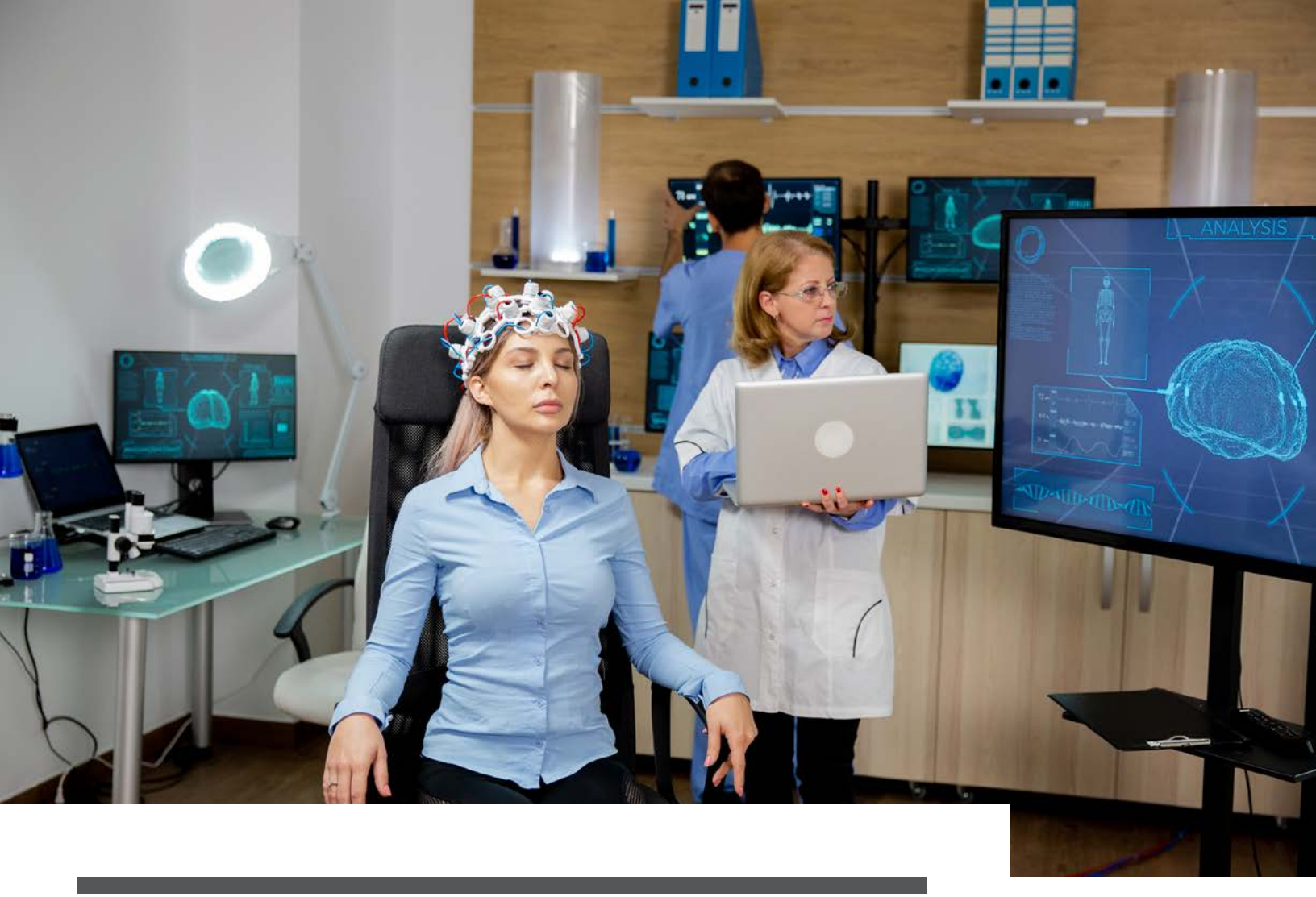
Burning Questions Research Report

SURVEY CONDUCTED NOVEMBER 2020

Simply Strategy
Insights Articulated



Objectives & methodology

We set out to ask the questions no one else is asking. Why? Because we have the tools and the expertise to research just about anything. Also because we do not publish proprietary results and insights that we surface for our clients.

THE GOAL // To leverage primary quantitative and qualitative research in order to illustrate what partnering with Simply Strategy could look like.

Our anonymous online survey was deployed through Simply Strategy social media channels and among personal contacts/networks on Facebook, Twitter and LinkedIn.

Objectives & methodology cont.

262n
responses

79%
completion rate (207n)

78% female
21% male
1% non-binary/
non-conforming

gender

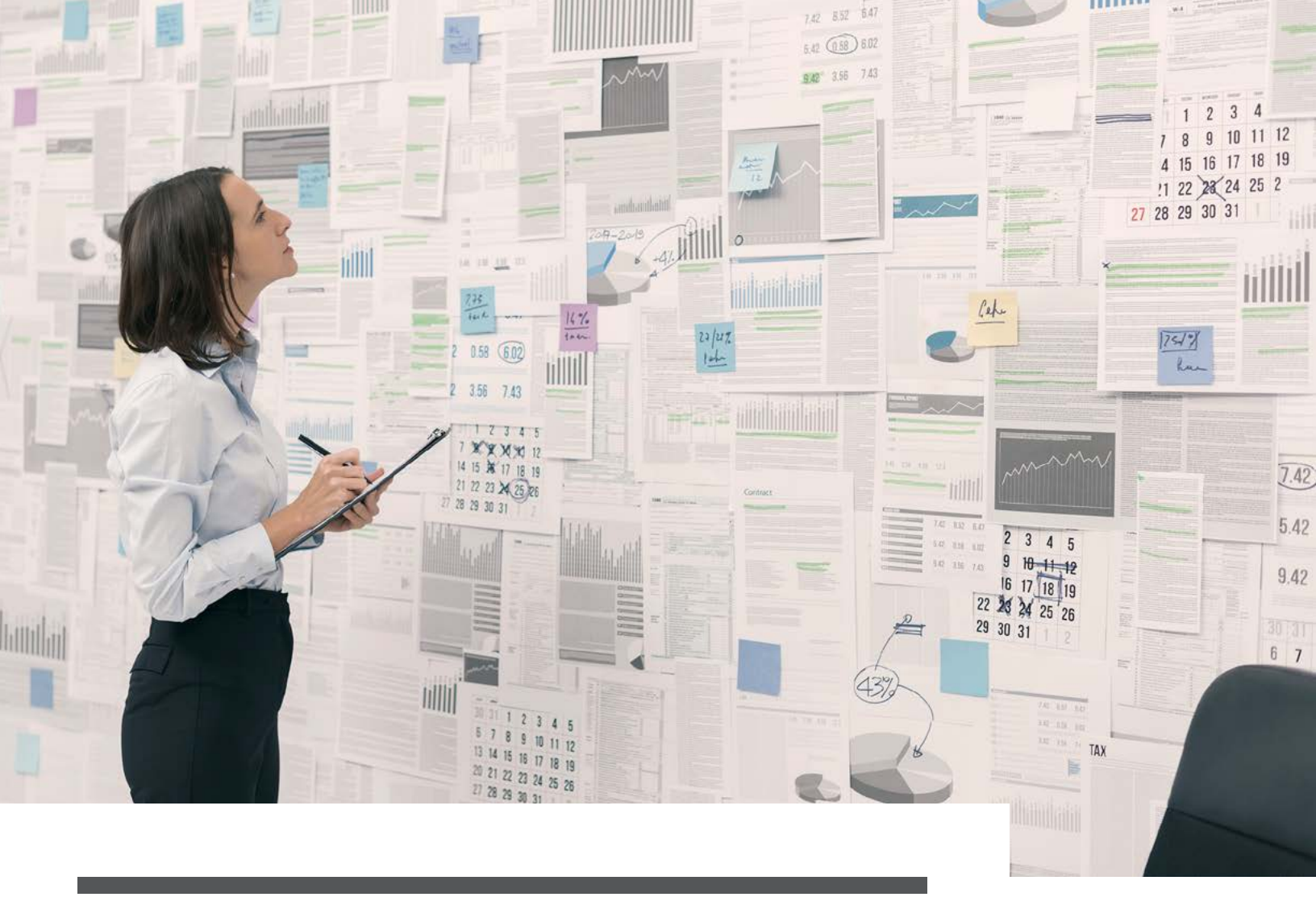
2.9% Other
18.8% Green
31.4% Brown
27.1% Blue
2.9% Gray
16.9% Hazel

eye color

2% <18 years old
4% 18-24
16% 45-54
8% 55-64
6% 65-74

age

All respondents demonstrated above average senses of humor, regardless of factors like eye color.



Key findings

Our questions were far-fetched. The responses were both thoughtful and thought-provoking.

We were able to see clear patterns among all 262 respondents and dive into other factors like age and gender. In the end, we learned that there's no question that doesn't lead to more questions.

And idiosyncrasies often lead to insights.

“This or that” questions brought out strong preferences and interesting demographic divisions.

Men clearly favored Dr. Evil (66%) to win an argument over Dr. Phil (34%). All respondents 55+, however, chose Dr. Phil by the same margin.[1]

Despite the lack of folding, more than two thirds of respondents 55+ said doing dishes was worse than laundry.[2]

88% chose flip flops over crocs. Those who selected crocs are currently being detained for further questioning.[3]

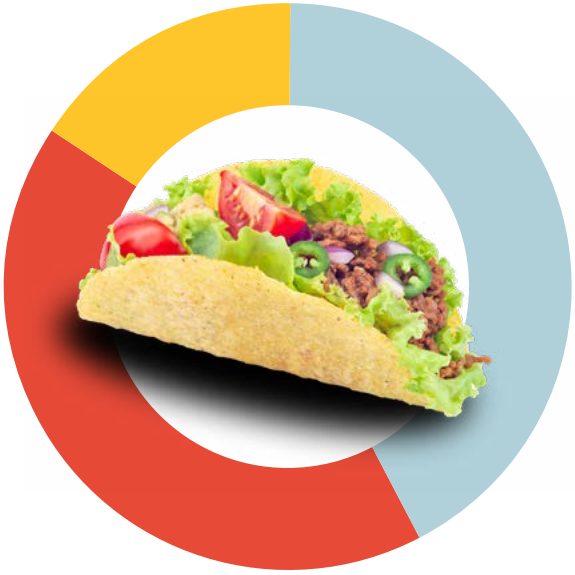
74% would prefer a magic carpet over a jetpack, however, male respondents were split 50/50 on this burning question.[4]

1. Who wins in an argument? Dr. Phil or Dr. Evil 2. What’s worse? Laundry or dishes 3. What’s your summer sandal choice? Flip flops or crocs 4. Which mode of transportation would you pick? Jetpack or magic carpet

The great taco debate[1]

You might think there are only two answers to which way you turn your head when eating a taco. You, like us, would be mistaken.

42% left
42% right
16% were non-conformists



This left us with more questions than answers. So, we dug deeper to learn more about other options.

"I feel like I turn the taco and accept that there will be a mess. I also prefer the taco boats you can get now at the store which eliminates the need to turn."

—

RESPONDENT 0037

"No, the taco is turned at an optimal angle to avoid taco fillings falling out with minimal head movement."

—

RESPONDENT 0225

"I don't eat tacos."

—

RESPONDENT 0219

"It depends if I've been swimming and which ear has water in it."

—

RESPONDENT 1003

"Yes, to the right. Hadn't thought about it until this question."

—

RESPONDENT 0007

"No, I keep eating. My only head movement is my mouth biting and chewing. I turn the taco, not my head."

—

RESPONDENT 0913

"No, I make burning eye contact with anyone with the audacity to stare at me deep throating a Cheesy Gordita Crunch."

—

RESPONDENT 1019

1. Do you turn your head when eating a taco? If yes, what direction?

Now we can't NOT think about how we approach one of our favorite foods.

Additional culinary insight: When respondents were queried as to whether they would rather never eat the same thing twice or eat the same thing every day[1], we saw:

67%

would never eat the same thing twice

(Under age 35, the percentage jumped to 75%.)

33%

would eat the same thing every day

(Between 45 and 54, they were split 50/50.)

Follow up opportunity: This could indicate that the desire for variety declines with age. Further qualitative research would help us determine other potential causes for this correlation and illuminate further demographic understanding.

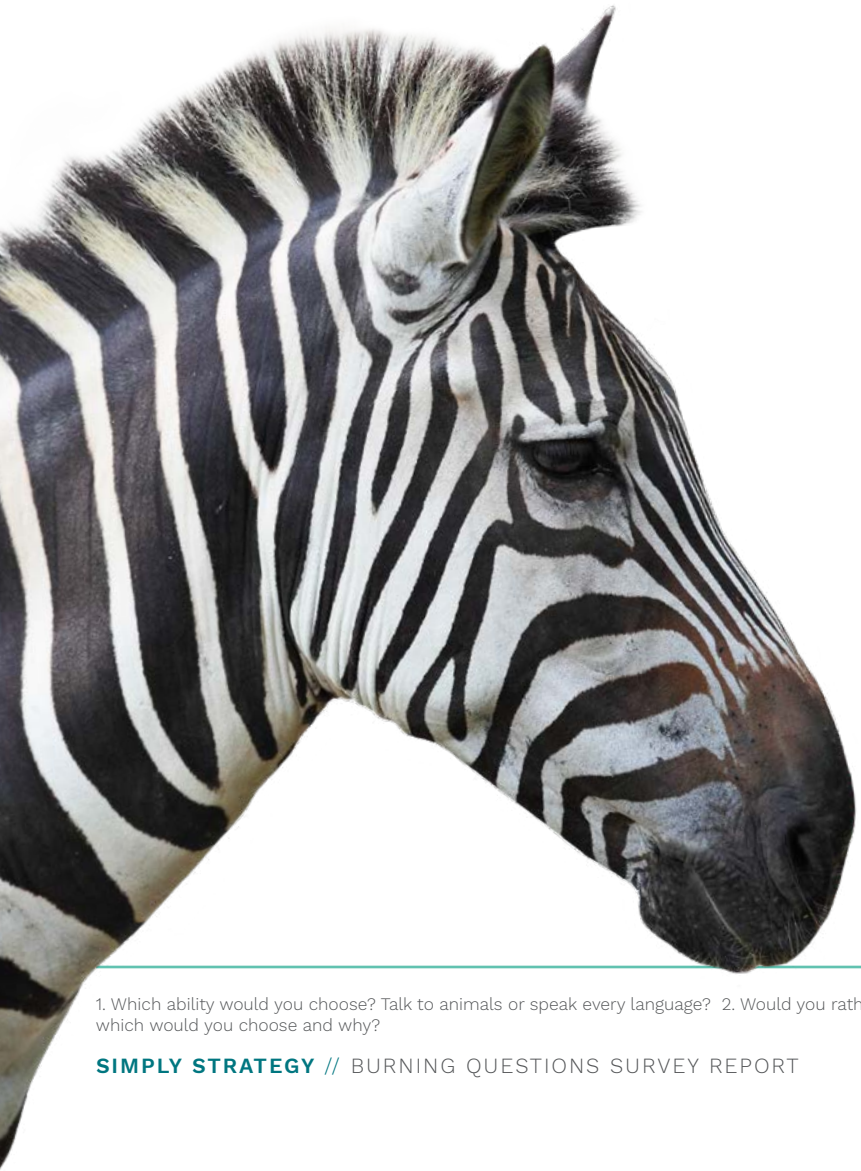
1. Would you rather eat the same thing every day or never eat the same thing twice?

We investigated animal inclinations.

59% of our sample would rather speak every language than converse with animals. However, older respondents were more likely to want to speak to animals. We assume this is because they've spoken to more people.[1]

90% said they'd rather have rainbow hair than zebra skin. Among males, though, 30% were cool with zebra skin.[2]

We wanted to know which animals should switch sounds. And we found most sought the amusement of large animals making squeaky sounds while others were concerned about potential impact to habitats.[3]



"Do babies count as animals? Because babies gross me out, but I think they'd be tolerable if they made porcupine noises. Have you HEARD porcupine noises? They're adorable."

—

RESPONDENT 0042

"Cat and zebra. Cuz funny!"

—

RESPONDENT 0230

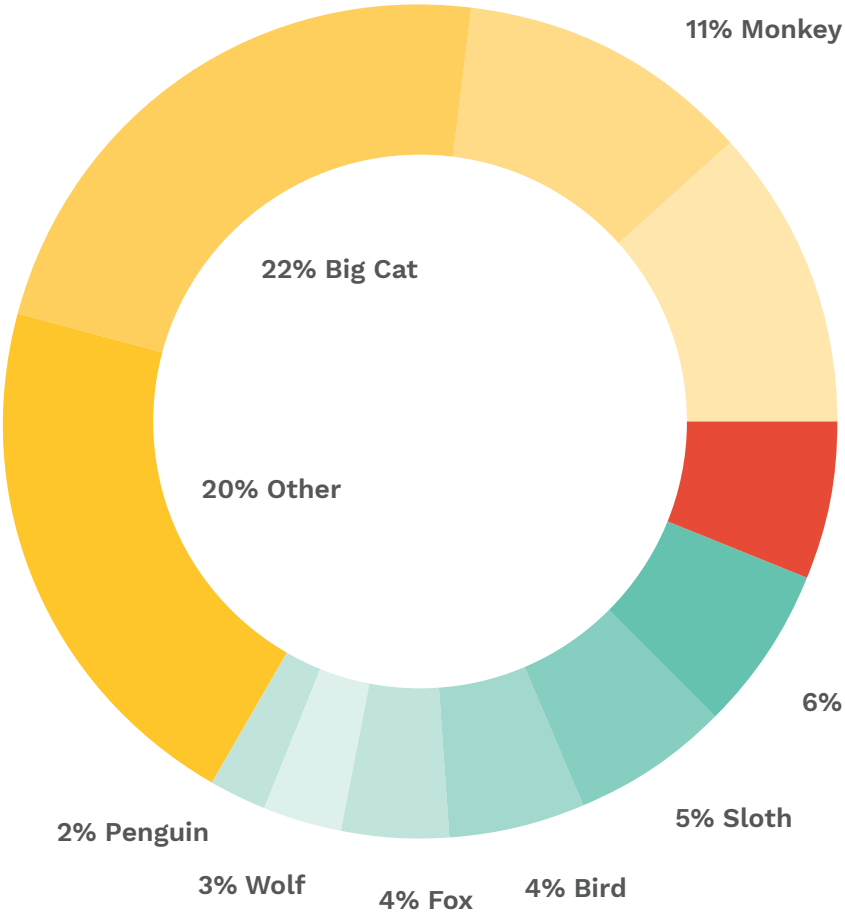
"T-Rex and rooster. Because do we *really* know what a T-Rex sounded like? Isn't it just a best guess?"

—

RESPONDENT 1024

1. Which ability would you choose? Talk to animals or speak every language? 2. Would you rather have rainbow hair or zebra striped skin? 3. If two animals could switch sounds, which would you choose and why?

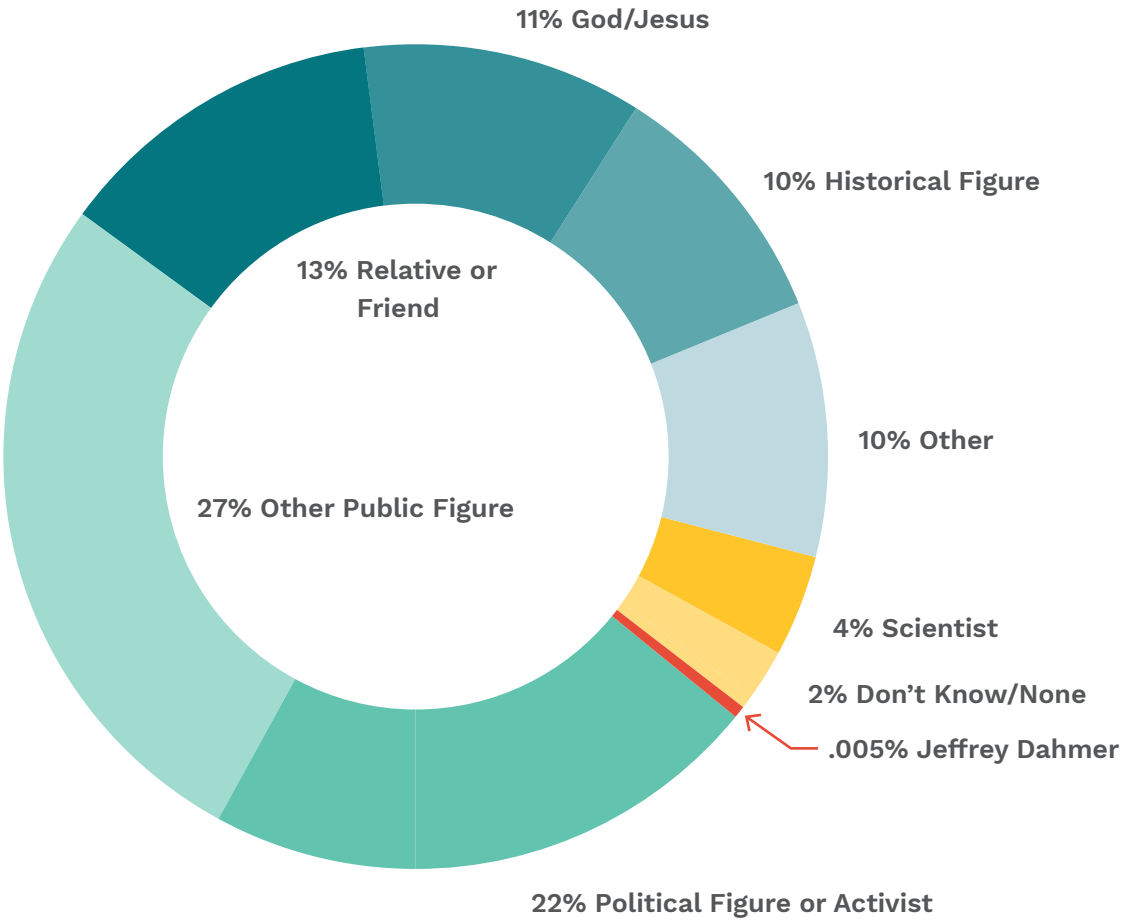
We looked closer into respondents who would bring a raccoon into their homes. Then, we slowly backed away.[1]



22% concurred with Mike Tyson in wanting to own a big cat.

1. What wild animal would you choose to have as a house pet and why?

We invited respondents to meet dead people. Or live people. They got to choose.[1]



1. If you could follow one person for the day, living or dead, who would it be and why?

Implications & opportunities

From this study, we were able to get a glimpse into how our friends and colleagues think. We were also able to share some of our perspective with you. From here, we hope you see opportunity to further identify idiosyncrasies and insights into your audience.

Please feel free to reach out directly to Dorothy Carlin, Principal, for all of your custom human experience, market research, and evaluation needs.

dcarlin@simplystrategy.net

More about Simply Strategy

In case this faux report didn't ply you with enough confidence to hand us your next research project, please allow us to tell you more.

Simply Strategy is a multi-disciplinary team of creative-minded anthropologists, business analysts and strategists. We think in the treetops, and we toil in the weeds. We dig for impactful insights that can shift perspectives and shape organizations. Most importantly, we never stop listening.

Our capabilities include:

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