



# Characters, Licensed Properties, etc. Sample Questionnaire - Cartoon Q

Cartoon Q measures both familiarity and likeability of 600 licensed properties in a variety of categories.

As characters move from earlier categories (e.g. comic books into movies, television and videos), their likeability among kids, teens and adults can vary over time. *Batman*, *Superman*, and the *X-Men* are all good examples of this maturization process.

Since Cartoon Q is more than 25 years old, the ability to track the growth and decline of specific characters and properties is a distinct advantage of the service.

No other longitudinal database is available... *anywhere!*

[www.qscores.com](http://www.qscores.com)  
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*Evaluating familiarity and emotional attachments consumers have towards performers, characters, licensed properties, programs, and brands*

Listed below are characters that you may know from comic strips, TV, books, movies, games or from somewhere else. We would like to know how much you like each of the characters. If you have never seen or heard of a character before, write an "N" on the line next to the character's name. If you have definitely seen or heard of the character before, write in the number from 1 to 5 to show how you feel about each one.

- 1 = One of your favorites
- 2 = Very good
- 3 = Good
- 4 = Fair
- 5 = Poor
- N = One you have never seen or heard of before

## Comic books & strips, and characters from cartoons, comic books & strips

Action Chugger – From "Chuggington" ..... \_\_\_\_\_

American Vampire – Comic Book ..... \_\_\_\_\_

Amethyst: Princess of Gemworld – Comic Book Character ..... \_\_\_\_\_

Anakin Skywalker – From "Star Wars: The Clone Wars" ..... \_\_\_\_\_

Aquaman – Cartoon/Comic Book Character ..... \_\_\_\_\_

The Atom – Comic Book Character ..... \_\_\_\_\_

Baby Looney Tunes – Cartoon Characters ..... \_\_\_\_\_

Bad Girls – Comic Book ..... \_\_\_\_\_

Bane – From "The Adventures of Batman & Robin" ..... \_\_\_\_\_

Batgirl – Cartoon/Comic Book Character ..... \_\_\_\_\_

Batman – Cartoon/Comic Book Character ..... \_\_\_\_\_

Beetle Bailey – Comic Strip Character ..... \_\_\_\_\_

Ben Tennyson – From "Ben 10: Ultimate Alien" ..... \_\_\_\_\_

Blue – From "Blue's Clues" ..... \_\_\_\_\_

Blue Beetle – Comic Book Character ..... \_\_\_\_\_

Boo Boo – From "Yogi Bear" ..... \_\_\_\_\_

Booster Gold – Comic Book Character ..... \_\_\_\_\_

Bot – From "Team Umizoomi" ..... \_\_\_\_\_

Brewster – From "Chuggington" ..... \_\_\_\_\_

Bubble Puppy – From "Bubble Guppies" ..... \_\_\_\_\_

Bugs Bunny – Cartoon Character ..... \_\_\_\_\_

Candace – From "Phineas And Ferb" ..... \_\_\_\_\_

Care Bears – Cartoon Characters ..... \_\_\_\_\_

Catwoman – Cartoon/Comic Book Character ..... \_\_\_\_\_

Charlie Brown – From "Peanuts" ..... \_\_\_\_\_

Cheetara – From "Thundercats" ..... \_\_\_\_\_

Creature Commandos – Comic Book ..... \_\_\_\_\_

Your  
Opinion  
▼

Your  
Opinion  
▼

Cyborg – From "Teen Titans" ..... \_\_\_\_\_

Daffy Duck – Cartoon Character ..... \_\_\_\_\_

DC Comics – Comic Books ..... \_\_\_\_\_

Deadman – Comic Book Character ..... \_\_\_\_\_

Deadshot – Comic Book Character ..... \_\_\_\_\_

DMZ – Comic Book ..... \_\_\_\_\_

Doctor Mid-nite – Comic Book Character ..... \_\_\_\_\_

Donald Duck – Cartoon Character ..... \_\_\_\_\_

Doom Patrol – Comic Book Characters ..... \_\_\_\_\_

Doonesbury – Comic Strip ..... \_\_\_\_\_

Dora – From "Dora The Explorer" ..... \_\_\_\_\_

Dr. Doofenshmirtz – From "Phineas And Ferb" ..... \_\_\_\_\_

Eeyore – From "Winnie The Pooh" ..... \_\_\_\_\_

Fables – Comic Book ..... \_\_\_\_\_

Ferb – From "Phineas And Ferb" ..... \_\_\_\_\_

Finn – From "Adventure Time" ..... \_\_\_\_\_

The Flash – Cartoon/Comic Book Character ..... \_\_\_\_\_

Frankie Stein – From "Monster High" ..... \_\_\_\_\_

Fred Flintstone – Cartoon Character ..... \_\_\_\_\_

Frostini – From "Chuggington" ..... \_\_\_\_\_

Gary – From "SpongeBob SquarePants" ..... \_\_\_\_\_

General Zod – From "Superman" Comic Books ..... \_\_\_\_\_

Geo – From "Team Umizoomi" ..... \_\_\_\_\_

Gil – From "Bubble Guppies" ..... \_\_\_\_\_

Goofy – Cartoon Character ..... \_\_\_\_\_

Gossamer – Cartoon Character ..... \_\_\_\_\_

Green Arrow – Cartoon/Comic Book Character ..... \_\_\_\_\_

Green Lantern – Cartoon/Comic Book Character ..... \_\_\_\_\_

Grifter – Comic Book Character ..... \_\_\_\_\_

Hawkman – Comic Book Character ..... \_\_\_\_\_

Humungousaur – From "Ben 10: Ultimate Alien" ..... \_\_\_\_\_