BrandX ProgramY Program Cross-Media Survey Draft

S1. Which of the following best describes the device (computer, smartphone, tablet) you’re currently using?

SC

1. Only I use it
2. I mostly use it, but sometimes share it
3. It is a shared device/terminal with no primary user **[TERMINATE]**

**ASK ALL**

S2. What is your age? \_\_\_\_\_\_

**Programming: Add hidden question**

**Under18 [TERMINATE]**

**18-24 [TERMINATE]**

**25-34**

**35-44**

**45-55**

**56-64 [TERMINATE]**

**65+ [TERMINATE]**

**NEW VEHICLE INTENDERS**

S3. When in market for a vehicle, will you be purchasing a…

**[DO NOT ROTATE][RADIO BUTTONS]**

1. New vehicle
2. Used vehicle**[TERMINATE]**
3. Not sure if new or used
4. I will not be purchasing a vehicle**[TERMINATE]**

S4. When do you plan to purchase or lease this vehicle?

1. 0-12 months
2. 13-24 months
3. 25-36 months
4. 37-48 months
5. Over 48 months**[TERMINATE]**
6. Never**[TERMINATE]**

**VEHICLE OWNERSHIP**

S5. Which of the following statements describes your current primary vehicle?

**[DO NOT ROTATE][RADIO BUTTONS]**

1. New (not previously used) vehicle
2. Previously owned/used vehicle
3. I do not currently own a vehicle **[SKIP TO S7]**
4. Not sure/Don’t know **[SKIP TO S7]**

S6.Which of the following automobile makes and models do you currently own or lease as your primary vehicle? Please select one

**USE DROP DOWN MENU**

**Programming: Please use provided list (see excel spread sheet)**

|  |  |  |
| --- | --- | --- |
| **Make** | **Model** | **Segment** |
| 1. Acura |  |  |
| 2. Audi |  |  |
| 3. BMW |  |  |
| 4. BrandX |  |  |
| 5. Cadillac |  |  |
| 6. Chevrolet |  |  |
| 7. Chrysler |  |  |
| 8. Dodge |  |  |
| 9. Fiat |  |  |
| 10. Ford |  |  |
| 11. GMC |  |  |
| 12. Honda |  |  |
| 13. Hummer |  |  |
| 14. Hyundai |  |  |
| 15. Infiniti |  |  |
| 16. Isuzu |  |  |
| 17. Jaguar |  |  |
| 18. Jeep |  |  |
| 19. Kia |  |  |
| 20. Land Rover |  |  |
| 21. Lexus |  |  |
| 22. Lincoln |  |  |
| 23. Mazda |  |  |
| 24. Mercedes -Benz |  |  |
| 25. Mercury |  |  |
| 26. MINI |  |  |
| 27. Mitsubishi |  |  |
| 28. Nissan |  |  |
| 29. Olds mobile |  |  |
| 30. Pontiac |  |  |
| 31. Porsche |  |  |
| 32. RAM |  |  |
| 33. Saab |  |  |
| 34. Saturn |  |  |
| 35. Scion |  |  |
| 36. Suzuki |  |  |
| 37. Subaru |  |  |
| 38. Toyota |  |  |
| 39. Tesla |  |  |
| 40. Volkswagen |  |  |
| 41. Volvo |  |  |
| 42. Other |  | |
| 43. I do not currently own a vehicle |

S7.When thinking about your future new (not previously used) vehicle purchase, which of the following makes and models are you most likely to consider? Please select up to 3.

**USE DROP DOWN MENU**

**Programming: Please use provided list (see excel spread sheet)**

|  |  |  |
| --- | --- | --- |
| **Make** | **Model** | **Segment** |
| 1. Acura |  |  |
| 2. Audi |  |  |
| 3. BMW |  |  |
| 4. BrandX |  |  |
| 5. Cadillac |  |  |
| 6. Chevrolet |  |  |
| 7. Chrysler |  |  |
| 8. Dodge |  |  |
| 9. Fiat |  |  |
| 10. Ford |  |  |
| 11. GMC |  |  |
| 12. Honda |  |  |
| 13. Hummer |  |  |
| 14. Hyundai |  |  |
| 15. Infiniti |  |  |
| 16. Isuzu |  |  |
| 17. Jaguar |  |  |
| 18. Jeep |  |  |
| 19. Kia |  |  |
| 20. Land Rover |  |  |
| 21. Lexus |  |  |
| 22. Lincoln |  |  |
| 23. Mazda |  |  |
| 24. Mercedes -Benz |  |  |
| 25. Mercury |  |  |
| 26. MINI |  |  |
| 27. Mitsubishi |  |  |
| 28. Nissan |  |  |
| 29. Olds mobile |  |  |
| 30. Pontiac |  |  |
| 31. Porsche |  |  |
| 32. RAM |  |  |
| 33. Saab |  |  |
| 34. Saturn |  |  |
| 35. Scion |  |  |
| 36. Suzuki |  |  |
| 37. Subaru |  |  |
| 38. Toyota |  |  |
| 39. Tesla |  |  |
| 40. Volkswagen |  |  |
| 41. Volvo |  |  |
| 42. Other |  | |
| 43. I do not currently own a vehicle |

**ASK ALL**

S8. Please indicate when you **most recently** have watched, read, heard or accessed each of the following.

**COLUMNS [SINGLE SELECT]**

1. Today
2. Yesterday
3. About 2-3 days ago
4. About a week ago
5. About 2-3 weeks ago
6. About a month ago
7. Over a month ago **[TERMINATE IF OPTIONS 1-6 ARE NOT SELECTED FOR ANY OF THE MEDIA TYPES IN ROWS ]**

**ROWS [RANDOMIZE]**

1. Newspapers
2. Magazines
3. Internet
4. TV
5. Radio

**CULINARY ENTHUSIASTS**

**ASK ALL**

S9. Do you consider yourself a culinary enthusiast?

1. Yes
2. No
3. Not Sure/Don’t Know

**BRAND METRICS AND ATTRIBUTES**

**ASK ALL**

**TOP-OF-MIND AND TOTAL UNAIDED BRAND AWARENESS**

Q1. Thinking about automotive brands (not models) sold in this country, which brand comes to mind **first?** Can you think of any? If yes, please type the name below. If no, please type “None”

**INSERT TEXT BOX.OE CHA**

**ASK IF A BRAND NAME IS ENTERED IN Q1.**

Q2. What other brands of automotive brands come to mind?

**INSERT 5 TEXT BOX**

**OE CHA**

**AIDED BRAND AWARENESS**

**ASK ALL**

Q3 Which of the following brands have you heard of?

**SC grid per row**

**RANDOMIZE**

|  |  |  |  |
| --- | --- | --- | --- |
|  | I have heard of | I have not heard of | Not sure |
| BrandX |  |  |  |
| Lincoln |  |  |  |
| Lexus |  |  |  |
| Acura |  |  |  |
| Infiniti |  |  |  |

**BRAND FAMILIARITY  
ASK BRANDS AWARE IN Q3**

Q4. How familiar are you with each of the following brands?

**SC grid per row**

**RANDOMIZE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Know it very well  5 | Know it a fair amount  4 | Know it a little  3 | Heard of, but know almost nothing about it  2 | Never heard of it  1 |
| BrandX |  |  |  |  |  |
| Lincoln |  |  |  |  |  |
| Lexus |  |  |  |  |  |
| Acura |  |  |  |  |  |
| Infiniti |  |  |  |  |  |

**OPINION/BRAND FAVORABILITY**

**ASK BRANDS AWARE IN Q3**

Q5. What is your overall opinion of each of the following automotive brands?

**SC grid per row**

**RANDOMIZE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent  5 | Good  4 | Fair 3 | Poor  2 | Very Poor  1 |
| BrandX |  |  |  |  |  |
| Lincoln |  |  |  |  |  |
| Lexus |  |  |  |  |  |
| Acura |  |  |  |  |  |
| Infiniti |  |  |  |  |  |

**BRAND CONSIDERATION**

**ASK BRANDS AWARE IN Q3**

Q6. For each of the following brands, please indicate how likely you are to consider buying or leasing one.

**SC grid per row**

**RANDOMIZE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Definitely  5 | Probably  4 | May or may not  3 | Probably not  2 | Definitely not  1 |
| BrandX |  |  |  |  |  |
| Lincoln |  |  |  |  |  |
| Lexus |  |  |  |  |  |
| Acura |  |  |  |  |  |
| Infiniti |  |  |  |  |  |

**RECOMMENDATION**

**ASK BRANDS AWARE IN Q3**

Q7. How likely are you to recommend each of the following brands to a friend, family member, or a colleague?

**SC grid per row**

**RANDOMIZE**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Definitely  5 | Probably  4 | May or may not  3 | Probably not  2 | Definitely not  1 |
| BrandX |  |  |  |  |  |
| Lincoln |  |  |  |  |  |
| Lexus |  |  |  |  |  |
| Acura |  |  |  |  |  |
| Infiniti |  |  |  |  |  |

**TOTAL BRAND COMMUNICATION AWARENESS**

**ASK BRANDS AWARE IN Q3**

Q8. Which of the brands have you seen/heard advertised in the past 30 days?

**SC grid per row**

**RANDOMIZE**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Not sure |
| BrandX |  |  |  |
| Lincoln |  |  |  |
| Lexus |  |  |  |
| Acura |  |  |  |
| Infiniti |  |  |  |

**SPONSORSHIP AWARENESS**

**ASK ALL WHO ARE EXPOSED TO ANY OF THE PROGRAMY PROPERTIES (TV, PRINT, ONLINE)**

Q9. Which of the following automotive brands, if any, have you seen/heard mentioned as the sponsor of the ProgramY food program in past 2 weeks?

**RANDOMIZE**

1. BrandX
2. Lincoln
3. Lexus
4. Acura
5. Infiniti
6. Not Sure/Don’t Know **[DO NOT RANDOMIZE]**
7. None of the above**[DO NOT RANDOMIZE]**

**SPONSORSHIP ASSOCIATION**

**ASK IF SPONSORSHIP AWARENESS IN Q9= BRANDX**

Q10. Thinking about the BrandX ProgramY food program sponsorship, ~~what is your overall opinion of this partnership?~~ would you say this is a:

1. Very good fit
2. Somewhat of a good fit
3. Neutral
4. Somewhat not a good fit
5. Not at all a good fit

**ACTIONS TAKEN**

**ASK IF SPONSORSHIP AWARENESS IN Q9= BRANDX**

Q11. Which of the following did you do after seeing BrandX within ProgramY?

1. Visited the BrandX website - BrandX.com
2. Searched online for more information about BrandX
3. Told others about BrandX’s sponsorship of ProgramY
4. Talked about BrandX with family and friends
5. Visit / Follow BrandX social networking channels like Facebook / Twitter / Instagram / etc.
6. Mention BrandX on a social networking channel like Facebook / Twitter / Instagram / etc.
7. Visited a BrandX dealership
8. None of the above **[DO NOT RANDOMINZE]**

**REASONS FOR ENGAGING WITH PROGRAMY**

**ASK ALL EXPOSED TO PROGRAMY PROPERTIES**

Q12. Which of the following best describe your reasons for engaging with ProgramY? Please select all that apply

**RANDOMIZE**

1. To spend time with friends
2. To spend time with family
3. To find out more information and learn
4. To relax and unwind
5. To be entertained
6. To uplift my mood
7. To fill spare time
8. To give me inspiration and ideas
9. To keep up to date with the latest culinary trends
10. To escape from reality
11. Don’t know **[DO NOT RANDOMIZE]**

**BRAND PERCEPTIONS**

Q13. Please indicate how much you agree or disagree with the following statements about BrandX?

**RANDOMIZE COLUMNS AND ROWS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly agree  5 | Agree  4 | Neither agree nor disagree  3 | Disagree  2 | Strongly disagree  1 |
| A brand for me |  |  |  |  |  |
| Proud to own |  |  |  |  |  |
| Attractive styling |  |  |  |  |  |
| Luxurious |  |  |  |  |  |
| Excellent quality |  |  |  |  |  |
| Forward looking |  |  |  |  |  |
| Fits my lifestyle |  |  |  |  |  |
| Heard good things |  |  |  |  |  |
| Good for the money |  |  |  |  |  |
| Dependable |  |  |  |  |  |

**CULINARY STATEMENTS**

**ASK ALL**

Q14. Which of the following statements best describe you in relation to food and culinary activities?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Agree  5 | Agree  4 | Neither agree nor disagree  3 | Disagree  2 | Strongly disagree  1 |
| I enjoy being creative in the kitchen |  |  |  |  |  |
| I use food as a reason to gather with family/friends |  |  |  |  |  |
| I don’t have very much interest in cooking |  |  |  |  |  |
| Quick and easy meal options are my preferred food options |  |  |  |  |  |
| Preparing and eating food is my way of relaxing |  |  |  |  |  |
| I’m more of an “eat to live’ person |  |  |  |  |  |
| I’m constantly searching for new foods to try |  |  |  |  |  |
| I shy away from meals prepared with canned and frozen ingredients |  |  |  |  |  |
| I only eat fast food when I don’t have time to cook for myself personally |  |  |  |  |  |
| How healthy food is is more important to me than how it tastes |  |  |  |  |  |
| I prefer to prepare foods that are sourced sustainably from the environment |  |  |  |  |  |
| I’d rather pick up pre-prepared meals to eat at home than prepare a meal from scratch |  |  |  |  |  |
| I am always on the lookout for new food recipes to try |  |  |  |  |  |
| I typically plan the meals I prepare at home ahead of time |  |  |  |  |  |
| I love to showcase my cooking to others |  |  |  |  |  |

**DEMOGRAPHICS**

**ASK ALL**

D1. What is your gender? **[SINGLE SELECT]**

1. Male
2. Female

**ASK ALL**

D2. Do you consider yourself: **[SINGLE SELECT]**

1. Married
2. Single
3. Other

**ASK ALL**

D3.How many children are living in your household? **[SINGLE SELECT]**

1. 0
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6+

**[PRESENT IF D3=2-7, OTHERWISE SKIP]**

D4.Please indicate which age range(s) your children fall into. **[MULTIPLE SELECT]**

1. Younger than 3 years old
2. 3-6 years old
3. 7-10 years old
4. 11-14 years old
5. 15-17 years old
6. 18 years or older

D5. Please indicate the highest level of education you have completed. **[SINGLE SELECT]**

1. Less than high school
2. Some high school
3. High school graduate or equivalent
4. Some college/technical/vocational school
5. Four year college graduate
6. Some graduate school but no degree
7. Graduate school or higher
8. Prefer not to answer

D6. Are you of Hispanic/Latino descent? **[SINGLE SELECT]**

1. Yes
2. No

D7. Which of the following best describes your race? **[SINGLE SELECT]**

1. White/Caucasian
2. Black/African-American
3. Asian
4. Native Hawaiian or Other Pacific Islander
5. Native American
6. Other, please specify
7. Prefer not to answer

D8. Please indicate your annual household income range. **[SINGLE SELECT]**

1. Less than $30,000
2. $30,000-$44,999
3. $45,000-$59,999
4. $60,000-$74,999
5. $75,000-$99,999
6. $100,000-$149,999
7. $150,000-$199,999
8. $200,000+
9. Prefer not to answer

***You are almost finished with the survey. We only have a few final questions about automobile brand personalities that we would like to hear from you about.***

**AUTOMOBILE BRANDS PERSONALITIES**

**ASK ALL**

P1. *Automobile brands have personalities that determine the kinds of products they make and*

*advertising they do. Below are several brand personality descriptions.* Please read each

description carefully. ***Indicate how likely you are to consider purchasing a vehicle from that brand.***

Assume you were shopping for a new vehicle today and each brand had products that meet all

your needs.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***RANDOMIZE LIST*** | Definitely consider purchasing  5 | Probably consider purchasing  4 | Might or might not consider purchasing  3 | Probably  NOT  consider purchasing  2 | Definitely  NOT  consider purchasing  1 |
| Friendly, hardworking, practical and unpretentious, this brand takes great pleasure in spending time with friends and family. This brand is principled, honest, and committed to serving people at every point in their lives. Others respect this brand’s sense of fair play and integrity and see this brand often lending a hand or contributing to the community. When circumstances call, this is the brand that steps up to do the right thing. | 🔾 | 🔾 | 🔾 | 🔾 | 🔾 |
| This brand believes things worth doing are worth doing right. It leads by example with an understated confidence that comes from discipline and rational thinking. Responsible, knowledgeable and dutiful it sets high standards for itself. It’s about being prepared and having the inner drive to do things right. This brand is always up for conquering a challenge. It is respected for being distinct and that’s why only the best will do. | 🔾 | 🔾 | 🔾 | 🔾 | 🔾 |
| This thoughtful and imaginative brand lives life to the fullest through meaningful relationships and new experiences. It tries to make a positive difference in the world and always has the courage to do the right thing. It believes life is about the journey and the discovery that comes with it, especially when it can be shared with others. Creative and open-minded, it appreciates beauty, harmony, and attention to detail. It is a modern luxury brand that invites you to come as you are. | 🔾 | 🔾 | 🔾 | 🔾 | 🔾 |
| Confident in its actions and unwavering in its vision for success, this brand is an independent leader. It does not follow the expected course, instead it believes the only way one can achieve greatness is to follow its own path. Social and spontaneous, a passion for living drives this brand to embrace new experiences, take calculated risks and challenge itself to break new ground and accomplish what was once impossible. Charismatic and exciting, it is a luxury brand that is authentic, makes a dramatic statement and has a relentless desire to be the best. | 🔾 | 🔾 | 🔾 | 🔾 | 🔾 |

**[THANK YOU PAGE]**