

## MAY SNAPS

**PANEL: 2,000 AMERICANS**

**SPLIT: Age, gender, region, astrology sign (SQ1)**

**D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]**

1. Male CONTINUE
2. Female CONTINUE
3. Non-Binary TERMINATE
4. Other TERMINATE
5. Prefer not to say TERMINATE

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

**QSEX. HIDDEN GENDER RECODE**

1. Male (QUOTA 1000)
2. Female (QUOTA 1000)

If D1=1, QSEX=Male

If D1=2, QSEX=Female

**D2. What is your age in years?**

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

**D2a. Please select the year in which you were born.**

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

**QAGE: HIDDEN AGE RECODE BY GENERATION**

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1926-1945, QAGE=Silent Generation

**D3. Which state do you live in?**

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

**QRGN5: HIDDEN REGION RECODE**

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

SQ1. What is your astrological sign? [select one]

6. **Aries:** March 21 - April 19

7. **Taurus:** April 20 - May 20
8. **Gemini:** May 21 - June 20
9. **Cancer:** June 21 - July 22
10. **Leo:** July 23 - August 22
11. **Virgo:** August 23 - September 22
12. **Libra:** September 23 - October 22
13. **Scorpio:** October 23 - November 21
14. **Sagittarius:** November 22 - December 21
15. **Capricorn:** December 22 - January 19
16. **Aquarius:** January 20 - February 18
17. **Pisces:** February 19 - March 20

**1. Which of the below most accurately describes how seriously you take your birthday? [select one]**

- Extremely seriously
- Somewhat seriously
- Not very seriously
- Not seriously at all

**2. How often do you throw a party/get-together for your birthday? [select one]**

- Every year
- Every few years
- Milestone birthdays only (e.g. 40, 50, etc.)
- Never

**3. Which of the below is your ideal type of birthday party? [select one]**

- A huge bash at a public place with 15-20+ guests (bar, karaoke, dinner, etc.)
- A smaller, intimate gathering at my home
- I just like to celebrate privately with my partner with a nice dinner out or something similar
- I don't like to celebrate my birthday

4. **[HIDE IF Q3 = I DON'T LIKE TO CELEBRATE]** How much do you agree or disagree with the following statement? "If somebody doesn't come to my birthday party, I tend to hold a grudge against them." [select one]

Strongly agree  
Somewhat agree  
Neither agree nor disagree  
Somewhat disagree  
Strongly disagree

5. **[HIDE IF Q3 = I DON'T LIKE TO CELEBRATE]** How much do you agree or disagree with the following statement? "If I go to somebody else's birthday party, I expect them to come to mine." [select one]

Strongly agree  
Somewhat agree  
Neither agree nor disagree  
Somewhat disagree  
Strongly disagree

6. **[HIDE IF Q3 = I DON'T LIKE TO CELEBRATE]** How much do you agree or disagree with the following statement? "I expect people to pay for my meal and drinks at my birthday party." [select one]

Strongly agree  
Somewhat agree  
Neither agree nor disagree  
Somewhat disagree  
Strongly disagree

7. **What age, if any, is officially "too old" to throw yourself a birthday party? [select one]**

Before 20 years old  
20 - 25  
26 - 30  
31-35  
36-40  
41-45  
46-50  
51-55  
56-60  
61 or older  
You're never too old

**8. Which of the below best describes how you feel about your first name? [select one]**

I love it

I'm indifferent to it

I don't like it

**9. Do you actively want to change your first name? [select one]**

Yes

No

**10. [SHOW IF Q9 = YES]What would you want to change your first name to?**

FREE TEXT RESPONSE

Not sure/Prefer not to say

**11. Did you ever go by a different name (middle name, nickname, etc.) at any point in your life because you didn't like your first name? [select one]**

Yes- I did

Yes- I still do

No- I never have

**12. Do you have Memorial Day off from work? [select one]**

Yes

No

I don't work/I am retired

**13. Which of the below is the correct definition of Memorial Day? [select one]**  
**RANDOMIZE. ANCHOR LAST 1**

A holiday honoring military personnel who died in service to their country.

A holiday honoring all military veterans, both living and deceased

A holiday commemorating the Founding Fathers and their role in American independence.

A remembrance day for all public servants who lost their lives while working.

A tribute day to honor past presidents who served in the military.

None of the above

**14. Have you ever named a car you owned/drove or a car you were a passenger in regularly? [select one]**

Yes

No

**15. [SHOW IF Q14 = YES]What did you name/nickname the car? (Please pick the quirkiest/most interesting name if there multiple)**

Free text

Prefer not to say

**16. [SHOW IF Q14 = YES] Which of the below best describes the inspiration behind your car's name? [select one] RANDOMINZE. ANCHOR LAST 2**

Its color

Its personality or quirks

A famous character/celebrity

A pun or joke

My child/partner named it

It just came to me

I don't remember

None of the above

**17. Do you think cars have feelings? [select one]**

Yes

No

I'm not sure

**18. Which of the below do you consider to be among the most annoying passenger habits? [Select all that apply] RANDOMIZE. ANCHOR LAST 1**

Backseat driving

Changing the music without asking

Leaving trash behind

Slamming the door too hard

Holding onto a handle as if nervous

Eating messy or smelly food

Sucking air through their teeth

Putting feet on the dashboard

Constantly asking "Are we there yet?"

Fiddling with the AC or window controls

Talking loudly on the phone

Giving unwanted directions  
Talking over the GPS  
Fiddling with the GPS  
Reclining the seat too far back  
Hogging the armrest  
Complaining about your driving  
Not offering gas money  
Bringing a pet without warning  
Being late for pickup  
Falling asleep and snoring  
Wanting to make unnecessary pit stops  
Yelling "brake!" when you're already slowing down  
Saying "you're a little close to the curb"  
Telling you "you could've made that light"  
Pointing out the speed limit constantly  
Critiquing your parallel parking  
Saying "I would've taken the other route"  
Telling you you're riding the brakes too hard  
Saying "watch out!" even when nothing is wrong  
None of these [EXCLUSIVE]

**19. As a driver or another passenger in the car, how often can you get by with another passenger doing something annoying before you have to say anything(In minutes)? [select one]**

- 1-3
- 4-7
- 8-10
- 11-15
- 16-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60 [1 hour]
- 61-70
- 71-80
- 81-90
- 91-100
- 101-110
- 111-120 [2 hours]

121 or more  
I'll never say anything

**20.** On your last major car journey that lasted over an hour (road trip/long drive), how many disagreements or arguments occurred (Please include anything from disagreements between kids to passenger/driver comments etc.)? [select one]

0  
1-2  
3-4  
5-6  
7-8  
9-10  
11 or more  
I don't remember

**21.** How strongly do you agree with the following statements? [select one grid]

**GRID:**

I feel like I am increasingly forced to tip/ tip higher than I would normally  
I feel I'm put on the spot or made to feel guilty about tipping when making a purchase in store  
I resent tipping when I've not encountered a human

**GRID BY:**

**Strongly agree**  
**Somewhat agree**  
**Neither agree nor disagree**  
**Somewhat disagree**  
**Strongly disagree**

**22.** How often, if ever, do you tip or tip higher than you'd like because you feel pressured or guilty? [select one]

Always  
Often  
Sometimes  
Rarely  
Never

**23.** [SHOW IF Q22 = ALWAYS, OFTEN OR SOMETIMES] In the last month, how many times do you estimate you tipped or tipped more than you'd like to? [select one]

0

- 1-4
- 5-9
- 10-14
- 15-19
- 20-24
- 25-29
- 30 or more
- I don't remember

**24. [SHOW IF Q22 = ALWAYS, OFTEN OR SOMETIMES] In the last month in total, how much extra money do you estimate you've spent tipping more than you felt was reasonable? [select one]**

- \$0
- \$1- \$10
- \$11- \$20
- \$21- \$30
- \$31- \$40
- \$41- \$50
- \$51- \$75
- \$76- \$100
- \$101- \$125
- \$126- \$150
- \$151- \$175
- \$176- \$200
- \$201 or more
- Not sure/Prefer not to say

**Which of the below have you experienced in the last month? [select all that apply]**

- I've noticed the tipping options on tablets/digital payment devices have moved higher
- I've felt put on the spot/taken advantage of as a customer in relation to tipping
- I've been asked to tip for something I wouldn't normally have considered tipping for
- None of the above [EXCLUSIVE]

**25. How has the current cost of living impacted your willingness to tip in 2025? [select one]**

- Greatly reduced it
- Somewhat reduced it
- Neither reduced nor increased it
- Somewhat increased it
- Greatly increased it

**26. Which are true of your tipping habits in 2025? (select one)**

I tip less now across the board

I tip more now to support workers

I've stopped tipping in scenarios I would have tipped last year

None of the above

**27. Which of the following best reflects how you feel about tipping in 2025? [select one]**

I'm tipping more but not happily

I'm tipping less and feel guilty

I've stopped tipping in many cases and feel justified

I tip as usual and don't think much about it

I only tip for exceptional service now

None of the above

**28. How much do you agree or disagree with the following statements?[select one grid]**

GRID:

Tipping has become a way for companies to avoid paying fair wages

Businesses should pay employees more rather than relying on tips

If businesses raise prices, they should remove tipping prompts

I feel conflicted about tipping because I want to support workers but can't always afford