# Media Diet Supplement Survey

**Welcome**

***// Display OMB number and exp in the bottom right off all screens //***

*OMB No. 0990-0475*

*Exp. Date 02/29/2024*

You have been selected to participate in a national survey about media consumption habits. The purpose of this survey is to help better understand U.S. adults’ use of TV, radio, social media, and other types of media. You will receive 10,000 AmeriPoints, or $10, to complete this survey, which will take about 10 minutes to complete.

You will be shown a privacy statement and additional information about the purpose of this survey and how your survey responses will be used. You will then be asked for your consent to proceed with the survey.

**[Continue]**

For question or concerns about this survey, email: [support@amerispeak.org](mailto:support@amerispeak.org)

**Privacy Advisory**

This survey does *not* collect or use personally identifiable information (PII) such as your name, date of birth, or contact information. As with all AmeriSpeak surveys, responding to this survey is voluntary. Your responses will be treated as confidential and will be maintained in a secure dataset. There is no penalty to you if you choose not to respond. However, we encourage you to answer all questions so that the data will be complete and will represent the media consumption habits of all Americans.

**Frequently Asked Questions (FAQ)**

**// FAQs should link to their corresponding page positions below. “TOP” buttons should link back to top of FAQ //**

Why is this study being conducted?

Why should I participate?

Do I have to answer all questions?

Can I save my answers and return to the survey later?

Will my answers be kept private?

Can I withdraw answers once I have started the survey?

What are the costs and benefits of participating?

How will my responses be used?

Will I see the results of the survey?

**Why is this study being conducted?** Top

* This study is being conducted to understand the media consumption habits of Americans.

**Why should I participate?** Top

* By participating in this survey, you will contribute to fighting the spread of COVID-19. This study assesses media consumption among adults in the U.S., which will help to inform and evaluate channels used to share COVID-19 information.

**Do I have to answer all questions?** Top

* No, as with all AmeriSpeak surveys, it is not necessary to answer every question. Your participation in this study is completely voluntary. This means that you are free to withdraw from this survey at any time or to skip any questions. There is no penalty to you if you choose not to respond.
* Some questions in this survey will ask about your personal experiences with COVID-19, and you have the right to skip these questions. Additionally, if you experience any distress while taking this survey, you may contact the (1) Substance Abuse and Mental Health Services Administration (SAMHSA) Disaster Distress Helpline (1-800-985-5990) or the (2) Suicide Prevention Lifeline (1-800-273-8255), both of which offer free 24/7 support services.
* At the bottom of your survey screen, you have two control buttons: *Continue* (>>) and *Previous* (<<). Use these buttons to navigate through the survey or to skipquestions.

**Can I save my answers and return to the survey later?** Top

* Yes. If you exit the survey, your progress will be saved. To return to the survey, use the same survey link provided to you. When you return to the survey website, you will be directed to the place in the surveywhere you had stopped. Use the control buttons, *Continue* (>>) and *Previous* (<<), to navigate through the survey to return to unanswered questions.

**Will my answers be kept private?** Top

* As with all AmeriSpeak surveys, responses will remain private to the extent allowable by law. None of the information you provide will be used to contact you or will be used in future research or distributed to another investigator for future studies. Survey responses will be aggregated (combined), and only group statistics will be reported. You will not be identified even if the results of this study are published.

**Can I withdraw answers once I have started the survey?** Top

* If you wish to withdraw your answers, please notify the survey helpdesk by sending an email to [support@amerispeak.org](mailto:support@amerispeak.org).

**What are the costs and benefits of participating?** Top

* There is no cost to you for participating in this study.
* This study is for research purposes only. There is no direct benefit to you for taking part in this study. Any compensation you receive is a small token to thank you for participating, if you choose to do so.
* If you decide to participate, you will receive $10 for the first survey and $18 for the remaining survey.

**How will my responses be used?** Top

* Your responses will be used to inform a public education campaign on scientifically proven behaviors on how to decrease COVID-19 infection rates. Although your survey responses will be kept confidential, summarized responses may be released to the public.

**Will I see the results of the survey?** Top

* Results from this study might appear in professional journals or scientific conferences or might be submitted in a report to Congress. No individual participants will be identified or linked to the results. We will not disclose your identity in any report or presentation.

**Contact Us**

During this study, if you have any questions or concerns about this survey, such as payment questions or technical issues you may experience, please email [support@amerispeak.org](mailto:support@amerispeak.org).

An external institutional review board (IRB), which is an independent committee established to help protect the rights of research subjects, has approved this study. If you have questions about your rights as a research subject, contact the IRB at:

By mail:

BRANY IRB

1981 Marcus Avenue, Suite 210

Lake Success, NY 11042

• Or call toll free: 516-470-6900

• Or by email: info@brany.com

Please reference the following number when contacting the Study Subject Adviser: 20-077-821.

**Media Diet Supplement Survey**

Thank you for your participation in this survey. If you are willing to take part in this study, please click ‘Continue’ below to begin the survey.

**[Continue]**

***Media Consumption***

We’d like to ask you about your use of TV and other media channels.

**[Page Break]**

**Item #:** MD1

**Question type:** Multipunch

**Variable Name:** MD1

**Variable Text:**  Which of the following media channels do you typically use? Please select all that apply.

**Variable Label:** MD1: Media Consumption - Type

**// PROGRAMMING NOTE: Randomize items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD1\_1 | TV via cable, streaming (e.g., Netflix, Peacock), satellite, or antenna | MD1\_1: TV |
| MD1\_3 | Newspapers (print or online) | MD1\_3: Newspapers |
| MD1\_4 | Magazines (print or online) | MD1\_4: Magazines |
| MD1\_5 | Broadcast Radio (AM/FM, not streaming) | MD1\_5: Broadcast Radio |
| MD1\_6 | Streaming Music/Radio platforms (e.g., Spotify, YouTube Music, Pandora) | MD1\_6: Streaming |
| MD1\_7 | Social media (e.g., Facebook, Instagram, Twitter, Pinterest, YouTube) | MD1\_7: Social media |
| MD1\_8 | Podcasts | MD1\_8: Podcasts |
| MD1\_9 | Websites and online apps (e.g., blogs, games, weather, dating apps) | MD1\_9: Websites and apps |
| MD1\_None | None of the above **//EXCLUSIVE//** | MD1\_None: None of the above |
| MD1\_RF | Refused (Not shown in survey) | MD1\_RF: Refused |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | Not Marked |
| 1 | Marked |

**// PROGRAMMING NOTE: Terminate if MD1\_None = 1 (Marked), or all items refused. //**

**Item #:** MD2

**Question type:** Multipunch

**Variable Name:** MD2

**Variable Text:**  In what languages do you use media? Please select all that apply.

**Variable Label:** MD2: Media Consumption - Language

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Value Label** | **Variable Label** |
| MD2\_1 | English | MD2\_1: English |
| MD2\_2 | Spanish | MD2\_2: Spanish |
| MD2\_3 | Mandarin | MD2\_3: Mandarin |
| MD2\_4 | Cantonese | MD2\_4: Cantonese |
| MD2\_5 | Vietnamese | MD2\_5: Vietnamese |
| MD2\_6 | Korean | MD2\_6: Korean |
| MD2\_7 | Russian | MD2\_7: Russian |
| MD2\_8 | Arabic | MD2\_8: Arabic |
| MD2\_9 | Tagalog | MD2\_9: Tagalog |
| MD2\_10 | French | MD2\_10: French |
| MD2\_11 | Haitian Creole | MD2\_11: Haitian Creole |
| MD2\_12 | Japanese | MD2\_12: Japanese |
| MD2\_13 | Hindi | MD2\_13: Hindi |
| MD2\_14 | Other language (please specify): **//TEXT BOX//** | MD2\_14: Other |
| MD2\_RF | Refused (Not shown in survey) | MD2\_RF: Refused |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | Not Marked |
| 1 | Marked |
| -100 | Valid Skip |

**Item #:** MD3\_Cable

**Question type:** Grid

**Variable Name:** MD3\_Cable

**Variable Text:**  Now we are going to ask you about your use of **cable television**. For this question, please do not consider non-cable streaming services like Netflix, Peacock, etc.  
How often do you watch cable television via the following?

**Variable Label:** MD3\_Cable: Cable Service Consumption – Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_1 (TV)= 1 (Marked) //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD3\_Cable\_1 | Traditional cable provider (e.g., Comcast, Charter, Verizon) | MD3\_Cable\_1: Traditional TV |
| MD3\_Cable\_2 | Satellite or antenna | MD3\_Cable\_2: Satellite or antenna |
| MD3\_Cable\_3 | Sling TV | MD3\_Cable\_3: Sling TV |
| MD3\_Cable\_4 | YouTube TV | MD3\_Cable\_4: YouTube TV |
| MD3\_Cable\_5 | Hulu Live TV | MD3\_Cable\_5: Hulu Live TV |
| MD3\_Cable\_6 | Fubo TV | MD3\_Cable\_6: Fubo TV |
| MD3\_Cable\_7 | Other (please specify): **//TEXT BOX//** | MD3\_Cable\_7: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD3a\_Stream

**Question type:** Grid

**Variable Name:** MD3a\_Stream

**Variable Text:**  Now we are going to ask you about your use of **streaming video services**. For this question, please do not consider TV via cable, satellite, antenna, or alternative cable service.

How often do you watch the following?

**Variable Label:** MD3a\_Stream: Streaming Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_1 (TV)1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD3a\_Stream\_1 | Amazon Prime Video | MD3a\_Stream\_1: Amazon Prime |
| MD3a\_Stream\_2 | Apple TV | MD3a\_Stream\_2: Apple TV |
| MD3a\_Stream\_3 | Crunchyroll | MD3a\_Stream\_3: Crunchyroll |
| MD3a\_Stream\_4 | Discovery+ | MD3a\_Stream\_4: Discovery |
| MD3a\_Stream\_5 | Disney+ | MD3a\_Stream\_5: Disney |
| MD3a\_Stream\_6 | ESPN+ | MD3a\_Stream\_6: ESPN |
| MD3a\_Stream\_7 | Google TV | MD3a\_Stream\_7: Google TV |
| MD3a\_Stream\_8 | HBO Max | MD3a\_Stream\_8: HBO Max |
| MD3a\_Stream\_9 | Hulu | MD3a\_Stream\_9: Hulu |
| MD3a\_Stream\_10 | IMDb TV | MD3a\_Stream\_10: IMDb TV |
| MD3a\_Stream\_11 | Netflix | MD3a\_Stream\_11: Netflix |
| MD3a\_Stream\_12 | Paramount+ | MD3a\_Stream\_12: Paramount |
| MD3a\_Stream\_13 | Peacock TV | MD3a\_Stream\_13: Peacock |
| MD3a\_Stream\_14 | The Roku Channel | MD3a\_Stream\_14: Roku |
| MD3a\_Stream\_15 | Tubi | MD3a\_Stream\_15: Tubi |
| MD3a\_Stream\_16 | YouTube | MD3a\_Stream\_16: YouTube |
| MD3a\_Stream\_17 | Zeebi | MD3a\_Stream\_17: Fake Service |
| MD3a\_Stream\_18 | Other (please specify): **//TEXT BOX//** | MD3a\_Stream\_18: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD3b\_Ads

**Question type:** Grid

**Variable Name:** MD3b\_Ads

**Variable Text:**  For each of the following streaming video services, do you use a version in which you **see ads?**

**Variable Label:** MD3b\_Ads: Streaming Consumption – With or Without Ads

**// PROGRAMMING NOTE: Show only items in which 2 (Every few months) – 7 (Several times a day) selected in MD3a\_Stream. Show items in same order as in MD3a\_Stream. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD3b\_Ads\_3 | Crunchyroll | MD3b\_Ads\_3: Crunchyroll |
| MD3b\_Ads\_4 | Discovery+ | MD3b\_Ads\_4: Discovery |
| MD3b\_Ads\_8 | HBO Max | MD3b\_Ads\_8: HBO Max |
| MD3b\_Ads\_9 | Hulu (not including Hulu Live TV) | MD3b\_Ads\_9: Hulu |
| MD3b\_Ads\_12 | Paramount+ | MD3b\_Ads\_12: Paramount |
| MD3b\_Ads\_13 | Peacock TV | MD3b\_Ads\_13: Peacock |
| MD3b\_Ads\_16 | YouTube (not including YouTube TV) | MD3b\_Ads\_16: YouTube |
| MD3b\_Ads\_18 | **//Pipe OE response from MD3a\_Stream\_18//** | MD3b\_Ads\_18: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes (I use a version that **shows** **ads**) |
| 2 | No (I use a version that **does not** show ads) |
| 3 | Don’t know |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD3c\_Ads

**Question type:** Grid

**Variable Name:** MD3c\_Ads

**Variable Text:**  For each of the following streaming video services, do you use a premium version where you can watch **live cable television** through the platform?

**Variable Label:** MD3c\_Ads: Streaming Consumption – Cable Streaming Service

**// PROGRAMMING NOTE: Only show if MD3\_Cable\_1-MD3\_Cable\_7 = 1 or -99 (said “Never” to all cable providers). See variable name for additional display logic. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD3c\_Ads\_9  **//Display if MD3a\_Stream\_9 (Hulu) = 2-7//** | Hulu Live TV | MD3c\_Ads\_9: Hulu |
| MD3c\_Ads\_16  **//Display if MD3a\_Stream\_16 (YouTube) = 2-7//** | YouTube TV | MD3c\_Ads\_16: YouTube |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes (I **do** use a premium version that allows me to watch **cable**) |
| 2 | No (I **do not** use a premium version that allows me to watch **cable**) |
| 3 | Don’t know |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD4\_TV

**Question type:** Grid

**Variable Name:** MD4\_TV

**Variable Text:**  How often do you watch the following types of **TV shows via cable or streaming video?**

**Variable Label:** MD4\_TV: TV Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_1 (TV via cable, satellite, antenna, or alternative) = 1 (Marked) or MD1\_2 (Non-cable TV via streaming platforms\_ = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD4\_TV\_1 | Children & Family | MD4\_TV\_1: Children & Family |
| MD4\_TV\_2 | Comedy | MD4\_TV\_2: Comedy |
| MD4\_TV\_3 | Drama | MD4\_TV\_3: Drama |
| MD4\_TV\_4 | Game Shows | MD4\_TV\_4: Game Shows |
| MD4\_TV\_5 | Lifestyle (e.g., cooking, food, home, garden, DIY, music, entertainment) | MD4\_TV\_5: Lifestyle |
| MD4\_TV\_6 | Nature/Outdoors | MD4\_TV\_6: Nature/Outdoors |
| MD4\_TV\_7 | News | MD4\_TV\_7: News |
| MD4\_TV\_8 | Political/Opinion | MD4\_TV\_8: Political/Opinion |
| MD4\_TV\_9 | Reality Shows | MD4\_TV\_9: Reality |
| MD4\_TV\_10 | Science Fiction & Fantasy | MD4\_TV\_10: Sci-Fi & Fantasy |
| MD4\_TV\_11 | Soap Operas | MD4\_TV\_11: Soap Operas |
| MD4\_TV\_12 | Sports & Racing | MD4\_TV\_12: Sports & Racing |
| MD4\_TV\_13 | Talk Shows | MD4\_TV\_13: Talk Shows |
| MD4\_TV\_14 | Weather | MD4\_TV\_14: Weather |
| MD4\_TV\_15 | Other (please specify): **//TEXT BOX//** | MD4\_TV\_15: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD4a\_TV

**Question type:** Grid

**Variable Name:** MD4a\_TV

**Variable Text:**  How often do you watch the following **news channels on TV?**

**Variable Label:** MD4a\_TV: TV News Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD3\_TV\_7** (**News) = 2-7. Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD4a\_TV\_1 | ABC News | MD4a\_TV\_1: ABC |
| MD4a\_TV\_2 | CBS News | MD4a\_TV\_2: CBS |
| MD4a\_TV\_3 | CNBC | MD4a\_TV\_3: CNBC |
| MD4a\_TV\_4 | CNN | MD4a\_TV\_4: CNN |
| MD4a\_TV\_5 | Fox News | MD4a\_TV\_5: Fox |
| MD4a\_TV\_6 | MSNBC | MD4a\_TV\_6: MSNBC |
| MD4a\_TV\_7 | NBC News | MD4a\_TV\_7: NBC |
| MD4a\_TV\_8 | Local news not affiliated with the above **//Pin to bottom//** | MD4a\_TV\_8: Local |
| MD4a\_TV\_9 | Other (please specify): **//TEXT BOX//** | MD4a\_TV\_9: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD5\_News

**Question type:** Grid

**Variable Name:** MD5\_News

**Variable Text:**  How often do you read the following types of **newspapers** (print or online)?

**Variable Label:** MD5\_News: Newspaper Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_3 (Newspapers) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD5\_News\_1 | Local newspapers | MD5\_News\_1: Local |
| MD5\_News\_2 | National/Regional newspapers (e.g*., The New York Times, USA Today, The Washington Post*) | MD5\_News\_2: National/Regional |
| MD5\_News\_3 | Tabloids (e.g., *National Enquirer, Star, New York Post*) | MD5\_News\_3: Tabloids |
| MD5\_News\_4 | Alternative newspapers (e.g., *LA Weekly, Chicago Reader, Philadelphia City Paper*) | MD5\_News\_4: Alternative |
| MD5\_News\_5 | Other (please specify): **//TEXT BOX//** | MD5\_News\_5: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD6\_Mag

**Question type:** Grid

**Variable Name:** MD6\_Mag

**Variable Text:**  How often do you read the following types of **magazines** (print or online)?

**Variable Label:** MD6\_Mag: Magazine Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_4 (Magazines) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD6\_Mag\_1 | Business | MD6\_Mag\_1: Business |
| MD6\_Mag\_2 | Cooking | MD6\_Mag\_2: Cooking |
| MD6\_Mag\_3 | Entertainment | MD6\_Mag\_3: Entertainment |
| MD6\_Mag\_4 | Family | MD6\_Mag\_4: Family |
| MD6\_Mag\_5 | Fashion/Style | MD6\_Mag\_5: Fashion/Style |
| MD6\_Mag\_6 | Gardening/Home Décor/Do It Yourself (DIY) | MD6\_Mag\_6: Gardening/Home/DIY |
| MD6\_Mag\_7 | Health & Fitness | MD6\_Mag\_7: Health & Fitness |
| MD6\_Mag\_8 | Hobbies | MD6\_Mag\_8: Hobbies |
| MD6\_Mag\_9 | Men’s | MD6\_Mag\_9: Men’s |
| MD6\_Mag\_10 | News & Politics | MD6\_Mag\_10: News & Politics |
| MD6\_Mag\_11 | Parenting | MD6\_Mag\_11: Parenting |
| MD6\_Mag\_12 | Regional | MD6\_Mag\_12: Regional |
| MD6\_Mag\_13 | Women’s | MD6\_Mag\_13: Women’s |
| MD6\_Mag\_14 | Other (please specify): **//TEXT BOX//** | MD6\_Mag\_14: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Variable Name:** MD6a

**Variable Text:**  Do you typically read **newspapers and/or magazines**….

**Variable Label:** MD5a\_News: Print Consumption - Medium

**// PROGRAMMING NOTE: Ask if MD1 \_3 (Newspapers) = 1 (Marked) or MD1\_4 (Magazines) = 1. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD6a\_1 | Online | MD6a\_1: Digital |
| MD6a\_2 | In print (physical/paper copy) | MD6a\_2: Print |
| MD6a\_3 | Both online and in print | MD6a\_3: Both |
| MD6a\_4 | Other (please specify): **//TEXT BOX//** | MD6a\_4: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | Not Marked |
| 1 | Marked |
| -100 | Valid Skip |

**Item #:** MD7\_Radio

**Question type:** Grid

**Variable Name:** MD7\_Radio

**Variable Text:**  How often do you listen to the following types of **AM/FM radio?**

**Variable Label:** MD7\_Radio: Radio Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_5 (Broadcast Radio) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD7\_Radio\_1 | 60s/70s Pop/Rock Hits | MD7\_Radio\_1: 60s/70s |
| MD7\_Radio\_2 | 80s/90s Pop/Rock Hits | MD7\_Radio\_2: 80s/90s |
| MD7\_Radio\_3 | Adult Contemporary/Light Rock | MD7\_Radio\_3: Adult Contemporary |
| MD7\_Radio\_4 | Alternative | MD7\_Radio\_4: Alternative |
| MD7\_Radio\_5 | Classical | MD7\_Radio\_5: Classical |
| MD7\_Radio\_6 | Country | MD7\_Radio\_6: Country |
| MD7\_Radio\_7 | Dance/Electronic | MD7\_Radio\_7: Dance/Electronic |
| MD7\_Radio\_8 | Hard Rock | MD7\_Radio\_8: Hard Rock |
| MD7\_Radio\_9 | Hispanic/Latin | MD7\_Radio\_9: Hispanic |
| MD7\_Radio\_10 | Hip Hop | MD7\_Radio\_10: Hip Hop |
| MD7\_Radio\_11 | Jazz | MD7\_Radio\_11: Jazz |
| MD7\_Radio\_12 | News/Talk Radio | MD7\_Radio\_12: News/Talk |
| MD7\_Radio\_13 | Oldies & Nostalgia (50s and earlier) | MD7\_Radio\_13: Oldies |
| MD7\_Radio\_14 | Public Radio | MD7\_Radio\_14: Public |
| MD7\_Radio\_15 | R&B/Soul | MD7\_Radio\_15: R&B/Soul |
| MD7\_Radio\_16 | Religious/Gospel/Christian | MD7\_Radio\_16: Religious |
| MD7\_Radio\_17 | Rock/Classic Rock | MD7\_Radio\_17: Rock/Classic Rock |
| MD7\_Radio\_18 | Sports | MD7\_Radio\_18: Sports |
| MD7\_Radio\_19 | Top 40/Latest Pop Hits | MD7\_Radio\_19: Top 40 |
| MD7\_Radio\_20 | Other (please specify): **//TEXT BOX//** | MD7\_Radio\_20: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD8\_Music

**Question type:** Grid

**Variable Name:** MD8\_Music

**Variable Text:**  How often do you listen to **music** via the following **streaming services?**

**Variable Label:** MD8\_Music: Music Streaming Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_6 (Streaming Music/Radio platforms with ads) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD8\_Music\_1 | Amazon Music | MD8\_Music\_1: Amazon |
| MD8\_Music\_2 | Apple Music | MD8\_Music\_2: Apple Music |
| MD8\_Music\_3 | Deezer | MD8\_Music\_3: Deezer |
| MD8\_Music\_4 | iHeartRadio | MD8\_Music\_4: iHeartRadio |
| MD8\_Music\_5 | Pandora | MD8\_Music\_5: Pandora |
| MD8\_Music\_6 | SiriusXM | MD8\_Music\_6: SiriusXM |
| MD8\_Music\_7 | Spotify | MD8\_Music\_7: Spotify |
| MD8\_Music\_8 | Tidal | MD8\_Music\_8: Tidal |
| MD8\_Music\_9 | TuneIn | MD8\_Music\_9: TuneIn |
| MD8\_Music\_10 | YouTube Music | MD8\_Music\_10: YouTube Music |
| MD8\_Music\_11 | Other (please specify): **//TEXT BOX//** | MD8\_Music\_11: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD8a\_Music

**Question type:** Grid

**Variable Name:** MD8a\_Music

**Variable Text:**  For each of the following music streaming services, do you use a premium version in which you **do not see or hear ads?**

**Variable Label:** MD8a\_Music: Music Streaming Consumption – With or Without Ads

**// PROGRAMMING NOTE: Show only items in which 2 (Every few months) – 7 (Several times a day) selected in MD8\_Music. Show items in same order as in MD8\_Music. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD8a\_Music\_3 | Deezer | MD8a\_Music\_3: Deezer |
| MD8a\_Music\_4 | iHeartRadio | MD8a\_Music\_4: iHeartRadio |
| MD8a\_Music\_5 | Pandora | MD8a\_Music\_5: Pandora |
| MD8a\_Music\_7 | Spotify | MD8a\_Music\_7: Spotify |
| MD8a\_Music\_10 | YouTube Music | MD8a\_Music\_10: YouTube Music |
| MD8a\_Music\_11 | **//Pipe OE response from MD8\_Music\_11//** | MD8a\_Music\_11: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Yes (I use a premium version that does **not** show or play ads) |
| 2 | No (I use a version that **does** show or play ads) |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD9\_SM

**Question type:** Grid

**Variable Name:** MD9\_SM

**Variable Text:**  How often do you use the following types of **social media?**

**Variable Label:** MD9\_SM: Social Media Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_7 (Social Media) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD9\_SM\_1 | Facebook | MD9\_SM\_1: Facebook |
| MD9\_SM\_2 | Instagram | MD9\_SM\_2: Instagram |
| MD9\_SM\_3 | LinkedIn | MD9\_SM\_3: LinkedIn |
| MD9\_SM\_4 | Pinterest | MD9\_SM\_4: Pinterest |
| MD9\_SM\_5 | Reddit | MD9\_SM\_5: Reddit |
| MD9\_SM\_6 | Snapchat | MD9\_SM\_6: Snapchat |
| MD9\_SM\_7 | TikTok | MD9\_SM\_7: TikTok |
| MD9\_SM\_8 | Twitter | MD9\_SM\_8: Twitter |
| MD9\_SM\_9 | WhatsApp | MD9\_SM\_9: WhatsApp |
| MD9\_SM\_10 | YouTube | MD9\_SM\_10: YouTube |
| MD9\_SM\_11 | Other (please specify): **//TEXT BOX//** | MD9\_SM\_11: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD10\_Pod

**Question type:** Grid

**Variable Name:** MD10\_Pod

**Variable Text:**  How often do you listen to the following types of **podcasts?**

**Variable Label:** MD10\_Pod: Podcast Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_8 (Podcasts) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD10\_Pod\_1 | Arts | MD10\_Pod\_1: Arts |
| MD10\_Pod\_2 | Business | MD10\_Pod\_2: Business |
| MD10\_Pod\_3 | Comedy | MD10\_Pod\_3: Comedy |
| MD10\_Pod\_4 | Education | MD10\_Pod\_4: Education |
| MD10\_Pod\_5 | Fiction | MD10\_Pod\_5: Fiction |
| MD10\_Pod\_6 | Government | MD10\_Pod\_6: Government |
| MD10\_Pod\_7 | Health & Fitness | MD10\_Pod\_7: Health & Fitness |
| MD10\_Pod\_8 | History | MD10\_Pod\_8: History |
| MD10\_Pod\_9 | Kids & Family | MD10\_Pod\_9: Kids & Family |
| MD10\_Pod\_10 | Leisure | MD10\_Pod\_10: Leisure |
| MD10\_Pod\_11 | Music | MD10\_Pod\_11: Music |
| MD10\_Pod\_12 | News & Politics | MD10\_Pod\_12: News & Politics |
| MD10\_Pod\_13 | Religion & Spirituality | MD10\_Pod\_13: Religion & Spirituality |
| MD10\_Pod\_14 | Science | MD10\_Pod\_14: Science |
| MD10\_Pod\_15 | Society & Culture | MD10\_Pod\_15: Society & Culture |
| MD10\_Pod\_16 | Sports | MD10\_Pod\_16: Sports |
| MD10\_Pod\_17 | Technology | MD10\_Pod\_17: Technology |
| MD10\_Pod\_18 | True Crime | MD10\_Pod\_18: True Crime |
| MD10\_Pod\_19 | TV & Film | MD10\_Pod\_19: TV & Film |
| MD10\_Pod\_20 | Black Culture | MD10\_Pod\_20: Black Culture |
| MD10\_Pod\_21 | Hispanic/Latinx Culture | MD10\_Pod\_21: Hispanic Culture |
| MD10\_Pod\_22 | LGBTQIA+ | MD10\_Pod\_22: LGBTQIA+ |
| MD10\_Pod\_23 | Other (please specify): **//TEXT BOX//** | MD10\_Pod\_23: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD11\_Web

**Question type:** Grid

**Variable Name:** MD11\_Web

**Variable Text:**  How often do you visit the following types of **websites and/or apps?**

**Variable Label:** MD11\_Web: Website Consumption - Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_9 (Websites and online apps) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD11\_Web\_1 | Cooking/Food | MD11\_Web\_1: Cooking |
| MD11\_Web\_2 | Coupons/Deals/Saving Money | MD11\_Web\_2: Coupons/Deals |
| MD11\_Web\_3 | Dictionary/Translation | MD11\_Web\_3: Dictionary/Translation |
| MD11\_Web\_4 | Educational Websites, Parent–Teacher Communication Sites | MD11\_Web\_4: Educational |
| MD11\_Web\_5 | Family/Children | MD11\_Web\_5: Family/Children |
| MD11\_Web\_6 | Fashion | MD11\_Web\_6: Fashion |
| MD11\_Web\_7 | Finance/Crypto | MD11\_Web\_7: Finance/Crypto |
| MD11\_Web\_8 | Gaming/Online Games | MD11\_Web\_8: Gaming |
| MD11\_Web\_9 | Health/Medical Advice | MD11\_Web\_9: Health/Medical |
| MD11\_Web\_10 | Lifestyle/Entertainment/Gossip/Pop Culture | MD11\_Web\_10: Lifestyle |
| MD11\_Web\_11 | Memes / Shareable Content Aggregators (e.g., Buzzfeed, cheezburger.com, Distractify, Bored Panda) | MD11\_Web\_11: Memes |
| MD11\_Web\_12 | Music News/Blogs/Lyrics | MD11\_Web\_12: Music |
| MD11\_Web\_13 | Neighborhood/Community content (e.g., NextDoor) | MD11\_Web\_13: Neighborhood |
| MD11\_Web\_14 | News | MD11\_Web\_14: News |
| MD11\_Web\_15 | Online dating (e.g., Tinder, Bumble, Hinge) | MD11\_Web\_15: Online Dating |
| MD11\_Web\_16 | Outdoors/Nature | MD11\_Web\_16: Outdoors/Nature |
| MD11\_Web\_17 | Parenting | MD11\_Web\_17: Parenting |
| MD11\_Web\_18 | Sports | MD11\_Web\_18: Sports |
| MD11\_Web\_19 | Travel/Flight information | MD11\_Web\_19: Travel |
| MD11\_Web\_20 | Weather | MD11\_Web\_20: Weather |
| MD11\_Web\_21 | Web-Based Email | MD11\_Web\_21: Email |
| MD11\_Web\_22 | Black Culture | MD11\_Web\_22: Black Culture |
| MD11\_Web\_23 | Hispanic/Latinx Culture | MD11\_Web\_23: Hispanic Culture |
| MD11\_Web\_24 | Asian Culture | MD11\_Web\_24: Asian Culture |
| MD11\_Web\_25 | Pacific Islander/ Native Hawaiian Culture | MD11\_Web\_25: PI/NH Culture |
| MD11\_Web\_26 | American Indian and Alaska Native Culture | MD11\_Web\_26: AI/AN Culture |
| MD11\_Web\_27 | LGBTQIA+ content | MD11\_Web\_27: LGBTQIA+ |
| MD11\_Web\_28 | Other (please specify): **//TEXT BOX//** | MD11\_Web\_28: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |

**Item #:** MD11a\_Web

**Question type:** Grid

**Variable Name:** MD11a\_Web

**Variable Text:**  How often do you use the following **search engines?**

**Variable Label:** MD11a\_Web: Search Engine Consumption – Frequency

**// PROGRAMMING NOTE: Ask if MD1 \_9 (Websites and online apps) = 1 (Marked). Randomize grid items. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| MD11a\_Web\_1 | Google | MD11a\_Web\_1: Google |
| MD11a\_Web\_2 | Bing | MD11a\_Web\_2: Bing |
| MD11a\_Web\_3 | Yahoo | MD11a\_Web\_3: Yahoo |
| MD11a\_Web\_4 | DuckDuckGo | MD11a\_Web\_4: DuckDuckGo |
| MD11a\_Web\_5 | Other (please specify): **//TEXT BOX//** | MD11a\_Web\_5: Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Every few months |
| 3 | Every few weeks |
| 4 | 1–2 days a week |
| 5 | 3–6 days a week |
| 6 | About once a day |
| 7 | Several times a day |
| -99 | REFUSED |
| -100 | Valid Skip |