



It is a positive step that will help others in similar situations.	55%	53%	57%	56%	53%	56%	58%	55%	57%	53%	43%	64%	43%	55%	53%	68%	53%	62%	55%	55%	50%	62%
It will have no effect on others in similar situations.	20%	20%	22%	22%	31%	fg	18%	14%	17%	22%	28%	19%	9%	15%	22%	34%	pq	17%	17%	18%	20%	25%
It is a negative step that will hurt others in similar situations.	10%	12%	7%	6%	10%		10%	11%	13%	d	7%	14%	19%	4%	5%	3%	13%	10%	8%	12%	11%	6%
Not at all sure	14%	15%	14%	17%	E	7%	15%	e	17%	E	15%	e	15%	6%	19%	J	17%	25%	J	19%	8%	12%

\* Table Base: WATCHED PART OF ALL OF THE OPRAH-SUSSEX INTERVIEW



It is a positive step that will help others in similar situations.	377	163	204	115	66	50	73	73	59	36	18	35	21	56	30	32	38	53	74	139	67	97
It will have no effect on others in similar situations.	139	62	77	45	39	16	17	23	23	19	8	5	7	22	20	8	12	16	23	51	27	39
It is a negative step that will hurt others in similar situations.	65	38	27	11	12	9	14	17	7	9	8	5	9	4	3	1	9	9	11	30	14	9
Not at all sure	98	48	50	35	9	13	22	20	15	4	8	9	12	19	5	5	13	8	25	34	26	13

\* Table Base: WATCHED PART OF ALL OF THE OPRAH-SUSSEX INTERVIEW



	Total (A)	Household Income				Education				Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity							
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)						
Total	N=676	N=157	N=126	N=96	N=371	N=188	N=224	N=151	N=400	N=278	N=402	N=225	N=254	N=454	N=510	N=144	N=335	N=340	N=338	N=95	N=99						
Total (Unweighted)	N=656	N=194	N=125	N=91	N=204	N=164	N=176	N=177	N=406	N=250	N=281	N=375	N=254	N=402	N=481	N=154	N=355	N=301	N=468	N=76	N=54						
It is a positive step that will help others in similar situations.	55%	49%	59%	67%	B	56%	40%	54%	f	66%	Fg	59%	51%	59%	53%	59%	54%	57%	56%	59%	52%	56%	50%	60%			
It will have no effect on others in similar situations.	20%	25%	19%	14%	22%	22%	24%	19%	21%	19%	23%	19%	23%	19%	22%	15%	19%	22%	21%	28%	28%	17%	17%				
It is a negative step that will hurt others in similar situations.	10%	8%	10%	10%	12%	8%	11%	9%	9%	10%	7%	12%	k	9%	10%	9%	12%	7%	7%	10%	6%	10%	10%	10%			
Not at all sure	14%	19%	e	12%	9%	10%	29%	GH	11%	5%	11%	20%	I	12%	16%	9%	17%	M	11%	20%	O	11%	18%	Q	14%	16%	13%

\* Table Base: WATCHED PART OF ALL OF THE OPRAH-SUSSEX INTERVIEW



	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
<b>Total</b>	679	157	106	96	211	185	224	151	400	275	277	402	225	454	510	164	339	340	398	99	99
<b>Total (Unweighted)</b>	656	194	125	91	204	164	176	177	406	250	281	375	254	402	481	154	355	301	468	76	54
It is a positive step that will help others in similar situations.	377	77	62	64	151	76	121	100	235	142	162	215	133	244	292	80	199	177	221	50	59
It will have no effect on others in similar situations.	139	39	21	13	60	42	54	29	85	54	64	75	52	87	113	21	63	76	84	28	16
It is a negative step that will hurt others in similar situations.	65	12	10	10	32	15	25	14	37	28	18	46	19	46	50	13	40	25	39	6	10
Not at all sure	98	29	13	9	28	55	25	8	43	55	32	66	20	78	55	29	36	62	54	16	13

\* Table Base: WATCHED PART OF ALL OF THE OPRAH-SUSSEX INTERVIEW



Sussex Endorsements

QS1Q1: Before taking this survey, how familiar were you with the brand Archewell?

			How much of the Oprah-Sussex interview have you watched?	
	Total (A)	None of it (B)	Watched part or all of the interview (C)	
<b>Total</b>	N=1031	N=338	N=679	
<b>Total (Unweighted)</b>	N=1031	N=356	N=656	
<b>Aware of the brand Archewell (Net)</b>	37%	14%	49%	B
Very familiar	10%	2%	15%	B
Somewhat familiar	11%	3%	16%	B
Not very familiar	15%	9%	19%	B
Not at all familiar - I had never heard of the brand before	63%	86%	C	51%
* Table Base:	U.S. RESPONDENTS	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE	

QS1Q2: How much of Oprah's interview with Prince Harry and Meghan Markle (aka, the Duke and Duchess of Sussex), which originally aired on Sunday, March 7, 2021, have you seen?

			How much of the Oprah-Sussex interview have you watched?	
	Total (A)	None of it (B)	Watched part or all of the interview (C)	
<b>Total</b>	N=1031	N=338	N=679	
<b>Total (Unweighted)</b>	N=1031	N=356	N=656	
<b>Seen part or all of the interview (Net)</b>	66%	0%	100%	B
All of it	19%	0%	29%	B
More than half	7%	0%	10%	B
About half	8%	0%	12%	B
Less than half but more than just the highlights	5%	0%	7%	B
I've only seen the highlights	27%	0%	42%	B
None of it	33%	100%	C	0%
N/A - I don't know who Prince Harry and Meghan Markle are	1%	0%	0%	
* Table Base:	U.S. RESPONDENTS	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE	

QS1Q3: In general, how much more or less likely are you to purchase a product or service if the following people endorse it?

Meghan Markle endorses it

			How much of the Oprah-Sussex interview have you watched?	
	Total (A)	None of it (B)	Watched part or all of the interview (C)	
<b>Total</b>	N=1017	N=338	N=679	
<b>Total (Unweighted)</b>	N=1012	N=356	N=656	
<b>More likely (Net)</b>	23%	7%	32%	B
Much more likely	9%	2%	13%	B
Somewhat more likely	14%	5%	19%	B
Neither more nor less likely	54%	66%	C	48%
<b>Less likely (Net)</b>	23%	27%	c	21%
Somewhat less likely	7%	3%	9%	B
Much less likely	16%	24%	C	12%
* Table Base:	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE			

Prince Harry endorses it

			How much of the Oprah-Sussex interview have you watched?	
	Total (A)	None of it (B)	Watched part or all of the interview (C)	
<b>Total</b>	N=1017	N=338	N=679	
<b>Total (Unweighted)</b>	N=1012	N=356	N=656	
<b>More likely (Net)</b>	21%	7%	28%	B
Much more likely	8%	1%	12%	B
Somewhat more likely	13%	6%	16%	B
Neither more nor less likely	56%	66%	C	51%

**Sussex Endorsements**

**QS1Q1: Before taking this survey, how familiar were you with the brand Archewell?**

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched? Watched part or all of the interview (C)
<b>Total</b>	1,031	338	679
<b>Total (Unweighted)</b>	1,031	356	656
<b>Aware of the brand Archewell (Net)</b>	382	47	331
Very familiar	107	7	99
Somewhat familiar	117	10	106
Not very familiar	158	31	126
Not at all familiar - I had never heard of the brand before	649	291	348
<b>* Table Base:</b>	U.S. RESPONDENTS	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE

**QS1Q2: How much of Oprah's interview with Prince Harry and Meghan Markle (aka, the Duke and Duchess of Sussex), which originally aired on Sunday, March 7, 2021, have you seen?**

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched? Watched part or all of the interview (C)
<b>Total</b>	1,031	338	679
<b>Total (Unweighted)</b>	1,031	356	656
<b>Seen part or all of the interview (Net)</b>	679	0	679
All of it	197	0	197
More than half	69	0	69
About half	79	0	79
Less than half but more than just the highlights	50	0	50
I've only seen the highlights	283	0	283
None of it	338	338	0
N/A - I don't know who Prince Harry and Meghan Markle are	14	0	0
<b>* Table Base:</b>	U.S. RESPONDENTS	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE

**QS1Q3: In general, how much more or less likely are you to purchase a product or service if the following people endorse it?**

**Meghan Markle endorses it**

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched? Watched part or all of the interview (C)
<b>Total</b>	1,017	338	679
<b>Total (Unweighted)</b>	1,012	356	656
<b>More likely (Net)</b>	237	23	214
Much more likely	94	5	88
Somewhat more likely	143	18	126
Neither more nor less likely	549	224	325
<b>Less likely (Net)</b>	230	90	140
Somewhat less likely	72	11	62
Much less likely	158	80	78
<b>* Table Base:</b>	KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE		

**Prince Harry endorses it**

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched? Watched part or all of the interview (C)
<b>Total</b>	1,017	338	679
<b>Total (Unweighted)</b>	1,012	356	656

<b>More likely (Net)</b>	214	24	190
Much more likely	82	3	78
Somewhat more likely	133	21	112
Neither more nor less likely	573	223	349
<b>Less likely (Net)</b>	230	91	139
Somewhat less likely	97	16	81
Much less likely	133	75	58

\* Table Base: KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE  
**Both Meghan Markle and Prince Harry endorse it**

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched? Watched part or all of the interview (C)
<b>Total</b>	1,017	338	679
<b>Total (Unweighted)</b>	1,012	356	656
<b>More likely (Net)</b>	248	26	221
Much more likely	109	7	103
Somewhat more likely	138	19	119
Neither more nor less likely	552	216	336
<b>Less likely (Net)</b>	217	95	121
Somewhat less likely	87	22	65
Much less likely	130	74	56

\* Table Base: KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE

**QS1Q4: From which of the following product categories would you be most likely to purchase a product/service if it were endorsed by Meghan Markle and/or Prince Harry? Please select all that apply.**

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched? Watched part or all of the interview (C)
<b>Total</b>	297	32	* 265
<b>Total (Unweighted)</b>	321	39	* 282
Apparel (e.g., clothing, shoes, jewelry)	170	15	155
Entertainment and streaming services subscriptions (e.g., Netflix, Spotify, Paramount+)	159	15	144
Luxury goods (e.g., high-end perfume, cars, or food)	156	13	143
Electronics (e.g., TV, computer, headphones)	140	14	126
Books	136	13	123
Home furnishings (e.g., furniture, rugs, home décor)	135	9	126
Pre-packaged food or beverages (e.g., snack foods, beer, baby food, cereal)	116	11	104
Children's toys	113	10	103
Other	6	2	4
<b>Count</b>	3.81	3.14	3.89

\* Table Base: MORE LIKELY TO BUY A PRODUCT IF ENDORSED BY EITHER MEGHAN MARKLE AND/OR PRINCE HARRY

**QS1Q8: If you learned Prince Harry and Meghan Markle produced a streaming program or series, would you be more or less likely to watch or listen to it?**

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched? Watched part or all of the interview (C)
<b>Total</b>	1,017	338	679
<b>Total (Unweighted)</b>	1,012	356	656
More likely	277	25	253
Neither more nor less likely	406	141	266
Less likely	173	77	96

N/A - I do not watch or listen to streaming programs o 160

95

65

\* Table Base:

KNOW WHO PRINCE HARRY AND MEGHAN MARKLE ARE

QS1Q9: Which of the following best describes how you feel about the potential impact Prince Harry's and Meghan Markle's disclosures about their mental health concerns during their interview with Oprah will have on others in similar situations?

	Total (A)	None of it (B)	How much of the Oprah-Sussex interview have you watched?	Watched part or all of the interview (C)
<b>Total</b>	679	0	**	679
<b>Total (Unweighted)</b>	656	0	**	656
It is a positive step that will help others in similar situations.	377	0		377
It will have no effect on others in similar situations.	139	0		139
It is a negative step that will hurt others in similar situations.	65	0		65
Not at all sure	98	0		98

\* Table Base:

WATCHED PART OF ALL OF THE OPRAH-SUSSEX INTERVIEW