



# Brands Evaluated by Adult Consumers

## Sample Questionnaire - Brand Attachment Q

### Study Format

Male and female adults respond to questions about brands included in the study. Each brand is represented by its visual identity.

In column A, respondents indicate their awareness and experience of the each brand. Their overall opinion (Q Scores) of each brand is indicated by their response in column B. By indicating one or more descriptive phrases in column C, respondents are revealing their emotion attachment to each brand in the study.

In the last question (not shown on this page), respondents reveal their emotional attachment to the brand by indicating their commitment to buying or using the brand in the future.

In **Column A**, please choose one number to show your **familiarity** and **experience** with each brand:

- 1 = Used or bought their product(s) or service(s) in the past 12 months
- 2 = Used or bought their product(s) or service(s) over 12 months ago
- 3 = Heard of them, but have no first-hand experience
- 4 = Never heard of the brand

In **Column B**, please choose one number to show your **overall opinion** of each brand:

- 1 = Excellent    2 = Very Good    3 = Good    4 = Fair    5 = Poor    0 = No Opinion

In **Column C**, please choose the numbers of those phrases that you believe **describe** each brand. *You may use more than one number to describe each brand:*

- 01 = Like their advertising
- 02 = Not worth the money
- 03 = Leader in their field
- 04 = Provides really good service
- 05 = High quality
- 06 = Liked by children
- 07 = Provides a good value
- 08 = Rarely see their advertising
- 09 = Can trust what they say
- 10 = Moving up in their field
- 11 = Disappointed; won't buy again
- 12 = Environmentally friendly

www.qscores.com  
516-365-7979  
1615 Northern Boulevard  
Manhasset, NY 11030

The recognized industry standard for measuring consumer appeal of personalities, characters, licensed properties, programs and brands.

BRAND	A: EXPERIENCE	B: OPINION	C: PHRASES

BRAND	A: EXPERIENCE	B: OPINION	C: PHRASES

Brands shown are examples and not intended to imply their endorsement or participation.



# Brands Evaluated by Children and Teens

## Sample Questionnaire - Kids and Teens Brand Q

### Study Format

Kids 6-11 and teens 12-17 respond to questions about brands included in the study. Each brand is represented by its visual identity.

In the "Your Opinion" boxes, respondents indicate how much they like or dislike each brand. In the "Your Descriptions" boxes, more information is provided about how they feel about each brand, revealing their perception or overall image of each brand in the study.

### Your Opinion

How much do you **like** or **dislike** each of the places, restaurants, games, TV channels, stores or foods shown on this page?

Pick **one** of the numbers below to show how you feel about each one. Write that number in the **shaded "Your Opinion"** box next to each one.

- 1 = One of your favorites
- 2 = Very good
- 3 = Good
- 4 = Fair
- 5 = Poor
- 6 = Don't really know this one

### Your Descriptions

How would you talk about each one with your friends or family? Write in **as many letters as you want** in the **white "Your Descriptions"** box to show how you would describe each one.

- A = Knows what my friends and I like
- B = It's really cool
- C = I tried it, but I didn't like it
- D = I hardly ever see their ads or TV commercials
- E = It's fun
- F = I like their ads and TV commercials
- G = Adults like it more than kids do
- H = I used to like it more
- J = It's really for kids younger than me

	Your Opinion ▼	Your Descriptions ▼		Your Opinion ▼	Your Descriptions ▼

www.qscores.com  
516-365-7979  
1615 Northern Boulevard  
Manhasset, NY 11030

The recognized industry standard for measuring consumer appeal of personalities, characters, licensed properties, programs and brands.

Brands shown are examples and not intended to imply their endorsement or participation.