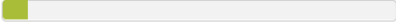


REDDIT Survey


### About This Survey

We are college students in the Saunders College of Business at RIT. This survey helps us to fulfill a project requirement for our entrepreneurship class. Even though this is a class project, we ask you to give us reliable responses.

We really appreciate your willingness to help us out by taking this survey!  
Thank you!  
*Nick, and Noah*

 6%

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\* 1. Which of the following best matches your age?



- 18-23
- 24-34
- 35-44
- 45-54
- 55-64
- 65 and over
- None of these

\* 2. **What is your gender?** 

- Female
- Male
- Other

\* 3. **Which of the following best describes your current relationship status?** 


- Single
- Married, in a civil union, or living with a significant other
- Divorced
- Widowed

\* 4. **Which best describes the presence of children in your life?** 


- No children
- At least one child, under 21, living with me
- At least one child, age 21 or older, living with me
- At least one child (none of whom live with me)

\* 5. **Which of the following are of personal interest?** *Check all that apply.* 

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Art (visual, music, theater) | <input type="checkbox"/> Games (other than video) | <input type="checkbox"/> Religion / Spirituality            |
| <input type="checkbox"/> Bikes                        | <input type="checkbox"/> Gardening                | <input type="checkbox"/> Social causes / Volunteering       |
| <input type="checkbox"/> Automotive / Vehicles        | <input type="checkbox"/> Home Decor               | <input type="checkbox"/> Social Life                        |
| <input type="checkbox"/> Entertainment                | <input type="checkbox"/> Investing                | <input type="checkbox"/> Sports (collegiate / professional) |
| <input type="checkbox"/> Fashion and clothing         | <input type="checkbox"/> News and Politics        | <input type="checkbox"/> Technology                         |
| <input type="checkbox"/> Food and cooking             | <input type="checkbox"/> Outdoor activities       | <input type="checkbox"/> Video Games                        |
| <input type="checkbox"/> Fitness                      | <input type="checkbox"/> Popular culture          |   |

\* 6. **On average, how often do you tend to purchase items online?** 

- Frequently - At least once per week (average)
- Moderately - 1-3 times per month (average)
- Rarely - 1-6 times per year (average)
- Seasonal - Usually for holidays, birthdays, etc.


\* 7. **On average, how much do you typically spend online?** 

- Under \$100 per month
- \$100 - \$249 per month
- \$250 - \$499 per month
- \$500 - \$999 per month
- \$1,000 or more per month

## \* 8. What types of things do you buy for yourself, online?


(check all that apply) 

- |  |  |
|--|--|
| <input type="checkbox"/> Art (visual & performing)             | <input type="checkbox"/> Home & Furniture                        |
| <input type="checkbox"/> Books                                 | <input type="checkbox"/> Jewelry and/or Watches                  |
| <input type="checkbox"/> Camera, Videocam, and/or related gear | <input type="checkbox"/> Shoes                                   |
| <input type="checkbox"/> CDs, DVDs, Blue-Ray movies            | <input type="checkbox"/> Sports & Outdoor activity related items |
| <input type="checkbox"/> Clothing / Fashion accessories        | <input type="checkbox"/> Tools and related gear                  |
| <input type="checkbox"/> Dining & Kitchen                      | <input type="checkbox"/> Vacations                               |
| <input type="checkbox"/> Electronics                           | <input type="checkbox"/> Video games                             |
| <input type="checkbox"/> Garden, and/or Lawn and Patio         | <input type="checkbox"/> I do not create wishLists               |

\* 9. How do you typically watch your favorite shows and movies? (check all that apply) 

- TV (as it airs)
- TV (from a recording)
- Streaming media on TV or computer/tablet
- Streaming media on your mobile device
- Rented or purchased DVDs

Other (please specify)

\* 10. To which of the following do you subscribe / have a membership? (check all that apply) 

- |                                       |                                   |  |
|---------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Amazon Prime | <input type="checkbox"/> Hulu     | <input type="checkbox"/> YouTube       |
| <input type="checkbox"/> Apple TV     | <input type="checkbox"/> Netflix  | <input type="checkbox"/> NONE of these |
| <input type="checkbox"/> HBO Now      | <input type="checkbox"/> Showtime |  |

11. Do you, or someone in your household, subscribe to Netflix? 

- Yes
- No

\* 12. What are your 3 favorite genres on Netflix? (check all that apply) 

- |   |   |                                    |
|---|---|------------------------------------|
| <input type="checkbox"/> Action & Adventure | <input type="checkbox"/> Drama            | <input type="checkbox"/> TV series |
| <input type="checkbox"/> Children & Family  | <input type="checkbox"/> Foreign          | <input type="checkbox"/> Thrillers |
| <input type="checkbox"/> Comedy             | <input type="checkbox"/> Horror           |                                    |
| <input type="checkbox"/> Documentary        | <input type="checkbox"/> Sci-Fi & Fantasy |                                    |

\* 13. Do you browse YouTube during your free time? 

Yes

No

\* 14.

**Which of the following are your favorite content categories on YouTube?**

*(check all that apply)*



- Automotive
- Beauty & Fashion
- Comedy
- Cooking & Health
- Film & Entertainment
- Fitness
- Gaming
- Music
- News & Politics
- Paid Channels
- Religion & Spirituality
- Science & Education
- Sports
- Technology
- N/A - I don't watch enough YouTube to answer this

\* 15. **Please tell us the names of your 3 favorite TV series?** 

#1 Favorite TV series

#2 Favorite TV series


#3 Favorite TV series

\* 16. **Please tell us the names of your 3 favorite movies?** 


#1 Favorite movie

#2 Favorite movie


#3 Favorite movie

\* 17. **To what extent do you dress like CHARACTERS of your favorite TV series/movie?** 

I ignore what my character wears - it's not for me	I rarely notice/care what my characters wear	Sometimes I want an item my favorite character would wear	I look for items like my favorite character wears	I usually dress like favorite character
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


\* 18. **If it were easy, how likely are you to purchase clothing/items appearing in your favorite TV shows/movies?** 

Not at all interested	Occasionally buy	Definitely buy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 19. Which range best describes your 2015 pre-tax household income? 




- Under \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$499,999
- \$500,000 or above

\* 20. We may be doing more research. If you would be willing to help us in the future, would you please share your email address? 

\* 21. Thank you for your willingness to help us in the future. 

First Name	<input type="text" value="jjj"/>
Last Initial	<input type="text" value="kk"/>
ZIP/Postal Code	<input type="text" value="21190"/>
Email Address	<input type="text" value="someone@somewhere.com"/>

**THANK YOU** so much for hanging in here. We really appreciate that you took the time to help us!

Christian, Nick, and Noah 

ALSO - End of Survey page (for those who terminated due to responses (couldn't find the page)