**Universal GENPAR**

* Aware[x]: All respondents + Country specific images

List Used: AwareList (Decipher): Animation (**AN**) + LiveAction (**LA**) (Sheet)

cs:CorrAware="AN|UNI" : termination at Aware + to separate AN & LA

cs:SeenAN="DM" : SeenAN question

cs:SeenLA="PITCH" : SeenLA question

cs:W3SpinANAssign="1" : W3SpinANAssign marker

cs:Spin="ILL" : SpinAN question

* AwareTV[x]: SAMPLE = 2 (PAR) + Country specific images

List Used: AwareTV\_List (Decipher): TV List (Sheet)

cs:Country="AU:PARM" : For Parent of Boy

cs:Country="AU:PARF" : For Parent of Girl

cs:Country="AU:ALL " : For both

* AwareOth[x]: All respondents + Country specific images

List Used: AwareOth\_List (Decipher): Other Brands (Sheet)

cs:AwareOth="MR1,MR2,MR3, FR1,FR2,FR3,GEN,A"

MR - For Parent of Boy || FR - For Parent of Girl || GEN – Generals || A – All

* W3AwareVL[x]: SAMPLE = 1 (GEN) + Country specific images

List Used: W3AwareVL\_List (Decipher): LegacyVault (Sheet)

Main Qnre Sections

1. Animated\_Franchise: [IF TrackGen/TrackPar = 1]
2. LiveAction\_Franchise: [IF TrackGen/TrackPar = 2]
3. TVShows\_Affinity: [IF TackOn = 1 & SAMPLE = PAR & TerrCheck <> 32, 31]
4. Other Brand/Characters: [(IF TackOn=2 OR SAMPLE=GEN) & AwareOth[99] = NOT SELECTED & TerrCheck<> 32, 31]
5. Vault\_Legacy: [IF SAMPLE = GEN & W3AwareVL[998] = NOT SELECTED & IF TerrCheck <> 32, 31]

Link Routes

1. PAR of Boy: Screener (AwareTV+ AwareOth) + 1,3,4, Complete link
2. PAR of Girl: Screener (AwareTV+ AwareOth) + 2,…
3. GEN: Screener (AwareOth) + …,5,…