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

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? [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 skip questions.

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 survey where 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.

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.

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]

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 <u>do not</u> 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	Variable Text	Variable Label

Name		
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 <u>do not</u> 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_	Other (please specify): **//TEXT**	MD3a_Stream_18: Other

18	**BOX//**	

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
2	No (I **do not** use a premium version that allows me to
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

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_	Dance/Electronic	MD7_Radio_7:

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
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	Variable Text	Variable Label

Name		
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