This brief survey collects behavioral and attitudinal information for the purpose of understanding how spokes-characters affect the persuasiveness of advertising for *CMM 335: Communication Research* at Spring Hill College. This exercise gives students some experience in creating and administering surveys as well as with light data analysis. Collected data is only suitable for classroom use. It should take about two minutes to complete this questionnaire. By providing written responses, you acknowledge that you are age 19 or older, and that you are giving voluntary consent for your answers to be included in the data analysis. Note that you are free to withdraw your participation at any time, you will not be linked to your responses in any way and the information obtained from you will remain confidential. When you've completed the questionnaire, please return the completed survey face down to the administering researcher. Thank you!

**Please circle the number below each position that best represents your thoughts/actions regarding that statement.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | ***Strongly***  ***Agree*** | ***Agree*** | ***Neutral*** | ***Disagree*** | ***Strongly***  ***Disagree*** |
| 1 | A spokes-character will facilitate the success of a product | 5 | 4 | 3 | 2 | 1 |
| 2 | I am attracted to brands with spokes-characters | 5 | 4 | 3 | 2 | 1 |
| 3 | I am loyal to brands | 5 | 4 | 3 | 2 | 1 |
|  | **Give two examples:** | | | | | |
| 4 | Brands that I favor have spokes-characters | 5 | 4 | 3 | 2 | 1 |
|  | **Give two examples:** | | | | | |
| 5 | Brands that I have remained loyal to since my youth have spokes-characters | 5 | 4 | 3 | 2 | 1 |
|  | **Give one example:** | | | | | |
| 6 | Spokes-characters affect children through ads | 5 | 4 | 3 | 2 | 1 |
| 7 | I am still loyal to brands is used in my youth | 5 | 4 | 3 | 2 | 1 |
|  | **Give one example:** | | | | | |
| 8 | Spokes-characters need to be sincere | 5 | 4 | 3 | 2 | 1 |
| 9 | Spokes-characters need to have energy | 5 | 4 | 3 | 2 | 1 |
| 10 | Spokes-characters make me like a product more | 5 | 4 | 3 | 2 | 1 |
| 11 | Spokes-characters make me trust a product more | 5 | 4 | 3 | 2 | 1 |
| 12 | The gender of a spokes-character helps me like it more | 5 | 4 | 3 | 2 | 1 |
| 13 | The gender of a spokes-character helps me trust it more | 5 | 4 | 3 | 2 | 1 |
| 14 | I make purchases from my heart | 5 | 4 | 3 | 2 | 1 |
| 15 | I make purchases from my brain | 5 | 4 | 3 | 2 | 1 |
| 16 | I buy products because I like them | 5 | 4 | 3 | 2 | 1 |
| 17 | I buy products based on convenience | 5 | 4 | 3 | 2 | 1 |
| 18 | I am persuaded to buy products because of their spokes-character | 5 | 4 | 3 | 2 | 1 |

***Please circle the letter next to the answer that best represents you.***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 19 | I am | 1) 19-21 | 2) 22-24 | 3) 25-30 | 4) 31+ |
| 20 | I am | 1) Female | 2) Male |  |  |
| 21 | Department | 1) Business | 2) Comm Arts | 3) Fine Arts | 4) Humanities |
|  |  | 5) Natural Sciences | 6) Social Science | 7) Graduate |  |

**Thank you for completing this questionnaire for Hannah McIntyre for CMM 335.**

Questions? Comments? Concerns? Contact instructor: Dr. Sharee Broussard, APR ([sbroussard@shc.edu](mailto:sbroussard@shc.edu) or 380-3842)