

040221A - HOD FLASH (24 Hour) Survey

Q51Q1: Before taking this survey, which of the following recent news items were you aware of? Please select all that apply.

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and Count.

* Table Base: U.S. RESPONDENTS

Q51Q2: Were you aware that Volkswagen's name change to "Volkswagen" was an April Fool's stunt?

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and Count.

* Table Base: AWARE OF VOLKSWAGEN "NAME CHANGE"

Q51Q3: How has your opinion of Volkswagen changed since hearing that its name change to "Volkswagen" was an April Fool's stunt?

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and various opinion categories like Better, Worse, No change, etc.

* Table Base: AWARE OF VOLKSWAGEN "NAME CHANGE"

Q51Q4: How much more or less likely are you to buy a Volkswagen product since learning that its name change to "Volkswagen" was an April Fool's stunt?

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and various likelihood categories like More Likely, Less Likely, etc.

* Table Base: AWARE OF VOLKSWAGEN "NAME CHANGE"

Q51Q5: How likely are you to buy an electric vehicle from Volkswagen?

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and likelihood categories like Likely, Not Likely, etc.

* Table Base: MORE LIKELY TO BUY A VOLKSWAGEN PRODUCT

Q51Q6: In general, do you think brands should participate in April Fools' Day stunts?

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and Count.

* Table Base: U.S. RESPONDENTS

Q51Q7: Which of the following are reasons why you think brands should participate in April Fools' Day stunts? Please select all that apply.

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and various reasons like creative way, fun, etc.

* Table Base: THINK BRANDS SHOULD PARTICIPATE IN APRIL FOOLS

Q51Q8: Which of the following are reasons why you think brands should not participate in April Fools' Day stunts? Please select all that apply.

Table with columns for Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Marital Status, and Race/Ethnicity. Rows include Total, Total (Unweighted), and various reasons like creates confusion, misleads public, etc.

* Table Base: THINK BRANDS SHOULD NOT PARTICIPATE IN APRIL FOOLS

040221A - HOD FLASH (24 Hour) Survey

QS1Q1: Before taking this survey, which of the following recent news items were you aware of? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1125	N=130	N=318	N=295	N=293	N=83 *
Total (Unweighted)	N=1125	N=132	N=316	N=292	N=320	N=63 *
Volkswagen announced it would change its name to "21%	21%	18%	25% D	16%	25% D	17%
Count	1.53	1.65	2.13	1.33	1.09	1.09

* Table Base: U.S. RESPONDENTS

QS1Q2: Were you aware that Volkswagen's name change to "Votswagen" was an April Fools' stunt?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=235	N=23 **	N=79 *	N=47 *	N=73 *	N=14 **
Total (Unweighted)	N=238	N=22 **	N=77 *	N=50 *	N=79 *	N=10 **
Yes	73%	73%	78%	65%	72%	66%
No	27%	27%	22%	35%	28%	34%

* Table Base: AWARE OF VOLKSWAGEN "NAME CHANGE"

QS1Q3: How has your opinion of Volkswagen changed since hearing that its name change to "Votswagen" was an April Fools' stunt?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=235	N=23 **	N=79 *	N=47 *	N=73 *	N=14 **
Total (Unweighted)	N=238	N=22 **	N=77 *	N=50 *	N=79 *	N=10 **
Better Opinion (Net)	20% e	28% e	30% E	19%	9%	10%
Much better opinion	8%	15%	10%	6%	5%	3%
Somewhat better opinion	12% e	13%	20% E	13%	4%	6%
No change in opinion	59% C	47%	36%	66% C	83% ABCd	61%
Worse Opinion (Net)	21% E	25% e	34% adE	15%	7%	29% e
Somewhat worse opinion	15% E	25% E	23% E	11%	5%	29% E
Much worse opinion	6%	0%	12% e	4%	3%	0%

* Table Base: AWARE OF VOLKSWAGEN "NAME CHANGE"

QS1Q4: How much more or less likely are you to buy a Volkswagen product since learning that its name change to "Votswagen" was an April Fools' stunt?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=235	N=23 **	N=79 *	N=47 *	N=73 *	N=14 **
Total (Unweighted)	N=238	N=22 **	N=77 *	N=50 *	N=79 *	N=10 **
More Likely (Net)	19% E	26% E	37% AdEF	17% E	3%	0%
Much more likely	9% E	15% E	18% E	9% e	1%	0%
Somewhat more likely	10% e	11%	19% aE	8%	2%	0%
Neither more nor less likely	69% bC	45%	50%	71% c	92% ABCD	86% bc
Less Likely (Net)	12%	29% aE	13%	12%	5%	14%
Much less likely	6%	3%	5%	8%	4%	14%
Somewhat less likely	6% e	26% AcDE	8% E	4%	1%	0%

* Table Base: AWARE OF VOLKSWAGEN "NAME CHANGE"

QS1Q5: How likely are you to buy an electric vehicle from Volkswagen?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=45 *	N=6 **	N=29 **	N=8 **	N=2 **	N=0 **
Total (Unweighted)	N=47 *	N=4 **	N=30 *	N=9 **	N=4 **	N=0 **
Likely (Net)	98%	87%	99%	100%	100%	0%
Very likely	51%	58%	47%	64%	30%	0%
Somewhat likely	47%	29%	52%	36%	70%	0%
Not Likely (Net)	2%	13%	1%	0%	0%	0%
Not very likely	2%	13%	1%	0%	0%	0%
Not at all likely	0%	0%	0%	0%	0%	0%

* Table Base: MORE LIKELY TO BUY A VOLKSWAGEN PRODUCT

QS1Q6: In general, do you think brands should participate in April Fools' Day stunts?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1125	N=130	N=318	N=295	N=293	N=83 *
Total (Unweighted)	N=1125	N=132	N=316	N=292	N=320	N=63 *
Yes	46% dEF	61% ADEF	64% ADEF	38% F	35% F	18%
No	54% BC	39%	36%	62% aBC	65% ABC	82% ABCDE

* Table Base: U.S. RESPONDENTS

QS1Q7: Which of the following are reasons why you think brands should participate in April Fools' Day stunts? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=515	N=80 *	N=204	N=114	N=102	N=15 **
Total (Unweighted)	N=503	N=78 *	N=194	N=115	N=103	N=12 **
It's a creative way for brands to advertise.	66%	56%	66%	68%	70%	73%
It adds to the fun of April Fools' Day.	60%	65%	55%	59%	67%	63%
It's an effective way for brands to advertise.	43%	43%	50% e	44%	36%	15%
It makes brands more approachable.	41% d	45%	49% De	30%	36%	47%
Other	2%	3%	0%	0%	8% ACD	0%
Count	2.13	2.11	2.20	2.01	2.17	1.98

* Table Base: THINK BRANDS SHOULD PARTICIPATE IN APRIL FOOLS

QS1Q8: Which of the following are reasons why you think brands should not participate in April Fools' Day stunts? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=610	N=50 *	N=115	N=182	N=191	N=68 *
Total (Unweighted)	N=622	N=54 *	N=122	N=177	N=217	N=51 *
It creates confusion.	62%	71%	66%	56%	62%	65%
It misleads the public.	54%	52%	50%	47%	62% acD	60%
It's an irresponsible or ineffective way for brands to advertise.	47% B	29%	41%	44%	52% Bc	63% aBCD
It appears forced or fake.	29%	44% aEf	34% e	31%	23%	25%
Other	4%	4%	7% e	3%	3%	4%
Count	1.96	2.00	1.97	1.82	2.02	2.17

* Table Base: THINK BRANDS SHOULD NOT PARTICIPATE IN APRIL FOOLS