Default Question Block

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This study makes extensive use of audio. Please play the embedded clip to make sure your speakers are loud enough to hear the audio associated with this video.

Next, you will watch a video. After you watch the video, we'll ask you some questions about it.

McDonald's

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Prudential

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ad1 question

How interesting was the television show?

○ Extremely interesting
○ Very interesting
○ Moderately interesting
○ Slightly interesting
○ Not interesting at all

How much did you enjoy watching the television show?

○ A great deal
○ A lot
○ A moderate amount
○ A little

○ Not at all

How interested are you in watching the rest of the television show to find out what happens next?

○ Extremely interested
○ Very interested
○ Moderately interested
○ Slightly interested
○ Not interested at all

Please type everything you remember about the advertisement you saw in the middle of the television show.

[   ]

As best you can remember, what company was being advertised?

[   ]

Do you remember seeing the advertisement before today, or do you not remember seeing it before today?

○ Do remember seeing it
○ Do not remember seeing it

How sure are you about your answer to the previous question?

○ Extremely sure

○ Very sure

○ Moderately sure

○ Slightly sure

○ Not sure at all

As best you can remember, about how many times do you think you saw advertisement before today?

[ ]

How much do you like or dislike the advertisement?

○ Like a great deal

○ Like a moderate amount

○ Like a little

○ Neither like nor dislike

○ Dislike a little

○ Dislike a moderate amount

○ Dislike a great deal

How funny was the advertisement?

○ Extremely funny

○ Very funny

○ Moderately funny

○ Slightly funny

○ Not funny at all

How interested were you in the advertisement?

○ Extremely interested

○ Very interested

○ Moderately interested

○ Slightly interested

○ Not interested at all

PANAS

How happy do you feel now?

○ Extremely happy
○ Very happy
○ Moderately happy
○ Slightly happy
○ Not happy at all

How tense do you feel now?

○ Extremely tense
○ Very tense
○ Moderately tense
○ Slightly tense
○ Not tense at all

How angry do you feel now?

○ Extremely angry
○ Very angry
○ Moderately angry
○ Slightly angry
○ Not angry at all

How worried do you feel now?

○ Extremely worried
○ Very worried
○ Moderately worried
○ Slightly worried
○ Not worried at all

How sad do you feel now?

○ Extremely sad

○ Very sad

○ Moderately sad

○ Slightly sad

○ Not sad at all

mcdonald's questions

How much do you like or dislike McDonald's?

○ Like a great deal

○ Like a moderate amount

○ Like a little

○ Neither like nor dislike

○ Dislike a little

○ Dislike a moderate amount

○ Dislike a great deal

How much do you like or dislike McDonald's food?

○ Like a great deal

○ Like a moderate amount

○ Like a little

○ Neither like nor dislike

○ Dislike a little

○ Dislike a moderate amount

○ Dislike a great deal

How much do you like or dislike McDonald's french fries?

○ Like a great deal

- ○ Like a moderate amount
- ○ Like a little
- ○ Neither like nor dislike
- ○ Dislike a little
- ○ Dislike a moderate amount
- ○ Dislike a great deal

How much do you like or dislike french fries?

- ○ Like a great deal
- ○ Like a moderate amount
- ○ Like a little
- ○ Neither like nor dislike
- ○ Dislike a little
- ○ Dislike a moderate amount
- ○ Dislike a great deal

During the next 30 days, how likely are you to buy something at McDonald's?

- ○ Extremely likely
- ○ Very likely
- ○ Moderately likely
- ○ Somewhat likely
- ○ Not likely at all

During the next 30 days, how likely are you to buy french fries at McDonald's?

- ○ Extremely likely
- ○ Very likely
- ○ Moderately likely
- ○ Somewhat likely
- ○ Not likely at all

During the next 30 days, how likely are you to buy french fries?

○ Extremely likely
○ Very likely
○ Moderately likely
○ Somewhat likely
○ Not likely at all

How interested are you in buying stock in the McDonald's Company?

○ Extremely likely
○ Very likely
○ Moderately likely
○ Somewhat likely
○ Not likely at all

How smart is it to buy stock in the McDonald's Company?

○ Extremely smart
○ Very smart
○ Moderately smart
○ Somewhat smart
○ Not smart at all

How likely are you to recommend McDonald's to a friend or colleague?

○ Extremely likely
○ Very likely
○ Moderately likely
○ Somewhat likely
○ Not likely at all

How likely are you to recommend McDonald's french fries to a friend or colleague?

○ Extremely likely

○ Very likely

○ Moderately likely

○ Somewhat likely

○ Not likely at all

How likely are you to recommend McDonald's food to a friend or colleague?

○ Extremely likely

○ Very likely

○ Moderately likely

○ Somewhat likely

○ Not likely at all

On average, how many people around the world do you think buy food at McDonald's each day?

○ 1-9 million

○ 10-19 million

○ 20-29 million

○ 30-39 million

○ 40-49 million

○ 50-59 million

○ 60-69 million

○ 70-79 million

○ 80-89 million

○ 90-99 million

About what percent of adults living in the United States do you think like McDonald's?

You can type a number between zero percent and one hundred, but do not add the % sign.
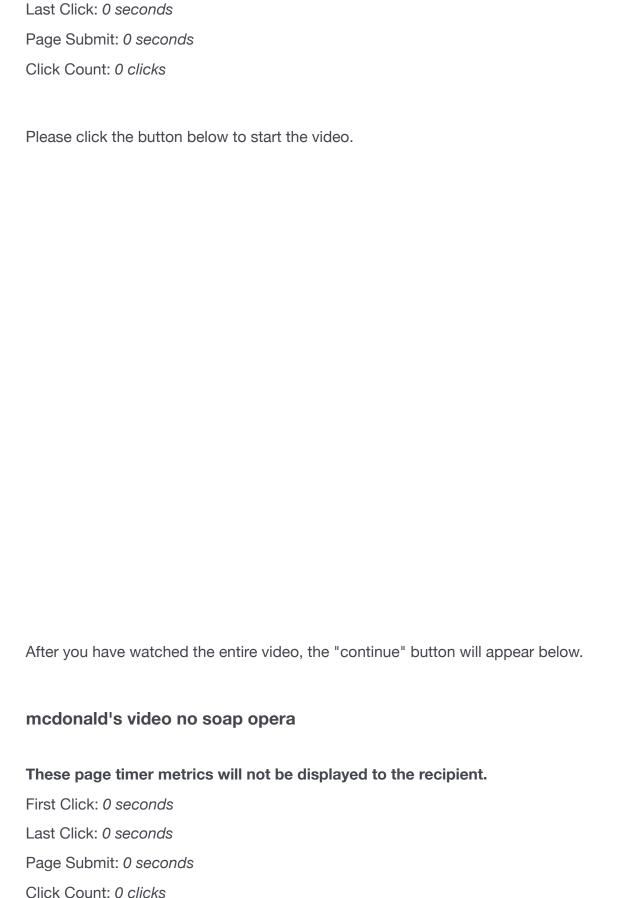
[   ]

About what percent of adults living in the United States do you think like McDonald's food?

You can type a number between zero percent and one hundred, but do not add the % sign.

[   ]

About what percent of adults living in the United States do you think like McDonald's french fries?

You can type a number between zero percent and one hundred, but do not add the % sign.

[   ]

About what percent of adults living in the United States do you think like french fries?

You can type a number between zero percent and one hundred, but do not add the % sign.

[   ]

About what percent of adults living in the United States do you think have eaten food from McDonald's at least once during the past year?

You can type a number between zero percent and one hundred, but do not add the % sign.

[   ]

During 2017 about how much money would you guess will be spent at McDonald's worldwide?

○ 1-9.9 billion dollars
○ 10-19.9 billion dollars
○ 20-29.9 billion dollars
○ 30-39.9 billion dollars
○ 40-49.9 billion dollars
○ 50-59.9 billion dollars
○ 60-69.9 billion dollars

If you could buy a medium size McDonald's french fries right now for $1.39, would you buy them or would you not buy them?

○ Would buy them
○ Would not buy them

If you could buy a medium size McDonald's french fries right now for $1.59, would you buy them or would you not buy them?

○ Would buy them
○ Would not buy them

If you could buy a medium size McDonald's french fries right now for $1.79, would you buy them or would you not buy them?

○ Would buy them
○ Would not buy them

If you could buy a medium size McDonald's french fries right now for $1.99, would you buy them or would you not buy them?

○ Would buy them
○ Would not buy them

If you could buy a medium size McDonald's french fries right now for $2.19, would you buy them or would you not buy them?

○ Would buy them
○ Would not buy them

prudential video no soap opera

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mcdonald's video no soap opera

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ad2 questions

Please type everything you remember about the advertisement you just saw.

As best you can remember, what company was being advertised?

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┌─────────────────────────────────────────────────────────┐
│                                                         ╱│
└─────────────────────────────────────────────────────────┘
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Do you remember seeing the advertisement before today, or do you not remember seeing it before today?

○ Do remember seeing it

○ Do not remember seeing it

How sure are you about your answer to the previous question?

○ Extremely sure

○ Very sure

○ Moderately sure

○ Slightly sure

○ Not sure at all

As best you can remember, about how many times do you think you saw advertisement before today?

```
┌─────────────────────┐
│                     │
└─────────────────────┘
```

How much do you like or dislike the advertisement?

○ Like a great deal

○ Like a moderate amount

○ Like a little

○ Neither like nor dislike

○ Dislike a little

○ Dislike a moderate amount

○ Dislike a great deal

How funny was the advertisement?

- ○ Extremely funny
- ○ Very funny
- ○ Moderately funny
- ○ Slightly funny
- ○ Not funny at all

How interested were you in the advertisement?

- ○ Extremely interested
- ○ Very interested
- ○ Moderately interested
- ○ Slightly interested
- ○ Not interested at all

To help us be sure that your [device/computer] is working properly with ours, please select "Slightly disagree" below.

- ○ Strongly agree
- ○ Agree
- ○ Slightly agree
- ○ Neither agree nor disagree
- ○ Slightly disagree
- ○ Disagree
- ○ Strongly disagree

Have you answered this questionnaire previously, or have you not done that?

- ○ Have answered it before
- ○ Have not done that

How many times have you answered this questionnaire before?

[   ]

demographics

Are you male or female?

○ Male

○ Female

Are you now married, widowed, divorced, separated, or never married?

○ Married

○ Widowed

○ Divorced

○ Separated

○ Never married

What is the highest level of school you have completed or the highest degree you have received?

○ Less than first grade

○ 1st, 2nd, 3rd, or 4th grade

○ 5th or 6th grade

○ 7th or 8th grade

○ 9th grade

○ 10th grade

○ 11th grade

○ 12th grade - NO DIPLOMA

○ High School Graduate - HS Diploma or Equivalent (GED)

○ Some college but no degree

○ Associate degree in college - Occupational/vocational program

○ Bachelor's degree (For example: BA, AB, BS)

○ Master's Degree (For example: MA, MS, MEng, MEd, MSW, MBA)

○ Professional School Degree (For example: MD, DDS, DVM, LLB, JD)

○ Doctorate Degree (For example: PhD, EdD)

What is your date of birth?

Enter birth year:

[   ]

What is your date of birth?

Enter birth month:

[▲▼]

Are you Hispanic or Latino?

○ Yes

○ No

Below please choose one or more races that you consider yourself to be:

☐ White
☐ Black or African American
☐ American Indian or Alaska Native
☐ Asian
☐ Native Hawaiian or Pacific Islander
☐ Other

The next question is about the total income in 2016 for you and all members of your family who lived with you during 2016, before taxes.

Please include money you and all members of your family received from jobs, pensions, social security, interest, dividends, capital gains, profits from businesses, unemployment payments, and all other money received.

Adding up the income from all these sources and all other sources, was the total income of

you and all members of your family who lived with you in 2016, before taxes, less than $50,000 or was it $50,000 or more?

○ Less than $50,000

○ $50,000 or more

And in which of the following groups was the total income of you and all members of your family who lived with you in 2016, before taxes?

○ Less than $10,000

○ $10,000 to less than $20,000

○ $20,000 to less than $30,000

○ $30,000 to less than $40,000

○ $40,000 to less than $50,000

And in which of the following groups was the total income of you and all members of your family who lived with you in 2016, before taxes?

○ $50,000 to less than $75,000

○ $75,000 to less than $100,000

○ $100,000 to less than $150,000

○ $150,000 or more

What is your five digit zip code at your home?

[   ]

Did you complete this survey on a computer or on a mobile device?

○ A computer

○ A mobile device