

## Super Bowl Survey

1. How many football games do you watch in a typical year? Pro football: \_\_\_\_\_ College football: \_\_\_\_\_

2. Did you watch the Super Bowl? (Check only one response)

- \_\_\_\_\_ I watched all of game.
- \_\_\_\_\_ I watched most of the game.
- \_\_\_\_\_ I watched about half of the game.
- \_\_\_\_\_ I watched some of the game.
- \_\_\_\_\_ I watched just a little bit of the game.
- \_\_\_\_\_ I did not watch the game.

3. Did you watch the half-time show? (Check only one response)

- \_\_\_\_\_ I watched all of the half-time show.
- \_\_\_\_\_ I watched most of the half-time show.
- \_\_\_\_\_ I watched about half of the half-time show.
- \_\_\_\_\_ I watched some of the half-time show.
- \_\_\_\_\_ I watched just a little bit of the half-time show.
- \_\_\_\_\_ I did not watch the half-time show.

4. Overall, on a scale of 1 to 7, how would you evaluate the Super Bowl advertisements on the following characteristics?

They were not very good	_____	_____	_____	_____	_____	_____	_____	They were very good
They were not very funny	_____	_____	_____	_____	_____	_____	_____	They were really funny
They were not enjoyable	_____	_____	_____	_____	_____	_____	_____	They were very enjoyable
I did not like the ads	_____	_____	_____	_____	_____	_____	_____	I liked the ads
They were not clever	_____	_____	_____	_____	_____	_____	_____	They were very clever
They were boring	_____	_____	_____	_____	_____	_____	_____	They were exciting

5. Considering all of the ads on the Super Bowl, what percentage would you place in each category below. The total percentage should add to 100%.

- \_\_\_\_\_ % - Closely watched, with full attention.
- \_\_\_\_\_ % - Watched casually, somewhat aware of the content.
- \_\_\_\_\_ % - Watched, but did not pay much attention to the content.
- \_\_\_\_\_ % - Did not watch at all.
- 100% - Total

6. Please provide the following demographic information about yourself

Gender: Female \_\_\_\_\_ Male \_\_\_\_\_  
 Age: 18-22 \_\_\_\_\_ 23-29 \_\_\_\_\_ 30-39 \_\_\_\_\_ 40+ \_\_\_\_\_  
 Classification: Freshman \_\_\_\_\_ Sophomore \_\_\_\_\_ Junior \_\_\_\_\_ Senior \_\_\_\_\_ Graduate \_\_\_\_\_  
 Your race/ethnicity is:  
 African American \_\_\_\_\_ Asian-American \_\_\_\_\_ Hispanic \_\_\_\_\_ Caucasian \_\_\_\_\_ Other: \_\_\_\_\_

**THANK YOU FOR YOUR PARTICIPATION**