



Welcome Panelist name!
Click the *next* button to begin

What is your gender?

☐ Male

☐ Female

What is your age?

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55 or older

Which of the following races/ethnicities do you most closely identify with?

☐ Caucasian/White ???

☐ African American/Black ???

☐ Hispanic/Latino ???

☐ Asian-All countries ???

☐ Pacific Islander ???

☐ Native American/American Indian ???

☐ Other

☐ Prefer not to answer

Do you, or does anyone in your household, work for any of the following types of companies? (Check all that apply)

☐ An advertising agency or advertising department ???

☐ A restaurant or café or fast food chain ???

☐ A marketing research company ???

☐ A bank or financial institution ???

☐ A school – primary, secondary, or university ???

☐ A fashion or beauty care company ???

☐ None of the above

Which of the following categories of personal care products do you currently use? (Check all that apply)

☐ Skincare

☐ Hair Care

☐ Makeup

☐ Oral Care

☐ None of the above

How much do you agree or disagree with the following statement?
"I have a daily routine or regime for maintaining the care of my SKIN."

☐ Strongly agree

☐ Agree

☐ Neither agree nor disagree

☐ Disagree

☐ Strongly disagree

On a typical day, how many different SKINCARE products do you use?

☐ 0-1

☐ 2-3

☐ 4-5

☐ 6 or more

How much do you agree or disagree with the following statement?
"I have a daily routine or regime for maintaining the care of my HAIR."

☐ Strongly agree

☐ Agree

☐ Neither agree nor disagree

☐ Disagree

☐ Strongly disagree

What products do you use in caring for your HAIR? (Check all that apply)

☐ Shampoo and conditioner ???

☐ Oil and serum ???

☐ Hair mask ???

☐ Styling product ???

☐ Other hair treatment

☐ None of the above

In a typical week, how often do you wear MAKEUP such as powder, foundation, blush, mascara, eyeshadow, lipstick, etc.?

☐ Every day

☐ 4-6 times per week

☐ 1-3 times per week

☐ Less than once per week

On a day when you wear makeup, how many different MAKEUP products do you typically use?

☐ 0-1

☐ 2-3

☐ 4-5

☐ More than 5

Where do you typically purchase your skincare, hair care, and makeup products? (Check all that apply)

☐ Ulta, Beauty Brands, Sephora ???

☐ Walgreens/CVS ???

☐ Walmart or Target ???

☐ Department store ???

☐ Brands' official websites ???

☐ Through personal sales rep (Direct selling such as Mary Kay or Avon) ???

☐ Online-only retailer (e.g. Amazon, Jet) ???

☐ Other

Based on your responses, you are eligible to participate in a BEAUTY CARE online survey. The survey will take around 15 minutes.

You will be compensated with a \$20 Amazon gift card for completing the online survey.

Would you be willing to participate in the study?
If you select "yes", you will be directed to the survey on the next page.

Note: If you see "No test available" on the next page, then enough participants have been recruited for this study.

☐ Yes

☐ No



Thanks for completing this survey!

If you are viewing this screen, you did not qualify for this particular study.

We look forward to your participation in future studies.

Finished

