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 o	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	
Twitter Facebook MySpace LinkedIn	
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

	Reliability	Quality	Customer Service	Availability	Cost	Reputation	Cool factor	My kind of Brand
NBC	0	0	0	0	0	0	0	0
ABC	0	\circ	0	0	0	0		0
CBS	0	0	0	0	0	0	0	0
Fox	0	0	0	0	0	0	0	0
НВО	0	0	0	0	0	0		0
The Learning Channel(TLC)	0	0	•	0	0	0		0
ESPN	0	0	0	0	0	0		0
MTV	0	0	•	0	0	0		0
VH1	0	0	0	0	0	0		0
AMC	\circ	0	0	0		\circ	\circ	0
Showtime	0	0	0	0	0	0	0	0
Disney Entertainment	0	0	•	0	0	0		0
Nintendo	0	0	0	0	0	0	0	0
Wii	0	0	0	0	0	0		0
Xbox	0	\circ	0	0	0	0		0
Twitter	0	\circ	0	0	0		0	\circ
Facebook	0	0	0	0	0	0	0	0
MySpace	0	\circ	0	0	0	0	0	0
LinkedIn	0	0	0	0	0	0	0	0

DirecTV		0			0	0	0	0
DishTV	0	0	0	0	0	0	0	0
Comcast	0	0	0	0	0	0	0	0
Verizon	0	0	0	0	\circ		\circ	0
Paramount	0	0	0	0	0	0	0	0
Universal	0	0	0	0	0	0	0	0
20th Century	0	0	0	0	0	0	0	0
Sony	0	0	0	0	0	0		0

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

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
NBC	0	0	0	\circ	0	0
ABC	0					•
CBS	0			\circ	0	O
Fox	0	0		0	0	•
НВО	0	0	0	0	0	0
The Learning Channel(TLC)	0			0	0	•
ESPN	0	0		0	0	O
MTV	0	0		0	0	O
VH1	0	0	0	0	0	O
AMC	0				0	O
Showtime	0			\circ	0	O
Disney Entertainment	0	0			0	•
Nintendo	0	0		0	0	0
Wii	0	0	0	0	0	0
Xbox	0					0
Twitter	0	0	0	0	0	0
Facebook	0	0	0	0	0	0
MySpace	0					0
LinkedIn	0				0	0
DirecTV	0	0	0	0	0	0
DishTV	0				0	O
Comcast	0	0	0	0	0	0
Verizon	0	0	0	0	0	0
Paramount	0	0	0	0	0	0
Universal	0	0	0	0	0	0
20th Century	0	0	0	0	0	0
Sony	0	0	0	0	0	0
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