

# US Entertainment Brands Questionnaire

Which of the following entertainment brands have you used in the past 12 months?

- NBC
- ABC
- CBS
- Fox
- HBO
- The Learning Channel(TLC)
- ESPN
- MTV
- VH1
- AMC
- Showtime
- Disney Entertainment
  
- Nintendo
- Wii
- Xbox
  
- Twitter
- Facebook
- MySpace
- LinkedIn
  
- DirecTV
- DishTV
- Comcast
- Verizon
  
- Paramount
- Universal
- 20th Century
- Sony
- None of the above

Which of the following entertainment brands are you considering using in the next 12 months?

- NBC
- ABC
- CBS
- Fox
- HBO
- The Learning Channel(TLC)
- ESPN
- MTV
- VH1
- AMC
- Showtime

- Disney Entertainment

- Nintendo
  - Wii
  - Xbox

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- DirecTV
  - DishTV
  - Comcast
  - Verizon

- Paramount
  - Universal
  - 20th Century
  - Sony
  - None of the above

What are the most likely reasons for using or recommending the following brands? Please limit your choices to 3

DirecTV	○	○	○	○	○	○	○	○
DishTV	○	○	○	○	○	○	○	○
Comcast	○	○	○	○	○	○	○	○
Verizon	○	○	○	○	○	○	○	○
Paramount	○	○	○	○	○	○	○	○
Universal	○	○	○	○	○	○	○	○
20th Century	○	○	○	○	○	○	○	○
Sony	○	○	○	○	○	○	○	○

Based on everything you know/heard or experienced, how would you rate the following brands?