

Super Bowl Ad Effectiveness Questionnaire

Pre-Game:

Which of the following brands are you aware of?

- Audi
- BMW
- Chevrolet
- Chrysler
- Hyundai
- Kia
- Mercedes-Benz
- Suzuki
- Volkswagen
- CarMax
- Cars.com
- CareerBuilder
- E-Trade
- Go Daddy
- Groupon
- Livingsocial
- Salesforce.com
- Teleflora
- Best Buy
- Bridgestone tires
- Brisk
- Coca Cola
- Doritos
- Motorola
- Skechers

Which of the following brands are you considering using/buying in the near future?

- Audi
- BMW
- Chevrolet
- Chrysler
- Hyundai
- Kia
- Mercedes-Benz
- Suzuki
- Volkswagen
- CarMax
- Cars.com
- CareerBuilder
- E-Trade

Post-Game:

Which of the following brands are you aware of?

- Audi
- BMW
- Chevrolet
- Chrysler
- Hyundai
- Kia
- Mercedes-Benz
- Suzuki
- Volkswagen
- CarMax
- Cars.com
- CareerBuilder
- E-Trade
- Go Daddy
- Groupon
- LivingSocial
- Salesforce.com
- Teleflora
- Best Buy
- Bridgestone tires
- Brisk
- Coca Cola
- Doritos
- Motorola
- Skechers

Which of the following brands are you considering using/buying in the near future?

- Audi
- BMW
- Chevrolet
- Chrysler
- Hyundai
- Kia
- Mercedes-Benz
- Suzuki
- Volkswagen
- CarMax
- Cars.com
- CareerBuilder
- E-Trade
- Go Daddy
- Groupon
- LivingSocial
- Salesforce.com
- Teleflora

- Best Buy
- Brisk
- Bridgestone tires
- Coca Cola
- Doritos
- Motorola
- Skechers

Based on anything you have seen or heard, how would you rate the following brands?

	Very Good	Good	Neutral	Bad	Very Bad	Never heard of this brand
Audi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BMW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chevrolet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chrysler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyundai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mercedes-Benz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suzuki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volkswagen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CarMax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cars.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CareerBuilder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go Daddy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groupon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LivingSocial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salesforce.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teleflora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Best Buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brisk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bridgestone tires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coca Cola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doritos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skechers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you watch Superbowl on February 6th(Sunday) 2011

- Yes
- No

