

# The big answers: Retail Daily quiz

Article

Get the correct answers to our Big Question quiz in the EMARKETER Retail Daily newsletter. From supply chain to shopping apps and retail advertising, we deliver daily insights on ecommerce, marketing, and customer experience. Not a subscriber? [Sign up here](#) and get our quizzes sent directly to your inbox to see if you can pick a winner.

**JUNE 4, 2025**

Annie's "Now Cheesier!" mac and cheese replaces milk with what?

**A) Oat milk B) Butter C) Corn starch D) Water**

The new recipe features corn starch as a thickening agent, and consumers are upset about the switch.

**JUNE 3, 2025**

David's Bridal is opening shop-in-shops offering what?

**A) Tuxedos and suits B) Flower arrangements C) Skincare D) Stationary and invitations**

David's Bridal is partnering with Generation Tux to offer tuxedo and suit rentals within its stores.

**JUNE 2, 2025**

True or false? More than half of US consumers consider wellness an important priority.

**True;** 84% of US customers consider wellness a top or important priority, per McKinsey.

**MAY 30, 2025**

What percentage of consumers worldwide believe brands have reduced pack sizes but maintained or increased their prices, according to a February EY survey?

**A) 42% B) 63% C) 71% D) 78%**

78% of consumers have noticed this change, and 55% say they only buy branded products on promotion, per the survey.

**MAY 29, 2025**

Over three-fourths of businesses believe which social platform is best at driving search engagement, according to an Adobe survey?

**A) TikTok B) LinkedIn C) X (formerly Twitter) D) Pinterest**

80% of businesses believe Pinterest outperforms other search platforms in driving engagement, and 39% of consumers use Pinterest as a search engine, according to the March

2025 study.

## **MAY 28, 2025**

Which drink did Coca-Cola just launch in response to a TikTok trend?

**A) Cereal Milk Sprite B) Sprite + Tea C) Coke + Chai D) Flamin' Hot Sprite**

The product was inspired by a TikTok trend of consumers dipping tea bags in their Sprite, according to a press release from The Coca-Cola Company.

## **MAY 27, 2025**

True or false? Bridal jewelry spend has increased more significantly than non-bridal jewelry spend since 2023, according to a Plumb Club study.

**A) True B) False**

Non-bridal jewelry has seen a 23% increase, while bridal jewelry has only increased by 2%, according to the study.

## **May 23, 2025**

Which of the top 10 retail ecommerce marketplaces worldwide is growing the fastest?

**A) AliExpress**

**B) Amazon**

**C) Walmart**

**D) Pinduoduo**

**E) Douyin**

Walmart's gross merchandise value (GMV) is growing the fastest. Interestingly, Douyin, including TikTok, is No. 2, according to ECDB.

## **May 22, 2025**

What's the most popular category for graduation gifts this year?

- A) Electronics
- B) Clothes/footwear**
- C) Toys/hobbies/collectibles
- D) Jewelry/accessories

Some 42% of US adults have purchased or plan to purchase clothes/footwear for someone who is graduating this year, according to CivicScience. Toys/hobbies/collectibles (31%) and electronics (31%) tie for the next most popular category, followed by jewelry/accessories (28%).

**May 21, 2025**

What's the number one reason shoppers worldwide choose to shop in-store?

- A) Avoiding shipping costs/wait times
- B) Experiencing products firsthand**
- C) The in-store atmosphere
- D) Greater opportunities to discover new products

Over half (51%) of shoppers worldwide choose to shop in-person to experience products firsthand, the leading reason for in-store shopping, according to February data from Criteo.

**May 20, 2025**

While 68% of US consumers aren't looking for brands to take a stance on social or political issues, what percentage say they lose trust when a brand reverses course on social and political issues?

- A) 25%
- B) 35%
- C) 55%**

D) 75%

Over half of consumers lose trust in a brand when it reverses course on social and political issues, according to recent Gartner data.

### May 19, 2025

Among consumers who have tried DIY beauty as a replacement for salon services, which is the most popular treatment?

A) Press-on nails

B) DIY lash extensions or lifts

**C) At-home hair coloring/glossing**

D) Self-tanning products

Nearly half (48%) of US DIY beauty consumers have used at-home hair coloring/glossing products within the last six months as a replacement for salon services, according to data from CivicScience. Some 30% have used press-on nails, 24% have used self-tanning products and 23% have used DIY lash extensions or lifts.

### May 16, 2025

True or false? Current customers of Whole Foods Market are more likely to consider themselves healthy eaters compared with the total US population.

**True.** Over three-quarters (77%) of current Whole Foods customers consider themselves a healthy eater, versus 53% of all US adults, according to YouGov data.

### May 15, 2025

What category is China's No. 1 export to the US?

**A) Toys and games**

B) Plastics

C) Machinery

## **D) Electrical equipment**

## **E) Furniture**

All of the above are major exports, but electrical equipment accounts for the greatest share, at 27.5% of total exports from China to the US, according to 2024 data from Trading Economics.

**May 14, 2025**

What is the most common way US diners typically place a to-go order?

**A) Third-party app**

**B) Over the phone**

**C) Drive-thru**

**D) Restaurant's website**

Diners typically order via drive-thru, according to October 2024 data from The Harris Poll and TouchBistro.

**May 13, 2025**

On which leading US retail site/app do users average the most time per visit?

**A) Amazon**

**B) Temu**

**C) Etsy**

**D) Walmart**

Users average 8.9 minutes per visit on Amazon, more than any other leading retailer, according to February 2025 data from Comscore.

**May 12, 2025**

US consumers said they were willing to pay \$5.56 for a dozen eggs in April, per Numerator. How much did they actually pay?

- A) Less than that**
- B) About that much**
- C) More than that**

US consumers are willing to shell out (pun intended) more than they may realize for eggs, spending an average of \$6.54 per dozen eggs in April, according to Numerator.

**May 9, 2025**

Which of the following products is not part of Ferrero North America's new snack launch?

- A) Ferrero Rocher chocolate squares**
- B) Oreo Honey Maid**
- C) Tic Tac Dr. Pepper**
- D) Nutella Peanut**

Oreo Honey Maid is not one of the products as part of Ferrero North America's new snack launch. The food company is introducing new products at the 2025 Snacks and Sweets Expo, which are designed specifically for the North American market, according to the press release.

**May 8, 2025**

Where will Eataly open several new locations this year?

- A) Rockefeller Center**
- B) MSC World America**
- C) American Dream mall**
- D) JFK Airport**

Eataly is expanding to terminals 4, 5, and 8 in JFK Airport, which will be the Italian marketplace's first travel locations.

### May 7, 2025

Which generation is most likely to opt into emails and texts from brands in exchange for better prices or early access to deals?

**A) Gen Z B) Millennials C) Gen X D) Boomers**

43% of all shoppers are willing to opt in, but this preference is even stronger among Gen Z (54%), according to an April 2025 Wunderkind report.

### May 6, 2025

True or false? Mother's Day retail spending is expected to increase this year.

**A) True B) False**

Mother's Day retail spending will reach \$34.1 billion this year, a \$600 million increase from 2024, but less than the holiday's \$35.7 billion record in 2023, according to NRF's annual survey. Flowers remain the most popular gift category (74%).

### May 5, 2025

Which band partnered with 7/11 to launch a branded pop-up store and curated Spotify playlist?

**A) Zac Brown Band B) The Fray C) Green Day D) Nickelback**

7/11's new Slurpee flavor, "Kerplunk Kandy Grape," is an ode to Green Day's 1992 album "Kerplunk!" Each cup also contains a QR code linking to a Spotify playlist crafted by Green Day.

### May 2, 2025

Which generation is most likely to use a dumb device (i.e., electronics with limited functionality like stereo systems, digital cameras, and flip phones)?



- A) Gen Z
- B) Millennials
- C) Gen X
- D) Baby boomers

Gen Z is the most likely age group to use dumb devices, according to CivicScience.

**May 1, 2025**

What percentage of US consumers plan to decorate their home to celebrate Cinco de Mayo?

- A) 11%
- B) 21%
- C) 31%
- D) 41%

Only 11% of consumers will decorate their homes for the May holiday, the least popular way to celebrate, according to Numerator. The top ways to celebrate include going out to eat (38%), gathering with family and friends (35%) and going out for drinks (33%).

**April 30, 2025**

Which club retailer is offering real-world membership deals on gaming platform Roblox?

- A) Sam's Club
- B) BJ's Wholesale Club
- C) Costco

Roblox players can participate in three new games to unlock real-life deals applicable to Sam's Club members, as reported by MediaPost.

**April 29, 2025**

True or false? Since 2018, fewer US consumers buy most of their groceries where they have a loyalty program?

**False.** Some 43% of consumers say they buy most of their groceries where they have a loyalty program, up from 35% in 2018, according to CivicScience.

**April 28, 2025**

Which of the following luxury brands is ranked highest in consideration among US consumers?

**A) Louis Vuitton**

**B) Dior**

**C) Gucci**

**D) Burberry**

Some 11.9% of US consumers say they would consider making a purchase from Gucci, according to data collected by YouGov between January 1 and April 16, 2025. This is down from the 13.4% that said they'd consider the brand between September 17 to December 31, 2024.

**April 25, 2025**

As a result of US tariff policies, most Americans expect consumer good prices to....

**A) Increase**

**B) Decrease**

**C) Stay the same**

Some 47% of US adults expect prices to increase a lot, and another 30% expect them to increase somewhat, per April 2025 data from Associated Press-NORC Center for Public Affairs Research.

**April 24, 2025**

True or false? More than half of US consumers would be willing to pay more for discontinued products they love?

**True.** In fact, 66% of US consumers would be willing to shell out for products like Game Boys and Crystal Pepsi, according to data from UserTesting.

**April 23, 2025**

The new mascot for Hotels.com is what anthropomorphic character?

- A) A key card
- B) A bell**
- C) A minibar
- D) A swimming pool

Bellboy is a bell with arms and legs.

**April 22, 2025**

Which retailer was not ranked among the top 10 of the National Retail Federation's Top 50 Global Retailers report?

- A) Costco
- B) Trader Joe's**
- C) Aldi
- D) Walmart

Walmart topped the list, followed by Amazon. Trader Joe's, which isn't a global chain, did not appear on the list.

**April 21, 2025**

Some 76% of consumers say they want to support sustainable brands. What percent of their purchases actually reflect this value?

- A) 8%
- B) 38%**
- C) 78%

Conscious consumerism accounts for 38% of purchases, according to Public Inc. and Iposos' Conscious Consumers Report.

**April 18, 2025**

Which brand dropped from the third to the tenth most popular Easter candy this year, according to data from Attain?

- A) Snickers**
- B) Milky Way
- C) Kit-Kat
- D) M&Ms

While Snickers has fallen in its ranking, Reese's has remained the brand with the highest total spend during the five weeks leading up to Easter in 2024 and 2025, according to Attain.

**April 17, 2025**

Which stage of the online shopping journey brings happiness to the greatest percentage of consumers, according to a recent Harris Poll?

- A) Waiting to receive an order
- B) Searching for deals
- C) Completing the purchase**
- D) Putting items in a cart

A majority of consumers (56%) get the most joy in the online shopping experience from completing the purchase rather than waiting to receive their order (53%), putting items in their cart (43%), or searching for deals (47%), according to the survey.

**April 16, 2025**

Which provider is most popular with consumers on online delivery services, according to a global study from the International Food Policy Study report?

- A) Restaurants**
- B) Convenience stores**
- C) Grocery stores**
- D) Meal kit services**

Of the 58% of consumers who use online retail and delivery platforms, 36% order from restaurants, followed by 28% from online supermarkets, according to the study.

**April 15, 2025**

What brand is encouraging profitable donations with a 'Pay What You Want' food truck tour?

- A) KIND Snacks**
- B) Newman's Own**
- C) Ben & Jerry's**
- D) Chobani**

The brand will donate all profits from the truck, which will make 100 stops between Maine and Florida, to its nonprofit the Newman's Own foundation.

**April 14, 2025**

Barbie is celebrating Ken's birthday by launching a doll in the likeness of which of the following people?

- A) Ed Sheeran**
- B) Aaron Judge**
- C) Patrick Schwarzenegger**

## D) LeBron James

Mattel is launching a series of 'Kenbassadors' to help Ken celebrate his 65th birthday, and LeBron James is the first pick.

**April 11, 2025**

Which age group is least likely to purchase premium snack products?

**A) 35-44 B) 45-54 C) 55-64 D) 65-74**

Consumers aged 35 to 44 are least likely (70.4%) to purchase premium products, while those aged 45 to 54 are most likely (76.3%), according to data from Circana.

**April 10, 2025**

Which luxury car brand is partnering with Resy to give consumers the opportunity to enjoy a fine dining experience in the backseat of one of their vehicles?

**A) Audi**

**B) Mercedes-Benz**

**C) Cadillac**

**D) BMW**

Following a successful run in New York City, "[The Cadillac of Reservations](#)" activation is heading to Beverly Hills, Miami, and San Francisco, according to MediaPost. Consumers can enjoy a five-course dining experience on the vehicle's stowable tray tables along with a song pairing for each dish.

**April 9, 2025**

What is the top reason consumers don't purchase more private label products?

**A) Habit (always purchase the same brands)**

**B) Concerns about quality or consistency**

**C) Limited variety or availability**

#### D) Preference for specific national brands

Some 30% of US consumers say limited variety or availability is the top barrier to purchasing more private label products, according to Numerator. A quarter say habitual shopping is the biggest challenge, while 24% say they have concerns about quality/consistency, and 21% say they have a preference for specific national brands.

**April 8, 2025**

What percentage of US consumers believe now is a bad time to make a major purchase like a new car or home improvements?

- A) 30%
- B) 40%
- C) 50%
- D) 60%

Six in 10 consumers think it's a bad time to make a big purchase, according to data from CivicScience. Only 14% believe it's a good time to make a purchase, while 26% believe it's about average.

**April 7, 2025**

Which discount retailer has the biggest customer overlap with Temu?

- A) Ollie's Bargain Outlet
- B) Five Below
- C) eBay
- D) Dollar Tree

Over a quarter (25.5%) of Five Below customers have shopped at Temu, according to Earnest Analytics. Ollie's Bargain Outlet comes in second, with 24.8% of its customers shopping at Temu, followed by eBay (23.8%) and Dollar Tree (22.5%).

**April 4, 2025**

Which of the following is not a product launched by Oreo this year?

- A) Oreo Game Day Cookies
- B) Golden Oreo Cakesters
- C) Frank's Red Hot Oreos

Oreo does not have a Frank's collab, but maybe one day.

**April 3, 2025**

David's Bridal is debuting what new category?

- A) Flowers
- B) Linens
- C) Menswear
- D) Jewelry

David's Bridal now offers menswear.

**April 2, 2025**

Which of the following is *not* a futuristic food product presented at Expo West?

- A) Ketone-IQ
- B) Refrezz
- C) Both Burger
- D) Cryolipids

Ketone-IQ is an energy shot, Refrezz is a wellness soda, both burger is a plant- and meat-based burger, and cryolipids are not a real food...yet

**April 1, 2025**



Which adjective now shows up on 62% of US restaurant menus?

- A) Small-batch
- B) Crispy**
- C) Deconstructed
- D) Smashed

“Crispy” appears on 62% **US restaurant menus**, according to Datassential, indicating a consumer focus on texture.

**March 31, 2025**

What is the No. 1 factor US wine drinkers consider when buying wine?

- A) Brand
- B) Ratings**
- C) Bottle or label design
- D) Price

**Price is key when buying wine**, ranked by 89% of wine drinkers as either very or somewhat important, per YouGov.

**March 28, 2025**

Which retailer is offering an Easter meal that can serve eight people for less than \$6 a person?

- A) Walmart**
- B) Aldi
- C) Target
- D) Lidl

Items in Walmart’s holiday package include ham, green beans, and corn on the cob. The package is available through April 20.

**March 27, 2025**

Which category is still most purchased offline, according to a YouGov survey?

- A) Food and groceries**
- B) Beauty
- C) Furniture
- D) Kitchen and home appliances

Only 11% of consumers either mostly or completely buy groceries online. Tech products have the highest ecommerce presence, with 36% of consumers primarily purchasing them online, according to the survey.

**March 26, 2025**

What percentage of consumers say they're at least somewhat concerned with sustainability when shopping, according to a Blue Yonder survey?

- A) 12%**
- B) 39%
- C) 78%
- D) 86%

While consumers are interested in sustainable products, 54% said the higher costs are a barrier to purchase, the survey found.

**March 25, 2025**

Which retailer is opening five shop-in-shop stores, each showcasing a brand based in the same area?

- A) GNC**
- B) Ulta Beauty

C) The Dollar Tree

**D) The Vitamin Shoppe**

The Vitamin Shoppe just launched its “Hometown Stores” concept in its Sandy, Utah, location, which features partners like supplements brand Bucked Up. This strategy offers “partners a unique opportunity to create dynamic retail showcases right in their own backyards,” said CEO Lee Wright in a press release.

**March 24, 2025**

Which retailer just opened a cafe and content creation studio inside one of its locations?

A) Fashion Nova

B) Princess Polly

**C) Zara**

D) Forever 21

Zara’s new store in Nanjing, China features a “fit check” studio, where customers can shoot content and download it directly onto their phones.

**March 21, 2025**

Which of the following do marketers say is the most important factor in retail media budget allocation?

**A) Media mix modeling (MMM) recommendations**

**B) Adherence to joint business plans**

**C) Following performance measurement**

**D) Annual budgets set based on the previous year’s performance**

Trick question. MMM recommendations, following joint business plans, and performance measurement all tied for the most important factor in allocation retail media budgets, with 38% of marketers citing each, respectively, according to Skai’s 2025 State of Retail Media

report. Annual budgets set based on the previous year came in second, with 35% of marketers indicating it was an important factor.

### March 20, 2025

Which generation is the most likely to say stuffed crust is their preferred type of pizza crust?

- A) Gen Z
- B) Millennials
- C) Gen X
- D) Baby boomers

Nearly a quarter (22%) of Gen Z consumers prefer stuffed crust on their pizza, compared with 19% of millennials, 12% of Gen Xers, and 5% of baby boomers, according to CivicScience.

### March 19, 2025

7-Eleven's latest Slurpee flavor was created in partnership with which sports star?

- A) Michael Jordan
- B) Simone Biles
- C) Shaquille O'Neal
- D) Stephen Curry

The limited-time Sour Pineapple Slurpee is inspired by one of the flavors in O'Neal's gummy brand, Shaq-A-Licious XL Gummies, as reported by Food & Wine.

### March 18, 2025

What percentage of US adults under the age of 35 eat packaged meals and sides once a week or more?

- A) 9%
- B) 19%

C) 29%

D) 39%

Nearly a fifth of US consumers under 35 eat prepackaged meals and sides once a week or more, according to CivicScience.

### March 17, 2025

Etsy's active seller count declined for the third consecutive quarter in Q4 2024. How many sellers did the marketplace lose in total last year?

A) 500,000

B) 950,000

C) 1.1 million

D) 1.4 million

Etsy's active seller count dropped from 7 million at the beginning of 2024 to 5.6 million by the end of the year, according to Marketplace Pulse.

### March 14, 2025

True or false? Most consumers will pay more for services that save them time, even as inflation persists.

True, 67% have paid for services in the past 12 months, according to Pymnts.

### March 13, 2025

Reebok is reentering which sports market?

A) Horseback riding

B) Snorkeling

C) Golf

D) Dance

Reebok Golf will launch this month with performance footwear and apparel.

### March 12, 2025

What percentage of US consumers say tariffs won't change their shopping habits?

- A) 9%
- B) 12%
- C) 15%
- D) 18%

Some 9.4% of consumers don't expect to make any changes in response to tariffs, according to February 2025 data from Numerator. Of those making a change, looking for sales or coupons to offset price increases is the most popular choice.

### March 11, 2025

Which of the following is not a real D2C subscription company?

- A) Japan Crate
- B) **SnackAtlas**
- C) Little Passports
- D) Ritual

SnackAtlas is not a real subscription service, but all the rest are.

### March 10, 2025

The National Women's Soccer League has added what creator-led beverage brand as a sponsor?

- A) Prime Hydration
- B) **Unwell Hydration**
- C) Chamberlain Coffee

**D) KIN Euphorics**

“Call Her Daddy” host Alex Cooper’s [Unwell Hydration](#) is sponsoring the soccer league.

**March 7, 2025**

Which brand just released a product that glows under blacklight?

- A) Mountain Dew**
- B) Skittles**
- C) Nerds**
- D) Sour Patch Kids**

Sour Patch Kids’ new candy contains edible confetti with turmeric extract, which enables it to glow in blacklight, according to a press release. This launch was fueled by the brand’s “mischievous personality and willingness to experiment with new flavors and formats,” said Mondelez senior brand manager Grace Howard.

**March 6, 2025**

Which food and beverage company just entered the ready-to-drink alcohol market with a vodka hard seltzer?

- A) Nestlé**
- B) Mondelez**
- C) Unilever**
- D) Kraft Heinz**

Crystal Light, a powdered drink brand by Kraft Heinz, launched a vodka mixed drink after finding that nearly 1 in 5 Crystal Light consumers use the product as a mixer for their cocktails, according to a press release.

**March 5, 2025**

Private label brands account for what percentage of all unit sales, according to a Numerator survey?

**A) 24%**

B) 15%

C) 36%

D) 18%

Driven by rising prices, **private brands account for 24% of unit sales** across 10 major product categories. 99.9% of US households purchased a private label grocery item in the past 12 months, followed by health and beauty at 99.2%, according to the survey.

**March 4, 2025**

86% of Gen Z prefers phone calls over digital channels for which of the following?

A) Ordering food

**B) Resolving a customer service issue**

C) Canceling a streaming subscription

D) Making a doctor's appointment

Gen Z's aversion to phone calls stops at their customer service complaints. 65% of Americans prefer phone calls for reaching retail and travel brands, and this number rises to 86% for Gen Z and younger millennials, according to a PolyAI survey.

**March 3, 2025**

The CEO of what company said sales will likely be down this year as a result of the rising price of eggs?

A) Denny's

**B) Color Kitchen**

C) William's Sonoma



D) BakeDeco

Brands that see an uptick in sales in the spring due to Easter egg traditions, like decorating company Color Kitchen, are bracing themselves for a slower season. “I think sales will be down,” founder and CEO Ashley Phelps told CNBC.

### February 28, 2025

Gap’s latest campaign features which star of “The White Lotus” season 3?

A) Aimee Lou Wood

**B) Parker Posey**

C) Jason Isaacs

D) Patrick Schwarzenegger

In the 90-second ad, Parker Posey dances freely wearing some items from Gap’s Spring 2025 essentials line, as reported by Variety.

### February 27, 2025

Which of the following is not one of the beverages Starbucks is discontinuing starting next week?

A) White Hot Chocolate

B) Iced Matcha Lemonade

**C) Strawberry Açai Lemonade Refresher**

D) Espresso Frappuccino

The Strawberry Açai Lemonade Refresher is safe for now, but the other drinks will be cut from Starbucks’ menu along with 10 additional beverages on March 4, according to Food & Wine.

### February 26, 2025

Which company’s retail media network just added sampling to its retail media capabilities?

**A) Dollar General**

B) Target

C) Kroger

D) CVS

Dollar General Media Network (DGMN) has teamed up with experiential marketing platform Recess to enable advertisers to conduct community-driven sampling programs.

**February 25, 2025**

What percentage of US consumers are buying fewer eggs due to the egg shortage caused by the bird flu?

A) 14%

B) 24%

**C) 34%**

D) 44%

Over a third of consumers are buying fewer eggs, according to CivicScience. However, the same percentage (34%) say the egg shortage hasn't affected their shopping habits.

**February 24, 2025**

How many videos on TikTok are dedicated to Chili's Triple Dipper, a menu option where diners choose three appetizers and three dipping sauces?

A) 50 million

B) 100 million

C) 125 million

**D) 150 million**

There are 150 million posts on TikTok about Chili's Triple Dipper, according to Earnest Analytics. This popularity could be the reason why Chili's sales among Gen Zers grew 23.5% in

the 12 months ending January 20, 2025.

### February 21, 2025

**True or false?** More than half of retail CFOs report moderate or extreme inventory shortages.

**True**, 58% of CFOs report moderate or extreme inventory shortages, according to BDO.

### February 20, 2025

Which form of online order fulfillment is more common for supermarkets?

**A) Delivery**

**B) Pickup**

Some 52% of online grocery orders went to delivery, while 48% went with pickup, according to the Feedback Group.

### February 19, 2025

KFC is moving its US headquarters from where to where?

**A) Kentucky to Texas**

**B) Kentucky to Delaware**

**C) Texas to Kentucky**

Kentucky Fried Chicken will now have a Texas twist, as the headquarters head to Plano, Texas.

### February 18, 2025

**True or false?** Some 85% of newer small businesses say their customer base has shrunk over the past year.

**False.** In fact, 85% of newer small businesses say their customer base has expanded over the past year, according to PYMNTS.

### February 14, 2025

Which fast-fashion retailer is donating 2 million meals to Feeding America in 2025?

- A) Fashion Nova
- B) Zara
- C) Uniqlo**
- D) Forever 21

Uniqlo has committed to a minimum donation of \$200,000 to Feeding America, which is equivalent to 2 million meals. After donating an initial \$150,000, the retailer will raise the remaining \$50,000 through consumer transactions on in-store PIN pads.

**February 13, 2025**

What department store chain just announced eight store closures over the next few months?

- A) T.J. Maxx
- B) Dress Barn
- C) JCPenney**
- D) Marshalls

JCPenney plans to close locations across eight states; California, Colorado, Idaho, Kansas, Maryland, North Carolina, New Hampshire, and West Virginia. Across all retailers, approximately 15,000 stores closures are expected this year, more than double the stores that closed in 2024, according to Coresight Research.

**February 12, 2025**

Which of the following is the only spirits category experiencing sales growth?

- A) Tequila and mezcal**
- B) American whiskey
- C) Vodka
- D) Cordials

Tequila and mezcal revenue climbed 2.9% to \$6.7 billion in 2024, making it the only spirits category to show sales growth, according to data released this week from the Distilled Spirits Council. Premixed cocktails grew by 16.5%, but this category includes a range of mixed spirits.

### February 11, 2025

What percentage of US adults have used and like using augmented reality (AR) shopping tools?

- A) 7%
- B) 17%**
- C) 27%
- D) 37%

Only 17% have used and like using [AR shopping tools](#), while two-thirds (66%) are unaware of, haven't used, or aren't interested in them, according to a January 2025 EMARKETER and CivicScience study.

### February 10, 2025

How many chicken wings did US consumers eat during yesterday's Super Bowl game?

- A) 460.53 million
- B) 799.01 million
- C) 1.47 billion**
- D) 1.84 billion

Consumers were expected to eat up to [1.47 billion chicken wings](#) during the big game, up 1.5% YoY, according to The National Chicken Council.

### February 7, 2025

What kind of commercials or ads are consumers most interested in seeing during the Super Bowl?

**A) Funny ads**

B) Ads with celebrities

C) Ads that offer exclusive discount codes

D) Ads that offer sweepstakes-style promotions

Over half (56.0%) of consumers want funny Super Bowl ads, 40.6% want celebrities, 30.2% want discount codes, and 27.4% want sweepstakes-style promotions, according to data from Attest.

**February 6, 2025**

Which of the following is one of Trader Joe's Customer Choice Awards for best new product?

A) Chili & Lime Flavored Rolled Corn Tortilla Chips

**B) Cashel Blue Cheese Irish Potato Chips**

C) Spiced Cider

D) Teeny Tiny Avocados

The Cashel Blue Cheese Irish Potato Chips took home the title of best new product, while the Spiced Cider won best beverage, Teeny Tiny Avocados won best produce, and the Chili & Lime Flavored Rolled Corn Tortilla Chips was declared as the overall winner for the fourth year in a row.

**February 5, 2025**

Which male celebrity known for his eyebrows is featured in Little Caesars' new Super Bowl ad?

A) Dwayne "The Rock" Johnson

B) Groucho Marx

**C) Eugene Levy**

D) Jack Nicholson

In the ad, Levy takes a bite of a Little Caesars Bacon & Cheese Crazy Puff, which causes his eyebrows to fly right off, as reported by MediaPost.

**February 4, 2025**

What's the average price US consumers say they're willing to pay for a dozen eggs?

A) \$3.25

B) \$4.20

**C) \$4.90**

D) \$5.10

Consumers are willing to pay an average of \$4.90 for a dozen eggs and two-thirds of shoppers say their max price is between \$3 and \$5, according to recent data from Numerator.

**February 3, 2025**

What percentage of Gen Z vinyl record fans say they purchase records at least once a month?

A) 56%

B) 66%

**C) 76%**

D) 86%

Over three-quarters of Gen Z vinyl fans purchase records at least once a month, and 29% identify themselves as “die hard collectors,” according to Vinyl Alliance’s Gen Z report.