

042721 - HOOD FLASH (24 Hour Survey)

Q5201: How much do you agree or disagree with each of the following statements regarding brand mascots (e.g., Tony the Tiger, Ronald McDonald, Mr. Clean)?

Using brand mascots is an outdated practice.

	Gender		Age		Male Age		Female Age		Region														
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=526	N=283	N=157	N=159	N=211	N=221	N=138	N=82	N=76	N=82	N=101	N=147	N=88	N=87	N=114	N=137	N=174	N=202	N=179	N=208	N=211
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=89	N=110	N=115	N=143	N=202	N=179	N=208	N=211
Agree (Net)	32%	29%	35%	35%	35%	35%	34%	34%	40%	L	26%	26%	26%	38%	28%	28%	28%	28%	28%	28%	28%	28%	28%
Strongly agree	8%	8%	8%	8%	8%	8%	8%	7%	8%	L	12%	12%	12%	15%	10%	10%	12%	8%	9%	9%	9%	9%	9%
Somewhat agree	24%	26%	21%	24%	21%	21%	24%	27%	32%	L	20%	20%	20%	23%	18%	18%	22%	13%	21%	24%	23%	23%	26%
Disagree (Net)	68%	71%	65%	65%	65%	65%	66%	66%	60%	L	74%	74%	74%	62%	72%	72%	72%	72%	72%	72%	72%	72%	72%
Somewhat disagree	38%	37%	43%	37%	43%	43%	43%	43%	38%	LM	50%	50%	50%	48%	50%	50%	50%	48%	48%	48%	48%	48%	48%
Strongly disagree	30%	28%	32%	30%	32%	32%	30%	29%	4%	D	16%	16%	16%	13%	16%	16%	16%	16%	16%	16%	16%	16%	16%

\* Table Base: U.S. RESPONDENTS  
 1 enjoy seeing brands use mascots.

	Gender		Age		Male Age		Female Age		Region														
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=526	N=283	N=157	N=159	N=211	N=221	N=138	N=82	N=76	N=82	N=101	N=147	N=88	N=87	N=114	N=137	N=174	N=202	N=179	N=208	N=211
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=89	N=110	N=115	N=143	N=202	N=179	N=208	N=211
Agree (Net)	79%	79%	78%	78%	78%	78%	78%	78%	83%	M	88%	88%	88%	83%	75%	75%	77%	77%	77%	77%	77%	77%	77%
Strongly agree	23%	23%	26%	23%	26%	26%	23%	23%	33%	L	33%	33%	33%	38%	28%	28%	28%	28%	28%	28%	28%	28%	28%
Somewhat agree	53%	53%	51%	53%	51%	51%	53%	53%	49%	LM	49%	49%	49%	46%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Disagree (Net)	21%	21%	22%	21%	22%	22%	21%	21%	17%	LM	17%	17%	17%	15%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Somewhat disagree	15%	15%	15%	15%	15%	15%	15%	15%	12%	LM	12%	12%	12%	14%	16%	16%	16%	16%	16%	16%	16%	16%	16%
Strongly disagree	7%	6%	7%	6%	7%	7%	5%	5%	5%	L	3%	3%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%

\* Table Base: U.S. RESPONDENTS  
 1 have a favorite brand mascot.

	Gender		Age		Male Age		Female Age		Region														
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=526	N=283	N=157	N=159	N=211	N=221	N=138	N=82	N=76	N=82	N=101	N=147	N=88	N=87	N=114	N=137	N=174	N=202	N=179	N=208	N=211
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=89	N=110	N=115	N=143	N=202	N=179	N=208	N=211
Agree (Net)	47%	49%	45%	46%	46%	46%	47%	47%	41%	LM	52%	52%	52%	48%	54%	54%	54%	54%	54%	54%	54%	54%	54%
Strongly agree	13%	13%	14%	13%	14%	14%	13%	13%	12%	L	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Somewhat agree	33%	33%	31%	33%	31%	31%	33%	33%	30%	LM	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%
Disagree (Net)	53%	55%	55%	54%	55%	55%	53%	53%	57%	LM	48%	48%	48%	50%	46%	46%	46%	46%	46%	46%	46%	46%	46%
Somewhat disagree	32%	31%	31%	30%	32%	32%	31%	31%	37%	LM	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%
Strongly disagree	21%	16%	24%	14%	21%	19%	20%	20%	28%	LM	12%	12%	12%	18%	13%	13%	13%	13%	13%	13%	13%	13%	13%

\* Table Base: U.S. RESPONDENTS  
 1 have a brand mascot makes a brand or company look childish.

	Gender		Age		Male Age		Female Age		Region														
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=526	N=283	N=157	N=159	N=211	N=221	N=138	N=82	N=76	N=82	N=101	N=147	N=88	N=87	N=114	N=137	N=174	N=202	N=179	N=208	N=211
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=89	N=110	N=115	N=143	N=202	N=179	N=208	N=211
Agree (Net)	30%	30%	29%	30%	29%	29%	29%	29%	34%	L	31%	31%	31%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%
Strongly agree	9%	9%	12%	9%	12%	12%	9%	9%	12%	L	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Somewhat agree	21%	21%	29%	21%	29%	29%	21%	21%	24%	L	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
Disagree (Net)	70%	70%	71%	70%	71%	71%	70%	70%	66%	LM	69%	69%	69%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%
Somewhat disagree	43%	43%	43%	43%	43%	43%	43%	43%	43%	LM	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Strongly disagree	30%	29%	32%	29%	32%	32%	30%	29%	23%	LM	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%

\* Table Base: U.S. RESPONDENTS  
 1 prefer the brand mascots that were popular when I was a child compared to the newer ones I see today.

	Gender		Age		Male Age		Female Age		Region														
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=526	N=283	N=157	N=159	N=211	N=221	N=138	N=82	N=76	N=82	N=101	N=147	N=88	N=87	N=114	N=137	N=174	N=202	N=179	N=208	N=211
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=89	N=110	N=115	N=143	N=202	N=179	N=208	N=211
Agree (Net)	69%	69%	69%	67%	71%	73%	73%	73%	63%	LM	73%	73%	73%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%
Strongly agree	23%	23%	24%	23%	24%	24%	23%	23%	23%	L	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Somewhat agree	46%	46%	45%	46%	45%	45%	46%	46%	41%	LM	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%
Disagree (Net)	31%	31%	31%	33%	29%	27%	27%	27%	37%	LM	30%	30%	30%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
Somewhat disagree	28%	28%	28%	28%	28%	28%	28%	28%	28%	LM	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%
Strongly disagree	8%	7%	9%	10%	6%	6%	6%	6%	2%	L	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

\* Table Base: U.S. RESPONDENTS  
 1 before taking this survey, were you aware of any of the following mascots?

	Gender		Age		Male Age		Female Age		Region														
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=526	N=283	N=157	N=159	N=211	N=221	N=138	N=82	N=76	N=82	N=101	N=147	N=88	N=87	N=114	N=137	N=174	N=202	N=179	N=208	N=211
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=89	N=110	N=115	N=143	N=202	N=179	N=208	N=211
Yes	41%	50%	32%	36%	36%	36%	33%	33%	43%	M	71%	71%	71%	68%	68%	68%	68%	68%	68%	68%	68%	68%	68%
No	59%	50%	68%	64%	64%	64%	67%	67%	57%	LM	29%	29%	29%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%

\* Table Base: U.S. RESPONDENTS  
 The Hamburgler (McDonald's)

	Gender		Age		Male Age		Female Age		Region													
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)

Somewhat interested	39%	44%	c	35%	40%	36%	45%	43%	f	34%	52%	M	36%	50%	m	50%	M	27%	29%	36%	42%	35%	39%	40%	40%	42%	37%
Not very interested	19%	19%		20%	15%	15%	19%	23%		6%	6%		21%	14%		23%	I	30%	k	22%	9%	24%	33%	21%	17%	22%	
Not at all interested	8%	8%		9%	6%	8%	9%	13%	df	13%	f	9%	9%	2%		10%		17%	k	3%	11%	16%	9%	8%	6%	11%	

\* Table Base: AWARE OF THIS BRAND MASCOT  
Kid Vid (Burger King)

	Gender		Age												Region											
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)				
Total	N=285	N=148	N=132	N=124	N=135	N=125	N=25	N=25	N=8	N=17	N=13	N=13	N=11	N=11	N=12	N=12	N=13	N=13	N=49	N=114	N=53	N=69				
Total (Unweighted)	N=256	N=151	N=101	N=93	N=88	N=29	N=28	N=28	N=31	N=36	N=14	N=11	N=11	N=11	N=12	N=14	N=18	N=17	N=53	N=100	N=47	N=56				
Interested (Net)	73%	78%	68%	77%	H	76%	H	80%	H	38%	81%	M	76%	M	85%	M	50%	M	21%	72%	77%	58%	61%	70%	80%	72%
Very interested	38%	40%	38%	44%	h	42%	30%	29%	21%	48%	M	34%	34%	M	27%	32%	5%	3%	39%	32%	20%	33%	34%	43%	40%	33%
Somewhat interested	35%	40%	29%	33%	34%	42%	h	50%	H	17%	32%	42%	42%	M	58%	68%	LM	17%	34%	24%	22%	25%	23%	23%	31%	39%
Not very interested	16%	14%	c	18%	16%	17%	11%	10%	29%	15%	20%	5%	0%		31%	I	17%	13%	13%	17%	21%	27%	25%	13%	12%	18%
Not at all interested	11%	7%		14%	7%	18%	10%	33%	dfg	5%	4%	11%	0%		48%	UHL	10%	10%	24%	21%	19%	14%	9%	10%	10%	

\* Table Base: AWARE OF THIS BRAND MASCOT  
Q212: Domino's recently brought back its old mascot, The Noid, which was used in advertising in the 1980s and 1990s. Were you aware of this?

	Gender		Age												Region								
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=516	N=285	N=287	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=143	N=174	N=387	N=208	N=211	
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=110	N=115	N=143	N=202	N=379	N=208	N=211	
Yes	24%	26%	22%	32%	H	29%	H	23%	H	9%	30%	M	26%	M	21%	29%	R	27%	R	20%	27%	19%	24%
No	76%	74%	78%	68%		71%		77%		91%	dfg	65%	70%		74%		74%	89%	UHL	71%	73%	80%	73%

\* Table Base: U.S. RESPONDENTS  
Q213: Knowing that Domino's brought back its old mascot, The Noid, how much better or worse of an opinion do you have of Domino's?

	Gender		Age												Region								
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)	
Total	N=1000	N=474	N=516	N=283	N=287	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=143	N=174	N=387	N=208	N=211	
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=110	N=115	N=143	N=202	N=379	N=208	N=211	
Better opinion (Net)	27%	33%	c	22%	GH	40%	GH	31%	GH	17%	13%	40%	LM	52%	LM	46%	LM	34%	10%	30%	pr	29%	R
Much better opinion	9%	10%		8%	HI	18%	Fgh	8%	H	3%	17%	RM	30%	KLH	3%	6%	m	0%	5%	13%	NO	5%	
Somewhat better opinion	18%	22%	c	15%	24%	GH	22%	GH	27%	GH	9%	9%	9%	25%	LM	43%	LM	8%	9%	25%	OPQR	13%	
Neither better nor worse opinion	68%	62%		73%	56%	56%	64%	61%	66%	49%	46%	50%	63%	63%	66%	66%	78%	79%	NO	84%	NO	72%	
Worse opinion (Net)	5%	5%		5%	GH	4%	5%	2%	DEF	86%	DEF	49%	46%	3%	4%	3%	UK	88%	3%	7%	UK	8%	
Somewhat worse opinion	4%	4%		4%	EGH	2%	5%	G	0%	2%	10%	LM	2%	4%	0%	1%	2%	1%	1%	1%	3%		
Much worse opinion	1%	1%		1%	0%	0%	2%	1%	0%	1%	0%	3%	2%	0%	0%	0%	0%	0%	0%	0%	1%		

\* Table Base: U.S. RESPONDENTS  
Q212: Do you believe each of the following statements is true or false? Only select 'True' or 'False' if you know for sure that the statement is true or false. Otherwise, select 'Not at all sure.'

	Gender		Age												Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northwest (S)	South (T)	Midwest (U)	West (V)
Total	N=1000	N=474	N=516	N=283	N=287	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=143	N=174	N=387	N=208	N=211
Total (Unweighted)	N=1000	N=382	N=607	N=223	N=158	N=163	N=194	N=262	N=66	N=69	N=53	N=79	N=119	N=157	N=89	N=110	N=115	N=143	N=202	N=379	N=208	N=211
Aware of 1980s Noid Incident (Net)	14%	18%		13%	GH	20%	GH	17%	GH	4%	2%	21%	LM	33%	LM	20%	LM	5%	1%	21%	OR	20%
True	15%	19%		14%	GH	17%	GH	18%	GH	2%	1%	21%	LM	33%	LM	20%	LM	5%	1%	21%	OR	20%
False	15%	19%		14%	GH	17%	GH	18%	GH	2%	1%	21%	LM	33%	LM	20%	LM	5%	1%	21%	OR	20%
Not at all sure	70%	65%	c	74%	B	65%	61%	65%	73%	E	83%	dfg	64%	49%	59%	69%	J	78%	UK	67%	72%	70%

\* Table Base: U.S. RESPONDENTS

042721 - HOD FLASH (24 Hour Survey)

Q52Q1: How much do you agree or disagree with each of the following statements regarding brand mascots (e.g., Tony the Tiger, Ronald McDonald, Mr. Clean)?

Using brand mascots is an outdated practice.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	32%	37%	33%	33%	30%	29%	30%	35%	35%	28%	36%	30%	30%	32%	33%	33%	31%	33%	33%	31%	35%
Agree (Net)	12%	18%	15%	15%	12%	12%	12%	14%	14%	11%	11%	11%	12%	12%	12%	12%	11%	11%	11%	11%	11%
Strongly agree	24%	25%	27%	27%	23%	23%	23%	23%	23%	21%	21%	21%	21%	23%	24%	24%	24%	24%	24%	24%	25%
Disagree (Net)	68%	63%	67%	67%	70%	71%	70%	65%	65%	72%	64%	70%	64%	70%	68%	67%	69%	67%	69%	65%	72%
Strongly disagree	12%	12%	13%	13%	16%	16%	16%	16%	16%	14%	14%	14%	14%	13%	13%	13%	13%	13%	13%	13%	12%

U.S. RESPONDENTS

\* Table Base: I enjoy seeing brands use mascots.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	47%	54%	50%	48%	48%	47%	48%	52%	52%	48%	48%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%
Agree (Net)	25%	28%	26%	26%	28%	28%	24%	23%	28%	23%	28%	24%	24%	23%	26%	22%	23%	27%	24%	19%	36%
Strongly agree	39%	40%	38%	38%	39%	39%	37%	38%	39%	37%	37%	37%	37%	39%	39%	39%	39%	39%	39%	39%	39%
Disagree (Net)	11%	13%	14%	14%	15%	15%	15%	14%	15%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	17%
Strongly disagree	7%	9%	9%	9%	10%	10%	10%	10%	10%	8%	8%	8%	8%	7%	7%	7%	7%	7%	7%	7%	6%

U.S. RESPONDENTS

\* Table Base: I have a favorite brand mascot.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	47%	54%	50%	48%	48%	47%	48%	52%	52%	48%	48%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%
Agree (Net)	21%	23%	21%	21%	20%	20%	20%	26%	19%	25%	18%	23%	16%	20%	20%	20%	19%	24%	23%	22%	17%
Strongly agree	32%	30%	32%	32%	34%	33%	34%	38%	38%	31%	38%	30%	31%	35%	35%	35%	33%	33%	33%	31%	40%
Disagree (Net)	13%	14%	15%	15%	14%	14%	14%	14%	14%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Strongly disagree	21%	23%	21%	21%	18%	17%	17%	18%	18%	27%	16%	23%	15%	23%	21%	21%	21%	20%	22%	13%	26%

U.S. RESPONDENTS

\* Table Base: Having a brand mascot makes a brand or company look childish.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	30%	37%	31%	27%	27%	29%	28%	31%	32%	27%	34%	24%	23%	28%	27%	27%	27%	27%	28%	31%	33%
Agree (Net)	8%	11%	8%	8%	8%	8%	6%	11%	9%	8%	11%	7%	10%	8%	8%	8%	9%	8%	8%	10%	12%
Strongly agree	21%	24%	24%	24%	23%	23%	23%	23%	23%	20%	23%	20%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Disagree (Net)	70%	63%	68%	69%	73%	71%	72%	69%	68%	73%	66%	73%	63%	73%	73%	73%	71%	70%	72%	67%	67%
Strongly disagree	40%	31%	37%	39%	49%	48%	43%	40%	39%	42%	35%	43%	36%	42%	42%	40%	43%	38%	42%	40%	31%
Not at all interested	30%	32%	32%	24%	25%	29%	30%	29%	29%	31%	30%	31%	30%	31%	31%	31%	32%	32%	32%	30%	36%

U.S. RESPONDENTS

\* Table Base: I prefer the brand mascots that were popular when I was a child compared to the newer ones I see today.

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	41%	39%	37%	37%	45%	43%	42%	44%	47%	40%	45%	39%	41%	41%	40%	40%	42%	39%	37%	45%	44%
Agree (Net)	59%	61%	63%	55%	57%	63%	58%	56%	53%	63%	55%	62%	55%	66%	59%	60%	58%	61%	63%	55%	56%
Strongly agree	23%	28%	22%	21%	23%	25%	24%	23%	23%	24%	23%	23%	23%	23%	23%	23%	23%	23%	23%	15%	31%
Disagree (Net)	46%	46%	49%	52%	44%	40%	47%	49%	48%	45%	48%	45%	49%	45%	48%	44%	46%	47%	48%	43%	36%
Strongly disagree	13%	16%	15%	15%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%
Not at all interested	23%	18%	23%	23%	23%	23%	23%	24%	22%	24%	23%	23%	23%	23%	23%	23%	23%	23%	23%	30%	23%
Strongly disagree	8%	8%	6%	4%	10%	9%	7%	7%	9%	8%	8%	8%	9%	6%	11%	11%	9%	8%	4%	9%	9%

U.S. RESPONDENTS

\* Table Base: Before taking this survey, were you aware of any of the following mascots?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	41%	39%	37%	37%	45%	43%	42%	44%	47%	40%	45%	39%	41%	41%	40%	40%	42%	39%	37%	45%	44%
Yes	59%	61%	63%	55%	57%	63%	58%	56%	53%	63%	55%	62%	55%	66%	59%	60%	58%	61%	63%	55%	56%
No	41%	39%	37%	37%	45%	43%	42%	44%	47%	40%	45%	39%	41%	41%	40%	40%	42%	39%	37%	45%	44%

U.S. RESPONDENTS

\* Table Base: The Hamburglar (McDonald's)

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	84%	85%	85%	89%	84%	84%	80%	87%	85%	83%	81%	80%	80%	83%	83%	83%	87%	81%	87%	73%	83%
Yes	16%	15%	13%	11%	16%	14%	16%	15%	17%	19%	14%	14%	14%	17%	15%	17%	13%	13%	13%	22%	17%
No	84%	85%	85%	89%	84%	84%	80%	87%	85%	83%	81%	80%	80%	83%	83%	83%	87%	81%	87%	73%	83%

U.S. RESPONDENTS

\* Table Base: Mr. Peanut (Planters)

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691	N=725	N=709	N=262	N=506	N=494	N=734	N=100	N=100
Total (Unweighted)	41%	39%	37%	37%	45%	43%	42%	44%	47%	40%	45%	39%	41%	41%	40%	40%	42%	39%	37%	45%	44%
Yes	80%	81%	82%	84%	80%	80%	78%	80%	80%	78%	78%	78%	78%	80%	80%	80%	80%	80%	80%	80%	80%
No	11%	9%	8%	6%	14%	11%	9%	11%	14%	7%	16%	8%	14%	10%	12%	12%	8%	13%	13%	20%	15%

U.S. RESPONDENTS

\* Table Base: Twinkie the Kid (Twinkies)

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Parent of Child Under 18 (M)	Home Ownership (N)	Home Ownership (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	Race/Ethnicity (AA (T))	Race/Ethnicity (AB (U))
Total	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=360	N=691								

Not at all interested

8%	6%	13%	17%	6%	6%	3%	16%	G	5%	13%	I	6%	10%	7%	9%	8%	6%	8%	8%	10%	0%	5%
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\* Table Base:  
Punchy (Hawaiian Punch)

AWARE OF THIS BRAND MASCOT

	Household Income					Education			Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)							Yes (I)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=494	N=201	N=120	N=83	N=245	N=232	N=241	N=148	N=378	N=316	N=253	N=441	N=224	N=469	N=487	N=190	N=321	N=373	N=144	N=74	N=74	N=126	
Total (Unweighted)	N=699	N=269	N=148	N=98	N=344	N=209	N=128	N=183	N=358	N=342	N=220	N=479	N=202	N=497	N=479	N=202	N=345	N=354	N=108	N=55	N=66	N=126	
Interested (Net)	72%	78%	Ce	66%	68%	72%	H	63%	70%	70%	72%	H	70%	72%	N	68%	72%	73%	72%	67%	85%	S	79%
Very interested	33%	39%	ce	29%	35%	28%	h	36%	34%	32%	41%	L	28%	43%	N	28%	29%	41%	31%	35%	30%	41%	5%
Somewhat interested	39%	40%		37%	33%	40%		38%	35%	38%	35%		42%	38%		40%	43%	32%	42%	33%	38%	44%	34%
Not very interested	19%	16%		22%	19%	23%		17%	24%	22%	16%		19%	22%	M	19%	19%	20%	18%	20%	22%	13%	15%
Not at all interested	8%	5%		9%	5%	5%		6%	6%	8%	8%		9%	6%		10%	8%	8%	9%	8%	11%	T	6%

\* Table Base:  
Kid Vid (Burger King)

AWARE OF THIS BRAND MASCOT

	Household Income					Education			Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)							Yes (I)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=265	N=98	N=59	N=35	N=103	N=120	N=80	N=118	N=107	N=158	N=127	N=149	N=149	N=125	N=188	N=89	N=141	N=144	N=100	N=57	N=66	N=126	
Total (Unweighted)	N=256	N=107	N=48	N=30	N=63	N=96	N=74	N=45	N=100	N=135	N=128	N=128	N=128	N=111	N=171	N=99	N=137	N=119	N=50	N=37	N=59	N=126	
Interested (Net)	73%	86%	CDE	63%	66%	73%	H	58%	75%	69%	82%	L	61%	80%	N	65%	71%	76%	71%	75%	81%	77%	77%
Very interested	38%	42%		35%	28%	37%	h	42%	43%	31%	45%	I	30%	40%		37%	38%	40%	35%	42%	36%	43%	43%
Somewhat interested	35%	43%		29%	28%	34%		39%	33%	38%	37%		31%	40%		28%	33%	36%	36%	34%	31%	45%	34%
Not very interested	16%	10%		18%	20%	22%	b	18%	18%	13%	11%		23%	13%		20%	18%	13%	17%	16%	17%	12%	20%
Not at all interested	11%	5%		10%	13%	10%		13%	10%	18%	18%		16%	15%		11%	11%	11%	13%	9%	16%	U	3%

\* Table Base:  
AWAKE OF THIS BRAND MASCOT

Q5Q5: Domino's recently brought back its old mascot, the Noid, which was used in advertising in the 1980s and 1990s. Were you aware of this?

	Household Income					Education			Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)							Yes (I)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=640	N=312	N=688	N=725	N=248	N=471	N=408	N=171	N=120	N=160	N=160		
Total (Unweighted)	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=691	N=279	N=721	N=709	N=262	N=506	N=494	N=314	N=82	N=85	N=160		
Yes	24%	29%	C	19%	28%	22%	H	26%	h	18%	28%	J	19%	29%	L	21%	33%	N	19%	23%	26%	20%	27%	Q
No	76%	71%		81%	72%	78%		72%	74%	82%	72%		81%	77%	K	67%	81%	M	77%	74%	80%	R	73%	

\* Table Base:  
U.S. RESPONDENTS

Q5Q6: Knowing that Domino's brought back its old mascot, the Noid, how much better or worse of an opinion do you have of Domino's?

	Household Income					Education			Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)							Yes (I)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=640	N=312	N=688	N=725	N=248	N=471	N=408	N=171	N=120	N=160	N=160	
Total (Unweighted)	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=691	N=279	N=721	N=709	N=262	N=506	N=494	N=314	N=82	N=85	N=160	
Better opinion (Net)	27%	24%		22%	25%	31%		25%	29%	34%	J	19%	21%	20%		26%	30%	26%	28%	23%	31%	37%	S
Much better opinion	9%	9%		8%	9%	8%		8%	12%	J	5%		16%	18%	N	5%	8%	10%	8%	7%	11%	11%	11%
Somewhat better opinion	18%	15%		14%	17%	22%		17%	22%	J	14%		22%	16%		16%	22%	16%	15%	12%	20%	20%	20%
Neither better nor worse opinion	68%	72%		73%	71%	64%		70%	68%	60%	78%	I	57%	74%	K	52%	75%	M	69%	66%	74%	U	65%
Worse opinion (Net)	5%	5%		4%	5%	3%		3%	5%	6%	J	3%	5%	6%		4%	5%	5%	3%	6%	Q	4%	9%
Somewhat worse opinion	4%	4%		3%	5%	3%		3%	5%	6%	J	2%	4%	5%		3%	4%	3%	2%	3%	Q	3%	2%
Much worse opinion	1%	1%		2%	0%	1%		0%	1%	1%		1%	1%	1%		1%	1%	1%	1%	1%	1%	0%	0%

\* Table Base:  
U.S. RESPONDENTS

Q5Q7: Do you believe each of the following statements is true or false? Only select 'True' or 'False' if you know for sure that the statement is true or false. Otherwise, select 'Not at all sure.'

A man with the last name Noid held two Domino's employees hostage in the late 1980s because he believed the brand had stolen his name to use for their mascot.

	Household Income					Education			Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)							Yes (I)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=640	N=312	N=688	N=725	N=248	N=471	N=408	N=171	N=120	N=160	N=160	
Total (Unweighted)	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=691	N=279	N=721	N=709	N=262	N=506	N=494	N=314	N=82	N=85	N=160	
Aware of 1980s Noid Incident (Net)	14%	16%		11%	17%	13%		9%	20%	G	20%	J	8%	23%	L	9%	27%	N	8%	15%	11%	15%	13%
True	14%	16%		11%	17%	13%		9%	20%	G	20%	J	8%	23%	L	9%	27%	N	8%	15%	11%	15%	13%
False	16%	13%		17%	20%	14%		20%	15%	18%	14%		14%	17%		19%	15%	17%	14%	14%	17%	T	13%
Not at all sure	70%	68%		69%	68%	72%		70%	66%	62%	78%	I	63%	74%	K	54%	77%	M	68%	74%	66%	73%	Q

\* Table Base:  
U.S. RESPONDENTS

042721 - HOD FLASH (24 Hour) Survey

QS2Q1: How much do you agree or disagree with each of the following statements regarding brand mascots (e.g., Tony the Tiger, Ronald McDonald, Mr. Clean)?

Using brand mascots is an outdated practice.

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
<b>Agree (Net)</b>	321	142	105	217
Strongly agree	83	35	33	49
Somewhat agree	238	106	71	167
<b>Disagree (Net)</b>	679	264	134	545
Somewhat disagree	378	147	69	309
Strongly disagree	301	117	64	236

\* Table Base: U.S. RESPONDENTS

I enjoy seeing brands use mascots.

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
<b>Agree (Net)</b>	786	335	192	594
Strongly agree	254	117	82	172
Somewhat agree	532	218	109	422
<b>Disagree (Net)</b>	214	71	47	168
Somewhat disagree	146	50	32	114
Strongly disagree	68	21	14	54

\* Table Base: U.S. RESPONDENTS

I have a favorite brand mascot.

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
<b>Agree (Net)</b>	469	224	147	322
Strongly agree	140	74	51	89
Somewhat agree	329	150	96	233
<b>Disagree (Net)</b>	531	181	91	439
Somewhat disagree	325	124	56	269
Strongly disagree	206	57	35	171

\* Table Base: U.S. RESPONDENTS

Having a brand mascot makes a brand or company look childish.

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
<b>Agree (Net)</b>	296	126	101	195
Strongly agree	84	31	26	58
Somewhat agree	213	95	76	137
<b>Disagree (Net)</b>	704	279	137	567
Somewhat disagree	404	160	70	334
Strongly disagree	300	120	67	233

\* Table Base: U.S. RESPONDENTS

I prefer the brand mascots that were popular when I was a child compared to the newer ones I see today.

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
<b>Agree (Net)</b>	691	293	182	509
Strongly agree	227	89	73	154
Somewhat agree	464	204	109	355
<b>Disagree (Net)</b>	309	112	56	253
Somewhat disagree	229	87	37	192
Strongly disagree	80	25	20	60

\* Table Base: U.S. RESPONDENTS

QS2Q2: Before taking this survey, were you aware of any of the following mascots?

The Noid (Domino's)

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
Yes	405	405	187	218
No	595	0	51	544

\* Table Base: U.S. RESPONDENTS

The Hamburglar (McDonald's)

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
Yes	841	387	218	623
No	159	19	20	139

\* Table Base: U.S. RESPONDENTS

Mr. Peanut (Planters)

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
Yes	891	376	211	681
No	109	30	27	81

\* Table Base: U.S. RESPONDENTS

Twinkie the Kid (Twinkies)

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766
Yes	473	280	151	322
No	527	125	87	440

\* Table Base: U.S. RESPONDENTS

Popsicle Pete (Popsicle)

	Total (A)	Aware of The Noid's Return		
		Aware of The Noid (B) Yes (C)	No (D)	
<b>Total</b>	1,000	405	238	762
<b>Total (Unweighted)</b>	1,000	382	234	766

Yes	267	165	115	152
No	733	240	123	610

\* Table Base: U.S. RESPONDENTS  
**Chef Wendell (Cinnamon Toast Crunch)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	1,000	405	238
<b>Total (Unweighted)</b>	1,000	382	234
Yes	356	204	138
No	644	202	100

\* Table Base: U.S. RESPONDENTS  
**Speedee (McDonald's)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	1,000	405	238
<b>Total (Unweighted)</b>	1,000	382	234
Yes	308	166	113
No	692	239	125

\* Table Base: U.S. RESPONDENTS  
**Punchy (Hawaiian Punch)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	1,000	405	238
<b>Total (Unweighted)</b>	1,000	382	234
Yes	694	335	190
No	306	70	49

\* Table Base: U.S. RESPONDENTS  
**Kid Vid (Burger King)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	1,000	405	238
<b>Total (Unweighted)</b>	1,000	382	234
Yes	285	186	115
No	715	219	124

\* Table Base: U.S. RESPONDENTS

QS2Q3: You may have heard that some brands are interested in bringing back their retired mascots (i.e., mascots that are no longer featured in advertisements or on packaging). How interested are you in the return of each of the following brand mascots?

**The Noid (Domino's)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	405	405	187
<b>Total (Unweighted)</b>	382	382	190
<b>Interested (Net)</b>	280	280	143
Very interested	140	140	72
Somewhat interested	141	141	72
Not very interested	72	72	25
Not at all interested	53	53	19

\* Table Base: AWARE OF THIS BRAND MASCOT  
**The Hamburglar (McDonald's)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	841	387	218
<b>Total (Unweighted)</b>	857	365	214
<b>Interested (Net)</b>	613	305	173
Very interested	317	169	98
Somewhat interested	295	135	75
Not very interested	122	38	23
Not at all interested	106	44	22

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Mr. Peanut (Planters)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	891	376	211
<b>Total (Unweighted)</b>	912	360	210
<b>Interested (Net)</b>	723	315	181
Very interested	348	165	101
Somewhat interested	374	150	79
Not very interested	98	40	17
Not at all interested	71	20	13

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Twinkie the Kid (Twinkies)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	473	280	151
<b>Total (Unweighted)</b>	471	253	147
<b>Interested (Net)</b>	342	209	127
Very interested	129	86	63
Somewhat interested	212	123	64
Not very interested	80	43	10
Not at all interested	51	28	14

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Popsicle Pete (Popsicle)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	267	165	115
<b>Total (Unweighted)</b>	248	146	107
<b>Interested (Net)</b>	207	129	90
Very interested	95	62	47
Somewhat interested	112	67	43
Not very interested	41	23	16
Not at all interested	19	13	10

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Chef Wendell (Cinnamon Toast Crunch)**

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	356	204	138
<b>Total (Unweighted)</b>	321	180	122
<b>Interested (Net)</b>	238	135	96
Very interested	113	72	55
Somewhat interested	124	63	42
Not very interested	80	50	27
Not at all interested	38	18	15

\* Table Base:  
Speedee (McDonald's)

AWARE OF THIS BRAND MASCOT

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	308	166	142
<b>Total (Unweighted)</b>	278	147	131
<b>Interested (Net)</b>	250	142	108
Very interested	128	80	48
Somewhat interested	121	62	59
Not very interested	34	11	23
Not at all interested	24	13	11

\* Table Base:  
Punchy (Hawaiian Punch)

AWARE OF THIS BRAND MASCOT

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	694	335	359
<b>Total (Unweighted)</b>	699	324	375
<b>Interested (Net)</b>	501	251	250
Very interested	227	125	102
Somewhat interested	274	126	148
Not very interested	134	60	74
Not at all interested	59	24	35

\* Table Base:  
Kid Vid (Burger King)

AWARE OF THIS BRAND MASCOT

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	285	186	99
<b>Total (Unweighted)</b>	256	161	95
<b>Interested (Net)</b>	208	147	61
Very interested	109	81	28
Somewhat interested	98	66	32
Not very interested	46	20	26
Not at all interested	31	19	12

\* Table Base:

AWARE OF THIS BRAND MASCOT

QS2Q5: Domino's recently brought back its old mascot, The Noid, which was used in advertising in the 1980s and 1990s. Were you aware of this?

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	1,000	405	595
<b>Total (Unweighted)</b>	1,000	382	618
<b>Yes</b>	238	187	51
<b>No</b>	762	218	544

\* Table Base:

U.S. RESPONDENTS

QS2Q6: Knowing that Domino's brought back its old mascot, The Noid, how much better or worse of an opinion do you have of Domino's?

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	1,000	405	595
<b>Total (Unweighted)</b>	1,000	382	618
<b>Better opinion (Net)</b>	270	168	102
Much better opinion	87	62	25
Somewhat better opinion	183	106	77
Neither better nor worse opinion	681	215	466
<b>Worse opinion (Net)</b>	49	22	27
Somewhat worse opinion	39	17	22
Much worse opinion	10	5	5

\* Table Base:

U.S. RESPONDENTS

QS2Q7: Do you believe each of the following statements is true or false? Only select 'True' or 'False' if you know for sure that the statement is true or false. Otherwise, select 'Not at all sure.'

A man with the last name Noid held two Domino's employees hostage in the late 1980s because he believed the brand had stolen his name to use for their mascot.

	Total (A)	Aware of The Noid's Return	
		Aware of The Noid (B) Yes (C)	No (D)
<b>Total</b>	1,000	405	595
<b>Total (Unweighted)</b>	1,000	382	618
<b>Aware of 1980s Noid Incident (Net)</b>	143	84	59
True	143	84	59
False	161	87	74
Not at all sure	697	234	463

\* Table Base:

U.S. RESPONDENTS

042721 - HOD FLASH (24 Hour) Survey

QS2Q1: How much do you agree or disagree with each of the following statements regarding brand mascots (e.g., Tony the Tiger, Ronald McDonald, Mr. Clean)?

Using brand mascots is an outdated practice.

	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=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Agree (Net)	32%	42% E	32%	32%	26%	39% e
Strongly agree	8%	9%	8%	9%	7%	9%
Somewhat agree	24%	33% E	24%	23%	19%	29% e
Disagree (Net)	68%	58%	68%	68%	74% Bf	61%
Somewhat disagree	38%	30%	36%	38%	43%	35%
Strongly disagree	30%	27%	32%	30%	31%	26%

\* Table Base: U.S. RESPONDENTS  
I enjoy seeing brands use mascots.

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Agree (Net)	79%	86% f	78%	80%	77%	69%
Strongly agree	25%	32% e	28% E	27% e	19%	23%
Somewhat agree	53%	53%	50%	53%	58%	46%
Disagree (Net)	21%	14%	22%	20%	23%	31% b
Somewhat disagree	15%	12%	15%	12%	16%	17%
Strongly disagree	7%	2%	7%	7%	6%	14% Be

\* Table Base: U.S. RESPONDENTS  
I have a favorite brand mascot.

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Agree (Net)	47%	55% Ef	58% dEF	47% E	35%	35%
Strongly agree	14%	17%	17%	14%	12%	10%
Somewhat agree	33%	38% E	41% Ef	34% E	24%	26%
Disagree (Net)	53%	45%	42%	53% c	65% BCD	65% bC
Somewhat disagree	32%	34%	24%	31%	42% Cdf	29%
Strongly disagree	21%	11%	18%	22%	22% b	35% BCde

\* Table Base: U.S. RESPONDENTS  
Having a brand mascot makes a brand or company look childish.

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Agree (Net)	30%	42% E	30%	30%	25%	27%
Strongly agree	8%	10%	7%	9%	8%	9%
Somewhat agree	21%	32% E	23%	21%	17%	18%
Disagree (Net)	70%	58%	70%	70%	75% B	73%
Somewhat disagree	40%	35%	35%	43%	47% C	37%
Strongly disagree	30%	23%	35%	27%	28%	36%

\* Table Base: U.S. RESPONDENTS  
I prefer the brand mascots that were popular when I was a child compared to the newer ones I see today.

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Agree (Net)	69%	71%	67%	72%	70%	62%
Strongly agree	23%	25%	24%	21%	24%	17%
Somewhat agree	46%	46%	43%	50%	47%	45%
Disagree (Net)	31%	29%	33%	28%	30%	38%
Somewhat disagree	23%	24%	22%	20%	23%	31%
Strongly disagree	8%	5%	10%	8%	6%	8%

\* Table Base: U.S. RESPONDENTS

QS2Q2: Before taking this survey, were you aware of any of the following mascots?

The Noid (Domino's)

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	41%	37% F	46% EF	52% bEF	34% F	13%
No	59%	63% d	54%	48%	66% CD	87% BCDE

\* Table Base: U.S. RESPONDENTS

The Hamburglar (McDonald's)

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	84%	72%	82%	90% BCF	89% BCF	73%
No	16%	28% DE	18% DE	10%	11%	27% DE

\* Table Base: U.S. RESPONDENTS

Mr. Peanut (Planters)

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	89%	71%	83% b	92% BC	99% BCD	97% BC
No	11%	29% cDEF	17% DEF	8% E	1%	3%

\* Table Base: U.S. RESPONDENTS

Twinkie the Kid (Twinkies)

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	47%	53% F	45% F	55% cF	48% F	24%
No	53%	47%	55% d	45%	52%	76% BCDE

\* Table Base: U.S. RESPONDENTS

Popsicle Pete (Popsicle)

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *



Yes	27%	35%	E	33%	E	24%	20%	23%
No	73%	65%		67%		76%	80%	77%

\* Table Base: U.S. RESPONDENTS  
**Chef Wendell (Cinnamon Toast Crunch)**

	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=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	36%	66% CDEF	48% DEF	32% EF	22% F	4%
No	64%	34%	52% B	68% BC	78% BCD	96% BCDE

\* Table Base: U.S. RESPONDENTS  
**Speedee (McDonald's)**

	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=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	31%	49% DEF	46% DEF	20%	20%	19%
No	69%	51%	54%	80% BC	80% BC	81% BC

\* Table Base: U.S. RESPONDENTS  
**Punchy (Hawaiian Punch)**

	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=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	69%	79% F	70% F	76% F	68% F	40%
No	31%	21%	30%	24%	32%	60% BCDE

\* Table Base: U.S. RESPONDENTS  
**Kid Vid (Burger King)**

	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=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	28%	47% DEF	45% DEF	24% EF	14%	9%
No	72%	53%	55%	76% BC	86% BCD	91% BCD

\* Table Base: U.S. RESPONDENTS

QS2Q3: You may have heard that some brands are interested in bringing back their retired mascots (i.e., mascots that are no longer featured in advertisements or on packaging). How interested are you in the return of each of the following brand mascots?

**The Noid (Domino's)**

	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=405	N=42 *	N=133	N=124	N=97 *	N=10 **
Total (Unweighted)	N=382	N=29 **	N=112	N=118	N=115	N=8 **
Interested (Net)	69%	97% CDEF	75% EF	74% EF	48%	20%
Very interested	34%	38% E	46% E	37% E	15%	13%
Somewhat interested	35%	59% Cdef	29%	37%	33%	6%
Not very interested	18%	3%	20%	11%	29% BD	33% b
Not at all interested	13%	0%	5%	15% bC	23% BC	47% BCd

\* Table Base: AWARE OF THIS BRAND MASCOT  
**The Hamburglar (McDonald's)**

	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=841	N=81 *	N=237	N=212	N=251	N=59 *
Total (Unweighted)	N=857	N=66 *	N=203	N=222	N=311	N=55 *
Interested (Net)	73%	79% EF	84% EF	80% EF	59%	53%
Very interested	38%	51% EF	49% EF	45% EF	21%	22%
Somewhat interested	35%	27%	36%	35%	38%	31%
Not very interested	15%	8%	6%	13% c	22% bCD	28% BCD
Not at all interested	13%	14%	9%	7%	18% CD	19% D

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Mr. Peanut (Planters)**

	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=891	N=80 *	N=240	N=216	N=278	N=78 *
Total (Unweighted)	N=912	N=70 *	N=206	N=225	N=338	N=73 *
Interested (Net)	81%	73%	88% BEF	87% bEF	77%	66%
Very interested	39%	42% f	49% dEF	38%	34%	25%
Somewhat interested	42%	31%	39%	48% b	43%	41%
Not very interested	11%	19% CD	7%	7%	13% cd	19% CD
Not at all interested	8%	8%	5%	6%	10%	15% Cd

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Twinkie the Kid (Twinkies)**

	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=473	N=60 *	N=129	N=130	N=134	N=19 **
Total (Unweighted)	N=471	N=51 *	N=120	N=127	N=156	N=17 **
Interested (Net)	72%	79% f	78% ef	75%	65%	50%
Very interested	27%	30% e	40% EF	30% E	15%	6%
Somewhat interested	45%	49%	38%	45%	50%	44%
Not very interested	17%	11%	11%	20%	19%	44% BCe
Not at all interested	11%	10%	12%	5%	17% D	7%

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Popsicle Pete (Popsicle)**

	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=267	N=40 *	N=95 *	N=57 *	N=57 *	N=18 **
Total (Unweighted)	N=248	N=31 *	N=72 *	N=60 *	N=67 *	N=18 **
Interested (Net)	78%	84%	78%	86% E	63%	77%
Very interested	36%	32%	42% E	39% e	20%	50% e
Somewhat interested	42%	52%	37%	47%	43%	27%
Not very interested	15%	12%	12%	12%	30% CD	5%
Not at all interested	7%	3%	10%	2%	7%	18% d

\* Table Base: AWARE OF THIS BRAND MASCOT  
**Chef Wendell (Cinnamon Toast Crunch)**

	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=356	N=74 *	N=139	N=76 *	N=63 *	N=3 **
Total (Unweighted)	N=321	N=55 *	N=111	N=78 *	N=74 *	N=3 **
Interested (Net)	67%	77% E	73% dE	59%	51%	57%
Very interested	32%	44% dE	36% e	22%	21%	0%
Somewhat interested	35%	33%	37%	36%	30%	57%
Not very interested	23%	12%	20%	30% b	30% b	21%
Not at all interested	11%	11%	7%	11%	19% C	22%

\* Table Base:  
Speedee (McDonald's)

AWARE OF THIS BRAND MASCOT

	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=308	N=56 *	N=132	N=48 *	N=57 *	N=16 **
Total (Unweighted)	N=278	N=40 *	N=103	N=54 *	N=67 *	N=14 **
Interested (Net)	81%	90% e	83% e	83%	69%	69%
Very interested	42%	50% E	46% E	37%	22%	62% E
Somewhat interested	39%	40% f	37%	46% F	47% F	7%
Not very interested	11%	8%	12%	11%	11%	14%
Not at all interested	8%	2%	5%	6%	19% bCd	17%

\* Table Base:  
Punchy (Hawaiian Punch)

AWARE OF THIS BRAND MASCOT

	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=694	N=89 *	N=202	N=179	N=193	N=32 *
Total (Unweighted)	N=699	N=70 *	N=173	N=194	N=234	N=28 **
Interested (Net)	72%	82% Ef	77% E	80% Ef	58%	58%
Very interested	33%	38% E	41% E	35% E	21%	23%
Somewhat interested	39%	44%	36%	45%	37%	35%
Not very interested	19%	10%	18%	14%	29% BCD	26%
Not at all interested	8%	8%	5%	6%	13% Cd	17% c

\* Table Base:  
Kid Vid (Burger King)

AWARE OF THIS BRAND MASCOT

	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=285	N=53 *	N=130	N=56 *	N=39 *	N=7 **
Total (Unweighted)	N=256	N=47 *	N=98 *	N=62 *	N=42 *	N=7 **
Interested (Net)	73%	75%	78%	71%	63%	42%
Very interested	38%	42% e	44% E	33%	21%	42%
Somewhat interested	35%	33%	33%	38%	42%	0%
Not very interested	16%	19%	14%	14%	17%	37%
Not at all interested	11%	6%	8%	15%	20%	21%

\* Table Base:

AWARE OF THIS BRAND MASCOT

QS2Q5: Domino's recently brought back its old mascot, The Noid, which was used in advertising in the 1980s and 1990s. Were you aware of this?

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Yes	24%	28% F	32% EF	24% F	20% F	2%
No	76%	72%	68%	76%	80% C	98% BCDE

\* Table Base:

U.S. RESPONDENTS

QS2Q6: Knowing that Domino's brought back its old mascot, The Noid, how much better or worse of an opinion do you have of Domino's?

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Better opinion (Net)	27%	34% EF	39% dEF	30% EF	15% f	6%
Much better opinion	9%	8%	15% EF	8%	5%	3%
Somewhat better opinion	18%	26% EF	25% EF	22% EF	10% f	3%
Neither better nor worse opinion	68%	53%	56%	65%	82% BCD	93% BCDe
Worse opinion (Net)	5%	13% CDEF	4%	5%	3%	1%
Somewhat worse opinion	4%	13% CDEF	4% e	4% E	1%	1%
Much worse opinion	1%	0%	1%	1%	2%	0%

\* Table Base:

U.S. RESPONDENTS

QS2Q7: Do you believe each of the following statements is true or false? Only select 'True' or 'False' if you know for sure that the statement is true or false. Otherwise, select 'Not at all sure.'

A man with the last name Noid held two Domino's employees hostage in the late 1980s because he believed the brand had stolen his name to use for their mascot.

	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=1000	N=113	N=289	N=236	N=281	N=80 *
Total (Unweighted)	N=1000	N=92 *	N=246	N=242	N=344	N=76 *
Aware of 1980s Noid Incident (Net)	14%	15% EF	27% DEF	16% EF	4%	1%
True	14%	15% EF	27% DEF	16% EF	4%	1%
False	16%	15%	14%	17%	19%	13%
Not at all sure	70%	71%	59%	67%	77% CD	87% bCD

\* Table Base:

U.S. RESPONDENTS