



**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

Do you, or does anyone in your household, work for any of the following types of companies? (choose 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

When was the last time you participated in any type of market research study?

- ☐ Within the past month
- ☐ Within the past 2 to 3 months
- ☐ More than 3 months ago
- ☐ Never

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?

- ☐ 0-2
- ☐ 3-4
- ☐ 5 or more

How often do you typically wear makeup such as powder, foundation, blush, eyeshadow, lipstick, etc.?

- ☐ Every day
- ☐ 4-6 times per week
- ☐ 1-3 times per week
- ☐ Less than once per week

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

- ☐ 0-2
- ☐ 3-4
- ☐ 5 or more

Excluding shampoo, how many other hair care products do you typically use each day?

- ☐ 0 or 1
- ☐ 2
- ☐ 3
- ☐ 4 or more

Where do you typically purchase your skincare, hair care, or makeup products? (choose 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) ???

☐ Other

Do you have a personal computer or a laptop with a web camera and reliable internet connection?

☐ Yes

☐ No

Based on your response, 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 (it will be sent out to you via email on **June 1st, 2020**) for completing the online survey.

Would you be willing to participate in the study?

**Note:** If you see "No test available" in your 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

