Super Bowl XLV Captioning Survey



1. Your television market		
	Response Percent	Response Count
City/Town:	100.0%	79
State:	100.0%	79
Country:	100.0%	79
	answered question	79
	skipped question	0

2. I watched Super Bowl 2011 on	television using (pick one):	
	Response Percent	Response Count
Local broadcast (TV with antenna/rabbit ears)	10.4%	8
Cable TV	70.1%	54
Satellite TV	19.5%	15
	Name of cable or satellite TV company	69
	answered question	77
	skipped question	2

3. What TV brand and model did y	ou use?	
	Response Percent	Response Count
Brand	97.2%	70
Model	61.1%	44
	answered question	72
	skipped question	7

4. Do you use a digital TV or analo	og (tube) TV?		
		Response Percent	Response Count
Digital TV		85.3%	64
Analog (tube) TV		14.7%	11
	answered	question	75
	skipped	question	4

5. Did you watch the game in High Definition (HD) or Standard Definition (SD)?				
	Response Percent	Response Count		
High Definition (HD)	59.2%	45		
Standard Definition (SD)	40.8%	31		
	answered question	76		
	skipped question	3		

6. Super Bowl Ads: First Quarter				
	Fully Captioned	Partially Captioned	Not Captioned	Response Count
Ford: Focus Team Rally	61.4% (35)	19.3% (11)	19.3% (11)	57
Bud Light: Hack Job show	74.6% (44)	11.9% (7)	13.6% (8)	59
Doritos: Pug smashing down door	63.1% (41)	12.3% (8)	24.6% (16)	65
Audi: Rich people in jail	61.7% (37)	16.7% (10)	21.7% (13)	60
Doritos: Annoying office worker	36.4% (24)	12.1% (8)	51.5% (34)	66
Chevrolet: Seniors in home	34.4% (22)	12.5% (8)	53.1% (34)	64
Pepsi: Woman imposing diet on man	34.4% (22)	12.5% (8)	53.1% (34)	64
Bud Light: Movie product placement	66.7% (38)	21.1% (12)	12.3% (7)	57
Chevrolet: Truck rescuing people	59.6% (34)	17.5% (10)	22.8% (13)	57
Universal: Fast Five movie	66.1% (37)	16.1% (9)	17.9% (10)	56
FOX: Chicago Code	54.4% (31)	21.1% (12)	24.6% (14)	57
Pepsi: Cooler shoots out cans	65.6% (40)	19.7% (12)	14.8% (9)	61
Doritos: Doritos revives fish, plant, man	71.7% (43)	10.0% (6)	18.3% (11)	60
Hyundai: Hypnotized	67.9% (36)	11.3% (6)	20.8% (11)	53
FOX: Fringe	59.3% (32)	18.5% (10)	22.2% (12)	54
NFL: NFL Draft	58.5% (31)	20.8% (11)	20.8% (11)	53
Universal/Dreamworks: Cowboys & Aliens	60.3% (35)	19.0% (11)	20.7% (12)	58
Kia: Optima, stolen repeatedly	61.7% (37)	20.0% (12)	18.3% (11)	60
FOX: Raising Hope	49.0% (25)	11.8% (6)	39.2% (20)	51
Lipton/Pepsi: Eminem - Brisk Iced Tea	41.0% (25)	16.4% (10)	42.6% (26)	61

Bridgestone: Reply all misunderstanding	68.5% (37)	18.5% (10)	13.0% (7)	54
Chevrolet: Volt	67.9% (38)	14.3% (8)	17.9% (10)	56
GoDaddy.com: Introducing Joan Rivers	67.2% (41)	19.7% (12)	13.1% (8)	61
NFL/FOX: Our House, House TV promo	55.7% (34)	24.6% (15)	19.7% (12)	61
Local Ad (not included in survey results)	30.2% (16)	17.0% (9)	52.8% (28)	53
			answered question	75
			skipped question	4

7. \$	Super	Bowl	Ads:	Second	Quarter
-------	-------	------	------	--------	---------

	Fully Captioned	Partially Captioned	Not Captioned	Response Count
Budweiser: Clydesdale rush to western bar	76.4% (42)	16.4% (9)	7.3% (4)	55
Teleflora: Studio with Faith Hill	73.6% (39)	15.1% (8)	11.3% (6)	53
Paramount: Transformers 3 - Dark of the Moon	56.6% (30)	15.1% (8)	28.3% (15)	53
BMW: X3	64.2% (34)	17.0% (9)	18.9% (10)	53
Motorola: Zoom tablet - White robed people	63.5% (33)	15.4% (8)	21.2% (11)	52
BMW: Fumes of old car; clean BMW	67.3% (37)	12.7% (7)	20.0% (11)	55
Coca Cola: Dragon tamed by coca cola	64.4% (38)	15.3% (9)	20.3% (12)	59
Paramount: Thor (Movie)	61.8% (34)	7.3% (4)	30.9% (17)	55
Volkswagen: Boy in Darth Vader costume	68.9% (42)	8.2% (5)	23.0% (14)	61
Mars: Snickers w Richard Lewis and Roseanne	77.8% (42)	11.1% (6)	11.1% (6)	54
careerbuilder.com: Monkeys driving cars block one car	73.7% (42)	12.3% (7)	14.0% (8)	57
Paramount: Super 8 (Movie)	59.6% (31)	17.3% (9)	23.1% (12)	52
NFL: Halftime show promo	71.2% (42)	13.6% (8)	15.3% (9)	59
Chevrolet: Cruze - first date	70.4% (38)	11.1% (6)	18.5% (10)	54
Paramount: Captain America (Movie)	62.7% (32)	7.8% (4)	29.4% (15)	51
Castrol: Edge oil product	70.2% (33)	12.8% (6)	17.0% (8)	47
Carmax: Series of "I feel like"	66.7% (32)	20.8% (10)	12.5% (6)	48
FOX: Glee	58.2% (32)	21.8% (12)	20.0% (11)	55

answered question	67
skipped question	12

. Super Bowl Ads: Halftime				
	Fully Captioned	Partially Captioned	Not Captioned	Respons Count
FOX: American Idol	59.1% (26)	20.5% (9)	20.5% (9)	4
Local Ad (not included in survey results)	26.2% (11)	19.0% (8)	54.8% (23)	۷
Local Ad (not included in survey results)	24.4% (10)	14.6% (6)	61.0% (25)	4
Local Ad (not included in survey results)	24.4% (10)	12.2% (5)	63.4% (26)	4
Local Ad (not included in survey results)	29.3% (12)	7.3% (3)	63.4% (26)	
Local Ad (not included in survey results)	30.0% (12)	10.0% (4)	60.0% (24)	
FOX: Daytona 500	57.8% (26)	22.2% (10)	20.0% (9)	
Local Ad (not included in survey results)	31.7% (13)	9.8% (4)	58.5% (24)	
FOX: Exploding sewers; Daytona 500	52.3% (23)	22.7% (10)	25.0% (11)	
chatter.com: Animated	57.1% (24)	21.4% (9)	21.4% (9)	
chatter.com: Animated transformations	57.1% (24)	21.4% (9)	21.4% (9)	
FOX: Sunday cartoon promos	46.7% (21)	31.1% (14)	22.2% (10)	
FOX: Glee	60.4% (29)	20.8% (10)	18.8% (9)	
Local Ad (not included in survey results)	24.4% (10)	12.2% (5)	63.4% (26)	
Local Ad (not included in survey results)	26.8% (11)	9.8% (4)	63.4% (26)	

Local Ad (not included in survey results)	26.2% (11)	9.5% (4)	64.3% (27)	42
Local Ad (not included in survey results)	26.8% (11)	9.8% (4)	63.4% (26)	41
Local Ad (not included in survey results)	22.0% (9)	12.2% (5)	65.9% (27)	41
Thedailiy.com: Get news anywhere	56.8% (25)	13.6% (6)	29.5% (13)	44
NFL: NFL mobile anywhere	60.0% (27)	15.6% (7)	24.4% (11)	45
FOX: House	67.9% (36)	15.1% (8)	17.0% (9)	53
Speed: Car Warriors	69.6% (32)	13.0% (6)	17.4% (8)	46
FOX: Ferris wheel runs loose: Daytona 500	58.3% (28)	18.8% (9)	22.9% (11)	48
FOX: Glee	60.9% (28)	17.4% (8)	21.7% (10)	46
			answered question	58
			skipped question	21

9. Super Bowl Ads: Third Quarter Response **Fully Captioned Partially Captioned Not Captioned** Count Cars.com: Go first 10.2% (5) 49 44.9% (22) 44.9% (22) e*trade: Baby tailor 34.5% (19) 18.2% (10) 55 47.3% (26) Best Buy: Ozzy and Justin 28.6% (14) 49 20.4% (10) 51.0% (25) FOX: Chicago Code 20.8% (10) 27.1% (13) 48 52.1% (25) FOX: American Idol 49 59.2% (29) 14.3% (7) 26.5% (13) Disney: Pirates of Caribbean 4 34.0% (18) 7.5% (4) 58.5% (31) 53 Mini Cooper: Cram It in the Boot 40.7% (22) 13.0% (7) 46.3% (25) 54 Homeaway.com: Hotel testing 49 28.6% (14) 18.4% (9) 53.1% (26) Hyundai Elantra: Hypnosis 14.3% (7) 49 67.3% (33) 18.4% (9) Groupon.com: Tibetan food 13.7% (7) 13.7% (7) 51 72.5% (37) Coca Cola: Border crossing guards 15.7% (8) 9.8% (5) 51 74.5% (38) Stella Artois: Nightclub singing 14.9% (7) 10.6% (5) 47 74.5% (35) Carmax: Full service gas station 47 68.1% (32) 14.9% (7) 17.0% (8) FOX: X-factor 49 16.3% (8) 38.8% (19) 44.9% (22) FOX: Glee 58.3% (28) 18.8% (9) 22.9% (11) 48 answered question 62 skipped question 17

10. Super	Bowl	Ads:	Fourth	Quarter
-----------	------	------	---------------	---------

	Fully Captioned	Partially Captioned	Not Captioned	Response Count
NFL: Different shows retouched	60.0% (27)	24.4% (11)	15.6% (7)	4
Local Ad (not included in survey results)	28.3% (13)	8.7% (4)	63.0% (29)	40
Local Ad (not included in survey results)	24.4% (11)	11.1% (5)	64.4% (29)	4
Local Ad (not included in survey results)	20.0% (9)	11.1% (5)	68.9% (31)	4
Local Ad (not included in survey results)	20.5% (9)	9.1% (4)	70.5% (31)	4
Nickoledon: Rango	62.5% (30)	14.6% (7)	22.9% (11)	4
cars.com: Talking cars	68.8% (33)	12.5% (6)	18.8% (9)	4
Budweiser: Dog-sitter	72.7% (32)	13.6% (6)	13.6% (6)	4
FOX: Glee	66.0% (33)	18.0% (9)	16.0% (8)	5
Hyundai: Sonata - Anachronistic City	66.0% (31)	17.0% (8)	17.0% (8)	4
Pepsi: Thoughts of man & woman on date	78.4% (40)	11.8% (6)	9.8% (5)	5
20th Century Fox: Rio	68.2% (30)	13.6% (6)	18.2% (8)	4
Bridgestone: Beaver saves car	64.7% (33)	15.7% (8)	19.6% (10)	Ę
GoDaddy.com: Danica & friend draw attention	70.6% (36)	15.7% (8)	13.7% (7)	5
Volkswagen: Beetle running around	68.0% (34)	18.0% (9)	14.0% (7)	5
FOX: Raising Hope	60.9% (28)	17.4% (8)	21.7% (10)	4
Mercedes Benz: Cars driving themselves	57.1% (28)	28.6% (14)	14.3% (7)	2
FOX: Chicago Code	54.3% (25)	21.7% (10)	23.9% (11)	4
FOX: House	60.8% (31)	19.6% (10)	19.6% (10)	5

			skipped question	16
			answered question	63
FOX: Glee	60.0% (30)	18.0% (9)	22.0% (11)	50
FOX: Traffic Light	60.4% (29)	16.7% (8)	22.9% (11)	48
FOX: Terra Nova	62.5% (30)	14.6% (7)	22.9% (11)	48
Skechers: Kim Kardashian with trainer	75.5% (37)	16.3% (8)	8.2% (4)	49
Universal: Limitless	68.2% (30)	13.6% (6)	18.2% (8)	44
FOX: Glee	50.0% (24)	31.3% (15)	18.8% (9)	48
Verizon: iPhone 4	70.6% (36)	11.8% (6)	17.6% (9)	51
Chevrolet: Camaro in desert	66.0% (31)	14.9% (7)	19.1% (9)	47
NFL: Draft plug	59.1% (26)	18.2% (8)	22.7% (10)	44