- Norit (Spain Only)
- Omio Bianco (Germany, Italy & Spain Only)
- OMO (China & 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)
- Rin (India Only)
- Safewash (India Only)
- Sanytol (France Only)
- Seventh Generation (Canada Only)
- Shout (UK Only)
- Skip (France & Spain 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 (Canada, India & UK Only)
- Tide (Canada, China & India Only)
- TruEarth (Canada Only)
- Vanish (Select Markets Only)
- Walch (China Only)
- Weißer Riese (Germany Only)
- Wheel (India Only)
- White Cat (China 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)
- Babo (China Only)
- Bamboo (China Only)
- Beco (India Only)
- Bella (India Only)
- Bess (Germany Only)
- Bumboo (UK Only)
- C&S Paper (China 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)
- Dayly (France Only)
- Dongshun (China Only)
- Fantasy (Germany Only)
- Fess'nett (France Only)
- Fior di Carta (Italy Only)
- Fluf (India Only)
- Foxy (Italy & Spain Only)
- Goldeimer (Germany Only)
- Guapa (Germany Only)
- Hakle (Germany Only)
- Hengan (China Only)
- Ho comfort (China Only)
- Keona (Germany Only)
- Kleenex (China, France & India Only)
- Krum (India Only)
- Le Trèfle (France Only)
- Lilla (Germany Only)
- Lotus (France Only)
- Mola (Germany Only)
- Natur Aqua (Spain Only)
- Nicky (Italy & UK Only)
- Nouvelle (UK Only)
- Origami (India Only)
- Premier (India Only)
- Presto (India Only)
- Purex (Canada Only)
- Qingfeng (China Only)
- Regina (Select Markets Only)
- Renova (Canada, France & Spain Only)
- Royale (Canada Only)
- Scott (Canada & India Only)
- Scottex (Italy & Spain Only)
- Scottonelle (Italy Only)
- Selpak (India Only)
- Seventh Generation (Canada Only)
- Shujie (China Only)
- Sil (Spain Only)
- Soffione (Germany Only)
- Softesse (UK Only)
- Softouch (India Only)
- Spring Force (UK Only)
- Tempo (China, Germany & Italy Only)
- Tenderly (Italy Only)
- Tranlin (China Only)
- True Earth (Canada Only)
- Velvet (UK Only)
- Vinda (China Only)
- Vit (Germany Only)
- Who Gives a Crap (Canada & UK Only)
- Xuro (India Only)
- Zewa (Germany Only)
- Zofee (China 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)
- Axe (China Only)
- Axion (China Only)
- C.F.Life (China Only)
- Chanteclair - Vert (Italy Only)
- Cristasol (Spain Only)
- Dawn (Canada Only)
- Dettol (India Only)
- Diao (China 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)
- Green way (China Only)
- Ivory (Canada Only)
- Jadugar (India Only)
- Klar (Germany Only)
- Koa (China Only)
- Kris (France Only)
- L'Arbre Vert (France Only)
- Labour (China Only)
- Lagarto (Spain Only)
- Lion (China 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 (UK Only)
- Nelsen (Italy Only)
- Nimeasy (India Only)

- Now (Germany Only)
- Omo (China 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)
- Swipe (China Only)
- Vim (India Only)
- WayWay (China Only)
- White Cat (China Only)
- Wingo (France Only)
- Winny's (Italy Only)
- Supermarket own brand
- Other / Don't know

## 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 (China & Spain Only)
- Aspes (Spain Only)
- Bauknecht (Germany & Spain Only)
- Baumatic (Select Markets Only)
- Bear (China Only)
- Beko (Select Markets Only)
- Black & Decker (Canada & Italy Only)
- Blomberg (Canada Only)
- Bomann (Germany Only)
- Bosch
- Brandt (France & UK Only)
- Braun (Select Markets 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)
- Donlim (China Only)
- Dyson
- Ecovacs (China Only)
- Edesa (Spain Only)
- Electrolux
- Esse (Select Markets Only)
- Eureka Forbes (India Only)
- Everhot (India & UK Only)
- Fagor (France & Spain Only)
- Fisher and Paykel (Select Markets Only)
- Flyco (China Only)
- Fotile (China Only)
- Franke (India & Spain Only)
- Frigidaire (Canada Only)
- Galanz (China Only)
- GE (Canada & India Only)
- Gree (China Only)
- Haier (China, 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)
- Joyoung (China Only)
- JS Global (China Only)
- Juno (Germany Only)
- Karcher (Select Markets Only)
- Kenwood (Select Markets Only)
- Krups (Germany & UK Only)
- LG
- Liebherr (Select Markets Only)
- Little swan (China Only)
- Lynx (Spain Only)
- Marathon (Canada Only)
- Maytag (Canada Only)
- Midea (China 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)
- Robam (China Only)
- Roborock (China 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
- Skyworth (China Only)
- Smeg (Select Markets Only)
- Solac (India & Spain Only)
- Stoves (UK Only)
- Supor (China Only)
- TCL (China 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
- Vedette (France Only)
- Voltas Beko (India Only)
- Vorwerk (Select Markets Only)
- Wenko (Germany 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 (India & Italy Only)
- Actrlum (Canada Only)
- ADoC (Italy Only)
- Advance (Italy & Spain Only)
- almo nature (Italy Only)
- Alpha Spirit (Italy & Spain Only)
- Alpo (Canada Only)
- Applaws (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)
- Bile (China Only)
- Billy + Margot (UK Only)
- Blue Buffalo (Canada & China Only)
- Bonio (UK Only)
- Bonzo (Germany Only)
- Breedna (Spain Only)
- Brekkies (France & Spain Only)
- Burns (UK Only)
- Butcher's (UK Only)
- Canigou (France Only)
- Care (China Only)
- Cesar
- Chappie (UK Only)
- Chappi (Germany Only)
- Choostix (India Only)
- Crave (France & Germany Only)
- Defu Hundefutter (Germany Only)
- Diyouke (China Only)
- Dog Chow (Canada Only)
- Drools (India Only)
- Edgard & Cooper (France, Italy & UK Only)
- Eukanuba (Select Markets Only)
- Farmina (India Only)
- Favour (China 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)
- Gold medal (China Only)
- Grau (Germany Only)
- Guanneng (China Only)
- Happy Dog (Germany & Italy Only)
- Harringtons (UK Only)
- HiLife (UK Only)
- Hill's (Select Markets Only)
- Hill's Science Plan (Italy & UK Only)
- Iams (Canada, Italy & UK Only)
- James Wellbeloved (Canada & UK Only)
- Jerhigh (India Only)
- JosiDog (Germany Only)
- Juejia (China Only)
- Keres (China Only)
- Langshi (China Only)
- Libra (Spain Only)
- Lilang (China Only)
- Lily's Kitchen (Italy & UK Only)
- Loyal (Germany Only)
- Luscious (China Only)
- Matzinger (Germany Only)
- Migliorcane (Italy Only)
- Monge (Italy Only)
- Multifit (Germany Only)
- MyFoodie (China Only)
- Natural Greatness (Italy & Spain Only)
- Nature Bridge (China Only)
- Natures Menu (UK Only)
- Nature's Recipe (Select Markets Only)
- Naturo (UK Only)
- Navarch (China Only)
- Nood (France Only)
- Now (Spain Only)
- NutraGold (India Only)
- Nutro (Canada Only)
- Odin (China Only)
- Ol' Roy (Canada Only)
- One (Canada Only)
- Orijen (India Only)
- Pedigree
- Planet Pet (Spain Only)
- Profine (Spain Only)
- Pro Plan (Select Markets Only)
- Purina
- Rinti (Germany Only)
- Royal Canin
- Rubadub (Spain Only)
- Sanpo (China Only)
- Sir Dog (Spain Only)
- Stella & Chewy (Canada Only)
- Step Up To Naturals (UK Only)
- Stylam Choostix (India Only)
- Taste of the Wild (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)
- Vitalife (Canada Only)
- Vollmer's (Germany Only)
- Wagg (UK Only)
- Wag & Love (India Only)
- Wainwright's (UK Only)
- Wanpy (China 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 (Italy & Spain Only)
- Affinity (Spain Only)
- almo nature (Italy Only)
- Applaws (Select Markets Only)
- AVA (UK Only)
- Bellotta (India Only)
- Beyond (Canada & Italy Only)
- Bile (China Only)
- Blue Buffalo (Canada & China Only)
- Brekkies (France, Italy & Spain Only)
- Butcher's Classic (UK Only)
- Care (China Only)
- Cat Chow (Canada, Italy & Spain Only)
- Catisfactions (France, Italy & Spain Only)
- Cat's Love (Germany & Italy Only)
- Crave (Canada, Germany & UK Only)
- Dreamies (Select Markets Only)
- Drools (India Only)
- Edgard Cooper (France & Italy Only)
- Encore (Canada & UK Only)
- Eukanuba (China, Italy & Spain Only)
- Favour (China Only)
- Feline Fayre (UK Only)
- Felix (Select Markets Only)
- Friskies (Select Markets Only)
- GimCat (Germany & Italy Only)
- Go Cat (Select Markets Only)
- Gourmet Gold (Germany & UK Only)
- Harringtons (UK Only)
- Hi-Life (UK Only)
- Hill's
- Iams (Select Markets Only)
- James Wellbeloved (UK Only)
- Kennel Kitchen (India Only)
- Keres (China Only)
- Kitekat (Select Markets Only)
- Let's Bite (India Only)
- Lily's Kitchen (Italy & UK Only)
- Luscious (China Only)
- Maxi (India Only)
- Meat Up (India Only)
- Me-O (India Only)
- Meow Mix (Canada Only)
- Merric (China Only)
- METZ (China Only)
- Migliorgatto (Italy Only)
- Mon Petit (China Only)
- MultiFit (Germany Only)
- MyFoodie (China Only)
- Nature Bridge (China Only)
- Nature Menu (UK Only)
- Nature's Recipe (Canada Only)
- Navarch (China Only)
- Nood (France Only)
- Odin (China Only)
- Original Instinct (France Only)
- Perfect Fit (France, Germany & UK Only)
- Purepet (India Only)
- Purina
- Royal Canin
- Sanabelle (Germany Only)
- Sanpo (China 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)
- Wanpy (China Only)
- Webbox (UK Only)
- Whiskas
- 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*

- A2A (Italy Only)
- Access (Canada Only)
- Acciona (Spain Only)
- Acea Energia (Italy Only)
- Active Energy (Canada Only)
- Alcanzia (Spain Only)
- Aldro (Spain Only)
- Alectra (Canada 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)
- China Datang (China Only)
- China Energy (China Only)
- China General Nuclear Power (China Only)
- China Resources power (China 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)
- 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)
- 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)
- Esfera Luz (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)
- Grupo (Spain Only)
- Hola Luz (Spain Only)
- Huadian energy (China Only)
- Huaneng power (China 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)
- Naturgy (Spain Only)
- NaturStrom (Germany Only)
- Nexus Energy (Spain Only)
- Npower (UK Only)
- Octopus (UK Only)
- Onit Energy (Canada Only)
- Ostrom (Germany Only)
- OVO Energy (UK Only)
- OVO (Spain Only)
- Planet Energy (Canada Only)
- Planète Oui (France Only)
- Plüm Énergie (France Only)
- Podo (Spain Only)
- Power NI (UK Only)
- RWE (Germany Only)
- Sainsbury's Energy (UK Only)
- Scottish Hydro (SSE) (UK Only)
- Scottish Power (UK Only)
- SDIC Power (China Only)
- Servizio Elettrico Nazionale (Italy Only)
- Shell Energy (UK Only)
- Shenergy (China Only)
- Shenhua Energy (China Only)
- Simply Green (Germany Only)
- Sinopec (China Only)
- So Energy (UK Only)
- Sorgenia (Italy Only)
- Spot Energy (Canada Only)
- SSE (UK Only)
- State Power Investment Corp (SPIC) (China Only)
- Stromio (Germany Only)
- Summitt Energy (Canada Only)
- Tirreno Power (Italy Only)
- TotalEnergies (France Only)
- TransAlta (Canada Only)
- U Energia (Spain Only)
- UniEléctrica (Spain Only)
- Urban Solar (France Only)
- Utilita (UK Only)
- Utility Warehouse (UK Only)
- Vattenfall (France & Germany Only)
- Yangtze power (China Only)
- Yello (Germany Only)
- Zhejiang Energy Group (China Only)
- Other
- Don't know / Not relevant

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

## Broadband

### Broadband Supplier

Which brand supplies your home broadband / internet connection?

- I&I (Germany Only)
- Airtel (India Only)
- Alliance (India Only)
- Amena (Spain Only)
- Aruba (Italy Only)
- Asianet (India Only)
- Atria (India Only)
- Bell / Sympatico (Canada Only)
- Bouygues Télécom (France Only)
- BSNL (India Only)
- BT (UK Only)
- China Mobile (China Only)
- China Telecom (China Only)
- China Unicom (China Only)
- CIK (Canada Only)
- Comwave (Canada Only)
- Congstar (Germany Only)
- Coriolis Telecom (France Only)
- Deutsche Telekom (Germany Only)
- Distributel (Canada 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)
- Excitel (India Only)
- Execulink (Canada Only)
- Fastweb (Italy Only)
- Fido (Canada Only)
- Free (France Only)
- Gehua (China Only)
- GTPL (India Only)
- Hathway (India Only)
- Hyperoptic (UK Only)
- Indinet (India Only)
- Intech (India Only)
- Jazztel (Spain Only)
- Jio (India Only)
- Joister (India Only)
- LlamaYa (Spain Only)
- Lowi (Spain Only)
- MásMóvil (Spain Only)
- M-Net (Germany Only)
- Movistar (Spain Only)
- MTNL (Government Provider) (India Only)
- Mundo R (Spain Only)
- Net263 (China 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)
- 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)
- swb (Germany Only)
- TalkTalk (UK Only)
- Tata (India Only)
- TekSavvy (Canada Only)
- Telebec (Canada Only)
- Telecable (Spain Only)
- Tele Columbus (Germany Only)
- Telus (Canada Only)
- Tikona (India Only)
- TIM (Italy Only)
- Tiscali (Italy 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?

- Adani (India Only)
- Alcampo (Spain 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)
- CNG (China Only)
- CNOOC (China Only)
- Co-op (UK Only)
- CPC (China Only)
- CPNC (China Only)
- Disa (Spain Only)
- Domo (Canada Only)
- Dongming (China 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)
- Lukoil (France & Germany Only)
- Markant (Germany Only)
- Markoil (Spain Only)
- Meroil (Spain Only)
- Mobil (China & Spain Only)
- Mohawk (Canada Only)
- Morrisons (UK Only)
- Murco (UK Only)
- Nayara / Essar (India Only)
- OIL! (Germany Only)
- OLCO (Canada Only)
- Orlen (France & Germany Only)
- Parkland (Canada Only)
- Petro-Canada (Canada Only)
- Petrocat (Spain Only)
- Pioneer (Canada Only)
- Pompe bianche / no logo (Italy Only)
- Q1 (Germany Only)
- Q8 (Italy Only)
- Reliance (India Only)
- Repsol (Italy & Spain Only)
- Sainsbury's (UK Only)
- Sergaz (Canada Only)
- Shell
- Shengyuan (China Only)
- Sinochem (China Only)
- Sinopec (China Only)
- 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)
- Westfalen (Germany Only)
- Wilson (Canada 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

## Car / Automotive Insurance Brands

### Car / Automotive Insurance Brands

Which company provides your automotive / car insurance?

- 1st Central (UK Only)
- AachenMünchener (Germany Only)
- AA (UK Only)
- A Choice (UK Only)
- Acko (India Only)
- Active Assurances (France Only)
- ADAC (Germany Only)
- Aditya Birla (India Only)
- Admiral (UK Only)
- AG2R La Mondiale (France Only)
- Ageas (UK Only)
- Agrupacion Mutua (Spain Only)
- Alberta Motor Association (Canada Only)
- Allianz (Select Markets Only)
- AMA (Spain Only)
- Assu 2000 (France Only)
- Assurpeople (France Only)
- Atlantis (Spain Only)
- Auto Insurer (Canada Only)
- Aviva (Select Markets Only)
- AXA (Select Markets Only)
- AXA Tianping (China Only)
- Bajaj Allianz (India Only)
- Balumba (Spain Only)
- Barmenia (Germany Only)
- BavariaDirekt (Germany Only)
- Belairdirect (Canada Only)
- Bharti AXA (India Only)
- BNP Paribas (France & Italy Only)
- Budget (UK Only)
- CAA (Canada Only)
- Caisse d'épargne (France Only)
- Carrefour (France Only)
- Caser (Spain Only)
- Catalana Occidente (Spain Only)
- Cattolica Assicurazioni (Italy Only)
- China Life Insurance (CLIC) (China Only)
- China Pacific (CPIC) (China Only)
- China Taiping (China Only)
- Chola MS (India Only)
- Churchill (UK Only)
- CIC (France Only)
- Co-operators (Canada Only)
- Cornhill Direct (UK Only)
- Cosmos Direkt (Germany Only)
- Crédit Agricole (France & Italy Only)
- Crédit Mutuel (France Only)
- DA Direkt (Germany Only)
- Debeka (Germany Only)
- Desjardins (Canada Only)
- DEVK (Germany Only)
- Dial Direct (UK Only)
- Diamond (UK Only)
- Die Continentale (Germany Only)
- Digit (India Only)
- Direct Assurance (France Only)
- Direct Line (Germany & UK Only)
- Direct Seguros (Spain Only)
- Echelon (Canada Only)
- Economical (Canada Only)
- Edelweiss (India Only)
- Elephant (UK Only)
- ERGO (Germany Only)
- esure (UK Only)
- Eurofil (France Only)
- Fénix Directo (Spain Only)
- FIATC (Spain Only)
- FRI:DAY (Germany Only)
- GAN (France Only)
- General Accident Insurance (UK Only)
- Generali (Select Markets Only)
- Genertel (Italy Only)
- Génesis (Spain Only)
- Geoffrey Insurance Services (UK Only)
- GES (Spain Only)
- GMF (France Only)
- Gothaer (Germany Only)
- Groupama (France & Italy Only)
- Hastings Direct (UK Only)
- HDFC Ergo (India Only)
- HDI Gerling (Germany Only)
- HUK-COBURG (Germany Only)

- ICICI Lombard (India Only)
- Iffco Ergo (India Only)
- Intact (Canada Only)
- Intesa Sanpaolo (Italy Only)
- Italiana Assicurazioni (Italy Only)
- Itas Mutua (Italy Only)
- Kotak Mahindra (India Only)
- La Banque Postale (France Only)
- Lagun Aro (Spain Only)
- LCL (France Only)
- Liberty (India & Spain Only)
- Linea Directa (Spain Only)
- Lloyds Bank (UK Only)
- L'Olivier Assurance (France Only)
- LV= (Liverpool Victoria) (UK Only)
- MAAF (France Only)
- MACIF (France Only)
- Magma (India Only)
- MAIF (France Only)
- Mapfre (Spain Only)
- Marks & Spencer (UK Only)
- Matmut (France Only)
- MGS (Spain Only)
- MMA (France Only)
- More Than (UK Only)
- Mutua Madrileña (Spain Only)
- Mutuelle Des Motards (France Only)
- National Insurance (India Only)
- New India (India Only)
- Nürnberger (Germany Only)
- One Call (UK Only)
- Onlia (Canada Only)
- Oriental (India Only)
- Pelayo (Spain Only)
- Pembridge (Canada Only)
- People's Insurance (PICC) (China Only)
- Personal (Canada Only)
- Ping An (China Only)
- Plus Ultra Seguros (Spain Only)
- Poste Italiane (Italy Only)
- Privilege (UK Only)
- Provinzial (Germany Only)
- Prudential (UK Only)
- Qualitas Auto (Spain Only)
- Quote me Happy (UK Only)
- RACC (Spain Only)
- Race (Spain Only)
- RAC (UK Only)
- Raheja QBE (India Only)
- Reale Mutua (Italy Only)
- Regal (Spain Only)
- Reliance (India Only)
- RIAS (UK Only)
- Royal Sundaram (India Only)
- RSA Group (Canada Only)
- R+V Versicherung (Germany Only)
- Saga (UK Only)
- Sainsbury's (UK Only)
- SBI General (India Only)
- SegurCaixa Adeslas (Spain Only)
- Seguros Bilbao (Spain Only)
- SE Mutual (Canada Only)
- SGI (Canada Only)
- Sheilas Wheels (UK Only)
- Shriram (India Only)
- Société Générale / Sogessur (France Only)
- Sonnet (Canada Only)
- Sunshine (China Only)
- Swiftcover (UK Only)
- Swinton (UK Only)
- Tata AIG (India Only)
- TD (Canada Only)
- Tesco (UK Only)
- The Co-op (UK Only)
- The Post Office (UK Only)
- Unica (Canada Only)
- UnipolSai (Italy & Spain Only)
- United (India Only)
- Universal Sompo (India Only)
- Verti (Germany & Spain Only)
- VHV Versicherungen (Germany Only)
- Vittoria Assicurazioni (Italy Only)
- Wawanesa (Canada Only)
- Württembergische Versicherung (Germany Only)
- Yingda Taihe (China Only)
- Zurich (Select Markets Only)
- Other / Don't know
- None of these / I don't have this type of insurance

# Health / Medical Insurance Brands

## Health / Medical Insurance Brands

Which company provides your health / medical insurance?

- Acko (India Only)
- Actudata (France Only)
- Adeslas (Spain Only)
- Aditya Birla (India Only)
- Aegon Salud (Spain Only)
- Aegon (UK Only)
- AFI (France Only)
- AG2R La Mondiale (France Only)
- Agrupación Mutua (Spain Only)
- AIA (China Only)
- AIG Life (UK Only)
- Alleanza Assicurazioni (Italy Only)
- Allianz (Select Markets Only)
- Allsecur (France Only)
- AOK (Germany Only)
- April (France Only)
- Asefa (Spain Only)
- Asisa (Spain Only)
- Asistencia Sanitaria Colegial (Spain Only)
- Aviva (France & UK Only)
- AXA (Canada & Italy Only)
- AXA PPP (Select Markets Only)
- Bajaj Allianz (India Only)
- Barmenia (Germany Only)
- Barmer (Germany Only)
- Beagle Street (UK Only)
- Benenden (UK Only)
- Bharti AXA (India Only)
- BKK (Germany Only)
- Blue Cross (Canada Only)
- BUPA (UK Only)
- Canada Life (Canada Only)
- Care / Religare (India Only)
- Caser (Spain Only)
- Cattolica Assicurazioni (Italy Only)
- Central (Germany Only)
- China Continent (CCI) (China Only)
- China Life Insurance (CLIC) (China Only)
- China reinsurance (China Only)
- Chola MS (India Only)
- Cigna (Spain Only)
- CNP Assurances (Italy Only)
- CNP Vita (Italy Only)
- Continentale (Germany Only)
- Crédit Agricole (France & Italy Only)
- Crédit Mutuel (France Only)
- CS Healthcare (UK Only)
- Debeka (Germany Only)
- Desjardins (Canada Only)
- DEVK (Germany Only)
- Digit (India Only)
- Divina Pastora (Spain Only)
- DKV (Germany & Spain Only)
- Edelweiss (India Only)
- Ergo Direkt (Germany Only)
- Europ Assistance (Italy Only)
- FIATC (Spain Only)
- Freedom (UK Only)
- GAN (France Only)
- Generali (China, France & Italy Only)
- GMF (France Only)
- Gothaer (Germany Only)
- Green Shield (Canada Only)
- Groupama (France & Italy Only)
- Group Medical Services (Canada Only)
- Hanse Merkur (Germany Only)
- HDFC Ergo (India Only)
- hkk (Germany Only)
- HUK Coburg (Germany Only)
- iA Financial Group (Canada Only)
- ICICI Lombard (India Only)
- IFFCO Tokio (India Only)
- IKK (Germany Only)
- IMG (Spain Only)
- Incontra Assicurazioni (Italy Only)
- Intesa Sanpaolo (Italy Only)
- Italiana Assicurazioni (Italy Only)
- Ivari (Canada Only)
- Knappschaft (Germany Only)
- Kotak Mahindra (India Only)
- La Banque Postale (France Only)
- La Mutuelle Générale (France Only)
- Legal & General (UK Only)
- Liberty (India Only)
- L&T (India Only)
- MAAF (France Only)

- MACIF (France Only)
- Magma (India Only)
- MAIF (France Only)
- Malakoff Médéric (France Only)
- Manipal Cigna (India Only)
- Manulife (Canada Only)
- Mapfre (Spain Only)
- MATMUT (France Only)
- Mediolanum Assicurazioni (Italy Only)
- MGEN (France Only)
- Minsheng (China Only)
- MMA (France Only)
- Mobil (Germany Only)
- National Insurance Co (India Only)
- New China (NCI) (China Only)
- New India (India Only)
- Niva Bupa (India Only)
- Odyssey (Canada Only)
- Oriental (India Only)
- Poste Italiane (Italy Only)
- PruHealth (UK Only)
- Raheja QBE (India Only)
- RBC (Canada Only)
- Reale Mutua (Italy Only)
- Royal Sundaram (India Only)
- Saga (UK Only)
- Sanitas (Spain Only)
- Santalucía (Spain Only)
- SBI General (India Only)
- Scottish Widows (UK Only)
- Shriram (India Only)
- Signal Iduna (Germany Only)
- Simply Health (UK Only)
- Star (India Only)
- SunLife (Canada & UK Only)
- Sunshine (China Only)
- SwissLife (France Only)
- Taikang (China Only)
- Tata AIG (India Only)
- TD (Canada Only)
- The Post Office (UK Only)
- Tianan (China Only)
- TK (Germany Only)
- UnipolSai (Italy Only)
- UniSalute (Italy Only)
- United India (India Only)
- Universal Sompo (India Only)
- Viactiv (Germany Only)
- Vitality (UK Only)
- WPA (UK Only)
- Zurich (Italy Only)
- Other / Don't know
- None of these / I don't have this type of insurance

## Home / Contents Insurance Brands

### Home / Contents Insurance Brands

Which company provides your home / contents insurance?

- AachenMünchener (Germany Only)
- AA Home Insurance (UK Only)
- Adam Riese (Germany Only)
- Admiral (UK Only)
- Aegon Seguros (Spain Only)
- Ageas (UK Only)
- Age Co (Age UK) (UK Only)
- AIG (Canada & France Only)
- Alleanza Assicurazioni (Italy Only)
- Allianz
- Allsecur (France Only)
- Allstate (Canada Only)
- ARAG (Germany Only)
- Assumption (Canada Only)
- Aviva (Select Markets Only)
- AXA (Select Markets Only)
- AXA Tianping (China Only)
- Bajaj Allianz (India Only)
- Bank of Scotland (UK Only)
- Barclays (UK Only)
- BavariaDirekt (Germany Only)
- BCAA (Canada Only)
- Bharti AXA (India Only)
- BMO (Canada Only)
- BNP Paribas Cardif (Italy Only)
- BNP Paribas (France Only)
- Bradford & Bingley (UK Only)
- Budget (UK Only)
- CAA (Canada Only)
- Caisse D'Epargne (France Only)
- Canadian Premier (Canada Only)
- Caser (Spain Only)

- Catalana Occidente (Spain Only)
- Cattolica Assicurazioni (Italy Only)
- China Continent (CCI) (China Only)
- China Life Insurance (CLIC) (China Only)
- China Pacific (CPIC) (China Only)
- China Taiping (China Only)
- China United (CUIS) (China Only)
- Chola MS (India Only)
- Churchill (UK Only)
- CIC (France Only)
- Co-operators (Canada Only)
- Coya (Germany Only)
- Crédit Agricole (France Only)
- Crédit Mutuel (France Only)
- Desjardins (Canada Only)
- DEVK (Germany Only)
- DFV (Germany Only)
- Digit (India Only)
- Direct Line (UK Only)
- Direct Seguros (Spain Only)
- Economical (Canada Only)
- Edelweiss (India Only)
- Emma (Canada Only)
- ERGO (Germany Only)
- esure (UK Only)
- Eurofil (France Only)
- Europ Assistance (Italy Only)
- FIATC (Spain Only)
- FRI:DAY (Germany Only)
- FWD (China Only)
- GAN (France Only)
- Generali (Select Markets Only)
- Genertel (Italy Only)
- Génesis (Spain Only)
- Getsafe (Germany Only)
- GMF (France Only)
- Gothaer (Germany Only)
- Groupama (France & Italy Only)
- Halifax (UK Only)
- Hastings Direct (UK Only)
- HDFC Ergo / L&T (India Only)
- HDI Gerling (Germany Only)
- Hiscox (UK Only)
- HUK-COBURG (Germany Only)
- ICICI (India Only)
- ING (Spain Only)
- Intact (Canada Only)
- Intesa Sanpaolo (Italy Only)
- La Banque Postale (France Only)
- Lagun Aro (Spain Only)
- LCL (France Only)
- Legal & General (UK Only)
- Liberty Seguros (Spain Only)
- Linéa Directa (Spain Only)
- Lloyds Bank (UK Only)
- Lloyd's (Canada & Italy Only)
- L&T (India Only)
- LV= (Liverpool Victoria) (UK Only)
- MAAF (France Only)
- MACIF (France Only)
- Magma (India Only)
- MAIF (France & Italy Only)
- Mapfre (Spain Only)
- MATMUT (France Only)
- MGS (Spain Only)
- Minsheng (China Only)
- MMA (France Only)
- More Than (UK Only)
- Mutua Madrileña (Spain Only)
- National Insurance (India Only)
- Nationwide (UK Only)
- New India (India Only)
- NFU Mutual (UK Only)
- Niva Bupa / Max Bupa (India Only)
- Ocaso (Spain Only)
- ONE (Germany Only)
- Oriental (India Only)
- Pelayo (Spain Only)
- Pembridge (Canada Only)
- People's Insurance (PICC) (China Only)
- Ping An (China Only)
- Plus Ultra Seguros (Spain Only)
- Poste Italiane (Italy Only)
- Provinzial (Germany Only)
- Prudential (UK Only)
- Raheja QBE (India Only)
- RBC (Canada Only)
- Reale Seguros (Spain Only)
- Regal (Spain Only)
- Reliance (India Only)
- Royal Bank of Scotland (UK Only)
- Royal Sun Alliance (RSA) (UK Only)
- Royal Sundaram (India Only)
- RSA (Canada Only)
- R+V Versicherung (Germany Only)
- Saga (UK Only)
- Santalucía (Spain Only)
- SBI General (India Only)
- Scotiabank (Canada Only)
- Seguros Bilbao (Spain Only)
- SE Mutual (Canada Only)
- Shriram (India Only)



- Signal Iduna (Germany Only)
- Sonnet (Canada Only)
- Square One (Canada Only)
- Standard Life (UK Only)
- Sunshine (China Only)
- Swiftcover (UK Only)
- Swinton (UK Only)
- Taikang (China Only)
- Tata AIG (India Only)
- TD Insurance (Canada Only)
- The Post Office (UK Only)
- Travelers (Canada Only)
- TSB (UK Only)
- UnipolSai (Italy Only)
- United (India Only)
- Verti (Spain Only)
- Volksfürsorge (Germany Only)
- Wawanesa (Canada Only)
- Württembergische (Germany Only)
- Yingda Taihe (China Only)
- Zenith (Canada Only)
- Zurich (Select Markets Only)
- Other / Don't know
- None of these / I don't have this type of insurance

## Life Insurance Brands

### Life Insurance Brands

Which company provides your life insurance?

- AachenMünchener (Germany Only)
- Aegon (Select Markets Only)
- AG2R La Mondiale (France Only)
- Agrupación Mutua (Spain Only)
- AIA (China Only)
- AIG (UK Only)
- Alleanza Assicurazioni (Italy Only)
- Allianz (Select Markets Only)
- April (France Only)
- ARAG (Germany Only)
- Assumption Life (Canada Only)
- Aviva (Select Markets Only)
- AXA (Select Markets Only)
- Bajaj Allianz (India Only)
- Bharti AXA (India Only)
- Birla Sun Life (India Only)
- BMO Insurance (Canada Only)
- BNP Paribas Cardif (Italy Only)
- BNP Paribas (China & France Only)
- BOC Life (China Only)
- British Seniors (UK Only)
- Caisse D'Epargne (France Only)
- Canada Life (Canada Only)
- Canada Protection Plan (Canada Only)
- Canara HSBC (India Only)
- Caser Seguros (Spain Only)
- Catalana Occidente (Spain Only)
- Cattolica Assicurazioni (Italy Only)
- China Continent (CCI) (China Only)
- China Life Insurance (CLIC) (China Only)
- China Pacific (CPIC) (China Only)
- China reinsurance (China Only)
- CIBC Insurance (Canada Only)
- CNP Assurances (France Only)
- CNP Vita (Italy Only)
- Co-operators (Canada Only)
- Cosmos Direkt (Germany Only)
- Crédit Agricole (France & Italy Only)
- Crédit Mutuel (France Only)
- DBV-Winterthur (Germany Only)
- Desjardins (Canada Only)
- DEVK (Germany Only)
- Direct Line (UK Only)
- Direct Seguros (Spain Only)
- Edelweiss Tokio (India Only)
- Emma (Canada Only)
- Empire Life (Canada Only)
- Equitable Life (Canada Only)
- ERGO (Germany Only)
- Eurovita (Italy Only)
- Exide (India Only)
- Fideuram Assicurazioni (Italy Only)
- Foresters Financial (Canada Only)
- FTLife (China Only)
- Future Generali (India Only)
- FWD (China Only)
- GAN (France Only)
- Generali (Select Markets Only)
- Genertellife (Italy Only)
- Génesis (Spain Only)

- GMF (France Only)
- Great-West (Canada Only)
- Groupama (France & Italy Only)
- Hannover Re (Germany Only)
- Hannoversche Lebensversicherung (Germany Only)
- HDFC (India Only)
- HSBC (China & UK Only)
- HUK-COBURG (Germany Only)
- Humania (Canada Only)
- ICICI (India Only)
- IDBI (India Only)
- IndiaFirst (India Only)
- Industrial Alliance (Canada Only)
- ING-Nationale Nederlanden (Spain Only)
- Intesa Sanpaolo (Italy Only)
- Italiana Assicurazioni (Italy Only)
- Ivari (Canada Only)
- Kotak Mahindra (India Only)
- La Banque Postale (France Only)
- La Capitale (Canada Only)
- LCL (France Only)
- Legal and General (UK Only)
- Liberty Seguros (Spain Only)
- LIC (India Only)
- London (Canada Only)
- LV= (Liverpool Victoria) (UK Only)
- MAAF (France Only)
- MACIF (France Only)
- MAIF (France Only)
- Manulife (Canada Only)
- Mapfre (Spain Only)
- Max (India Only)
- Medavie Blue Cross (Canada Only)
- Mediolanum Assicurazioni (Italy Only)
- Metlife (China & Italy Only)
- Minsheng (China Only)
- MMA (France Only)
- Mutua Madrileña (Spain Only)
- New China (NCI) (China Only)
- Nobis Assicurazioni (Italy Only)
- Nürnberger (Germany Only)
- Ocaso (Spain Only)
- Pelayo (Spain Only)
- People's Insurance (PICC) (China Only)
- Ping An (China Only)
- Plus Ultra Seguros (Spain Only)
- PNB MetLife (India Only)
- Poste Vita (Italy Only)
- Pramerica (India Only)
- Primerica (Canada Only)
- Provinzial (Germany Only)
- Prudential (UK Only)
- RBC (Canada Only)
- Reale Seguros (Spain Only)
- Regal (Spain Only)
- Reliable (Canada Only)
- Reliance (India Only)
- Royal London (UK Only)
- R+V Versicherung (Germany Only)
- Sahara India (India Only)
- Santalucía (Spain Only)
- SBI (India Only)
- Scotialife (Canada Only)
- Scottish Widows (UK Only)
- Segurcaixa (Spain Only)
- Seguros Banco Sabadell (Spain Only)
- Seguros Bilbao (Spain Only)
- Shriram (India Only)
- Skipton (UK Only)
- Société Générale (France Only)
- SSQ (Canada Only)
- Star Union (India Only)
- SunLife (Canada, China & UK Only)
- Sunshine (China Only)
- Suravenir (France Only)
- SwissLife (France Only)
- Taikang (China Only)
- Tata (India Only)
- TD Insurance (Canada Only)
- The Co-op (UK Only)
- Tianan (China Only)
- Transamerica (Canada Only)
- UL Mutual (Canada Only)
- Unicredit Allianz (Italy Only)
- UnipolSai (Italy Only)
- Vitality (UK Only)
- Wawanesa (Canada Only)
- Western (Canada Only)
- Zurich (Select Markets Only)
- Other / Don't know
- None of these / I don't have this type of insurance

# Insurance Purchase Factors

## Insurance Purchase Factors

What is most important to you when picking an 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

## Newspapers

### 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.*

### Canada

- Cape Breton Post
- Financial Post
- Metro Montreal
- The Brandon Sun
- The Journal Pioneer
- The Telegram
- Times Colonist
- Winnipeg Free Press

### France

- Journal du Dimanche
- La Croix
- L'Équipe
- L'Humanité

### Germany

- Berliner Morgenpost
- Bild
- Braunschweiger Zeitung
- Hannoversche Allgemeine Zeitung
- Hessische/Niedersächsische Allgemeine
- Leipziger Volkszeitung
- Märkische Allgemeine
- Sächsische Zeitung

### India

- Dainik Jagran
- Rajasthan Patrika
- The Telegraph
- Vijayavani

### Italy

- Corriere dello Sport
- Libero

### Spain

- Atlántico Diario
- Canarias 7
- Diario de Ávila
- Diario de Burgos
- Diario De Navarra
- Diario Palentino
- El Diario Vasco
- El País
- Estadio Deportivo
- La Nueva Crónica
- La Opinión A Coruña
- La Opinión de Málaga
- La Opinión de Murcia
- La Opinión de Tenerife
- La Opinión-El Correo de Zamora
- La Tribuna de Albacete
- La Tribuna de Toledo
- Las Provincias
- Le Courrier d'Espagne
- Levante
- Mediterráneo
- Regió 7
- Última Hora

## UK

- Evening Express
- Evening News
- Metro
- The Courier
- The Daily Telegraph
- The Irish News
- The Press & Journal
- The Sun

## 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

## Diet

### 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?

- Price
- Taste

## Food

### Peanut Butter, Preserves & Spreads

Which of these products does your household use?

- Cream cheese

## Candy / Sweets

### Chewing Gum Brands

Which are your favorite chewing gum / bubble gum brands?

- AIR Action (Italy Only)
- Big Babol (Markets Added: Canada, Italy and UK)
- Wrigley's Freedent (Markets Added: France)

### Candy / Sweets Brands

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

- Chupa Chups (Markets Added: Canada)
- Elah (Italy Only)
- Fini (Markets Added: France)
- Fisherman's Friend (Markets Added: Canada)
- Lutti (Market Added: UK)
- Maynards Bassetts Jelly Babies (Markets Added: Canada)
- Maynards Bassetts Liquorice Allsorts (Markets Added: Canada)
- Maynards Sour Patch Kids (Market Added: UK)
- Mentos (Markets Added: Germany and India)
- Nerds (Markets Added: UK)
- Percy Pigs (UK Only)
- Pikotas (Spain Only)
- Polo (Markets Added: Canada)
- Ricola (Markets Added: Canada)
- Rowntree's Fruit Gums (Markets Added: Canada)
- Rowntree's Jelly Tots (Markets Added: Canada)
- Smarties (Markets Added: Canada)
- Swad Digestive Drops (India Only)
- Tic Tac (Markets Added: Germany)
- Trolli (Markets Added: France and Spain)
- Wick (Germany Only)

## Candy / Sweets Brands

What are your favorite / preferred biscuit / cookie brands?

- BN (Markets Added: UK)
- Bonne Maman (Markets Added: UK)
- Burtons (Markets Added: Canada)
- Cadbury (Markets Added: Canada and India)
- Gullón (Markets Added: UK)
- Lotus (Markets Added: Germany, Italy, Spain and UK)
- Mikado (Markets Added: France)
- Nutella Biscuits (Markets Added: France, Germany, Spain and UK)
- Oreo (Markets Added: France, Germany and Spain)
- Wagonwheel (Markets Added: UK)

## Meal Kit Delivery Services

### Meal Kit Delivery Services

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

- Hello Fresh (Markets Added: Spain)
- Kitchen Daily (France Only)
- My Cooking Box (Italy Only)
- Oddbox (UK Only)
- Plant Prepped (Canada Only)
- Spatula (Canada Only)

## Drinks

### Tea Brands

Which brand(s) of tea do you drink?

- Bad Heilbrunner (Germany Only)
- Bigelow (Canada Only)
- Cupper (Markets Added: Italy)
- Dammann Frères (France Only)
- DavidsTea (Canada Only)
- Tenfu Tea (China Only)
- Tetley (Markets Added: France)
- Viropa (Markets Added: Italy)
- Yogi (Markets Added: UK)
- Yorkshire Tea / Gold (Markets Added: Canada)

# Smoking, CBD & Cannabis

## Smoking, CBD and Cannabis Behaviors

Which of the following do you do?

- Vape (single use)

# Household Products

## Washing Up Liquid Brands Used

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

- Ecover (Markets Added: France and Italy)
- Fairy (Markets Added: France)
- Palmolive (Markets Added: Italy)

# Energy

## Energy Supplier

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

- elmy (France Only)

## 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

# Broadband

## Broadband Supplier

Which brand supplies your home broadband / internet connection?

- Vodafone (Markets Added: Italy)

## Broadband 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

# Health / Medical Insurance Brands

## Health / Medical Insurance Brands

Which company provides your health / medical insurance?

- AOK (Markets Added: Germany)

# Removals

## Magazines

### 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.*

## Italy

- Elle Weekly

## 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.*

## India



- Starworld

## Candy / Sweets

### Chewing Gum Brands

Which are your favorite chewing gum / bubble gum brands?

- 5 Gum (Markets Removed: Germany)
- Boomer (Markets Removed: Italy)
- Five (Spain Only)
- Orbit (Markets Removed: Canada)
- Starburst (UK Only)
- Stride (China Only)
- Wrigley's Doublemint (Select Markets Only)
- Wrigley's Spearmint (Germany Only)

### Candy / Sweets Brands

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

- Cémoi (France Only)
- Leibniz (Germany Only)
- Maynards Bassetts (Germany Only)
- Rowntrees (Germany Only)
- Skittles (Markets Removed: France and Spain)

### Biscuit / Cookies Brands

What are your favorite / preferred biscuit / cookie brands?

- Hershey's Cookies and Cream (Canada Only)
- Jacobs (UK Only)

## Drinks

### Tea Brands

Which brand(s) of tea do you drink?

- Assam (Canada Only)
- Camel (Markets Removed: Canada)
- Rauf (Germany Only)
- Viropa (Markets Removed: Germany)

## Meal Kit Delivery Services

### Meal Kit Delivery Services

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

- Big Chef Meals (Spain Only)
- Blue Apron (Canada Only)
- Papa Earth (Canada Only)
- Simple Et Bon (France Only)

## Household Products

### Washing Up Liquid Brands Used

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

- Bora Bora (France Only)
- Coral (Spain Only)
- Godrej (India Only)
- Greenmeal (Markets Removed: Canada)
- Mrs. Myers (Canada Only)
- Paic (France Only)
- Swash (China Only)

## Energy

### Energy Supplier

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

- Altergaz (France Only)
- Cdiscount Energie (France Only)
- Connect (Canada Only)
- ECNG (Canada Only)
- GDF Suez (France Only)
- Green Energy UK (UK Only)
- Innogy (Germany Only)
- Lampiris (France Only)
- M&S Energy (UK Only)
- MyRate Energy (Canada Only)
- Peak Energy (Canada Only)
- Poweo (France Only)
- RiteRate Energy (Canada Only)
- Superior Energy (Canada Only)
- Union Fenosa (Spain Only)
- Xoom Energy (Canada Only)

### Energy Switch Intention

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

- No
- Possibly
- Yes
- Don't know

## Broadband

### Broadband Supplier

Which brand supplies your home broadband / internet connection?

- Vodafone (Markets Added: Italy)

### Broadband Switch Intention

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

- No
- Possibly
- Yes
- Don't know

## Health / Medical Insurance Brands

### Health / Medical Insurance Brands

Which company provides your health / medical insurance?

- Hallesche (Markets Added: Germany)