Lay's

World Cup 2026_Lay's (fielded June 12–15, 2026). 28 questions in survey order; the ad is shown between Q15 and Q16.

Screener and demographics

1. What is your gender?
    - Female; Male; Other
2. What is your year of birth?
3. What is your zip code?
4. What is the total annual income of your household before taxes?
    - Under $20,000; $20,000–39,999; $40,000–59,999; $60,000–79,999; $80,000–99,999; $100,000–149,999; $150,000–199,999; $200,000 and over
5. What race(s) or ethnic group(s) do you most identify with? Select all that apply.
    - Native American; Asian; Black or African American; Hispanic or Latino/Latina/Latinx; Native Hawaiian or Pacific Islander; White; Other
6. Are you of Hispanic or Latino origin?
    - Yes; No
7. What is your educational background?
    - Some school; High school graduate; Trade school; Some college; College degree; Postgraduate degree
8. Which of the following sports leagues do you watch regularly? Select all that apply.
    - NFL; NBA; MLB; MLS; NHL; College football; College basketball; Other; None
9. Where do you most often watch sports games on TV?
    - At a home (mine or someone else's); At a bar or restaurant; Other; I don't watch sports games on TV
10. To what degree do you consider yourself a soccer fan?
    - Avid fan (multiple times per week); Moderate fan (regularly, not every week); Occasional fan (every now and then); I am not a fan of soccer; Other
11. Which of the following soccer leagues do you follow (e.g., read news about) and/or watch regularly? Select all that apply.
    - English Premier League; Major League Soccer; Bundesliga; La Liga; Serie A; Ligue 1; Eredivisie; Primeira Liga; Pro League (Belgium); Super League (Switzerland); Other; None
12. Do you intend to watch the 2026 FIFA World Cup?
    - Definitely; Maybe; Not sure
13. Are you the primary shopper for groceries in your household?
    - Yes; I share this responsibility equally; No
14. How frequently do you, or does someone in your household, purchase salty snacks (e.g., chips, crackers, pretzels)?
    - Daily; Weekly; Often, but not weekly; Occasionally; Never

15. Where do you/your household purchase salty snacks like chips, crackers, and pretzels? Select all that apply.
    - Mass/big box store; Grocery store; Convenience store or gas station; Online; Club store; Dollar store; Drug store; Other; None

Ad reactions (after viewing)

16. What reactions did you have to the content? (six bipolar scales)
    - Hate – Love; Angry – Happy; Confused – Informed; Concerned – Amused; Uninterested – Interested; Uninspired – Inspired
17. Would you say the content was: (eight scales)
    - Memorable; Relevant; Credible; Trustworthy; Unique; Compelling; Important; Clear
18. Overall, what reactions do you have to the content? (open-ended)
19. What stood out to you about the content? (open-ended)
20. What, if anything, would you change about the content, given the opportunity? (open-ended)
21. Which brand do you believe this ad was for?
    - Lay's; Pringles; Ruffles; Doritos; Cheetos; Kettle Brand; Cape Cod; Deep River; Utz; Wise; Good Health; Not sure; None of the above

Brand measures (scales)

22. How favorable is your opinion of Lay's?
23. How likely are you to recommend Lay's to friends and family?
24. How much would you say Lay's is a brand for people like you?
25. To what extent do you prefer Lay's to each of the following? (one scale per brand)
    - Pringles; Ruffles; Doritos; Cheetos; Kettle Brand; Cape Cod; Deep River; Utz; Wise; Good Health
26. How likely are you to consider Lay's the next time you are shopping for snacks?
27. How likely are you to purchase Lay's in the next 3 months?
28. To what extent do you agree or disagree that each of the following applies to Lay's? (eight statements)
    - A brand I enjoy; The chip I reach for when watching a game or big event; Good to share with friends and family; Has flavors and options for everyone; Brings people together; I feel good about buying it; My go-to chip over other brands; Celebrates big moments

Grid items (Q16, Q17, Q25, Q28) are counted as one question each here; the 47 in the warehouse count each item separately. Q28 statement wording comes from the metric labels, so it may differ slightly from the on-screen text.

Hyundai

World Cup 2026_Hyundai (fielded June 12–15, 2026). 27 questions in survey order; the ad is shown between Q14 and Q15.

Screener and demographics

1. What is your gender?
    - Female; Male; Other
2. What is your year of birth?
3. What is your zip code?
4. What is the total annual income of your household before taxes?
    - Under $20,000; $20,000–39,999; $40,000–59,999; $60,000–79,999; $80,000–99,999; $100,000–149,999; $150,000–199,999; $200,000 and over
5. What race(s) or ethnic group(s) do you most identify with? Select all that apply.
    - Native American; Asian; Black or African American; Hispanic or Latino/Latina/Latinx; Native Hawaiian or Pacific Islander; White; Other
6. Are you of Hispanic or Latino origin?
    - Yes; No
7. What is your educational background?
    - Some school; High school graduate; Trade school; Some college; College degree; Postgraduate degree
8. Which of the following sports leagues do you watch regularly? Select all that apply.
    - NFL; NBA; MLB; MLS; NHL; College football; College basketball; Other; None
9. Where do you most often watch sports games on TV?
    - At a home (mine or someone else's); At a bar or restaurant; Other; I don't watch sports games on TV
10. To what degree do you consider yourself a soccer fan?
    - Avid fan (multiple times per week); Moderate fan (regularly, not every week); Occasional fan (every now and then); Other; I am not a fan of soccer
11. Which of the following soccer leagues do you follow (e.g., read news about) and/or watch regularly? Select all that apply.
    - English Premier League; Major League Soccer; Bundesliga; La Liga; Serie A; Ligue 1; Eredivisie; Primeira Liga; Pro League (Belgium); Super League (Switzerland); Other; None
12. Do you intend to watch the 2026 FIFA World Cup?
    - Definitely; Maybe; Not sure
13. Are you currently in the market for a car or vehicle?
    - Yes; No; Maybe / not sure
14. Do you currently, or have you previously, owned or leased a Hyundai?
    - Yes; No

Ad reactions (after viewing)

15. What reactions did you have to the content? (six bipolar scales)
    - Hate – Love; Concerned – Amused; Uninterested – Interested; Angry – Happy; Uninspired – Inspired; Confused – Informed

16. Would you say the content was: (eight scales)
    - Memorable; Relevant; Credible; Trustworthy; Unique; Compelling; Important; Clear
17. Overall, what reactions do you have to the content? (open-ended)
18. What stood out to you about the content? (open-ended)
19. What, if anything, would you change about the content, given the opportunity? (open-ended)
20. Which brand do you believe this ad was for?
    - Hyundai; Toyota; Honda; Nissan; Chevrolet; Ford; Volkswagen; Mazda; Not sure; None of the above

Brand measures (scales)

21. How favorable is your opinion of Hyundai?
22. How likely are you to recommend Hyundai to friends and family?
23. How much would you say Hyundai is a brand for people like you?
24. To what extent do you prefer Hyundai to each of the following? (one scale per brand)
    - Toyota; Honda; Nissan; Chevrolet; Ford; Volkswagen; Mazda
25. How likely are you to consider Hyundai the next time you are shopping for a car?
26. How likely are you to purchase a Hyundai in the next 6 months?
27. To what extent do you agree or disagree that each of the following applies to Hyundai? (eight statements)
    - A brand I trust; Designs cars that fit my lifestyle; Brings people together; A forward-thinking brand; For people like me; Cares about more than just selling cars; I would consider it next time I buy a car; Celebrates global culture

Q27 statement wording comes from the metric labels, so it may differ slightly from the on-screen text.

Visa

World Cup 2026_Visa (fielded June 12–15, 2026). 27 questions in survey order; the ad is shown between Q15 and Q16. Unlike Lay's and Hyundai, there is no competitor-preference question.

Screener and demographics

1. What is your gender?
    - Female; Male; Other
2. What is your year of birth?
3. What is your zip code?
4. What is the total annual income of your household before taxes?
    - Under $20,000; $20,000–39,999; $40,000–59,999; $60,000–79,999; $80,000–99,999; $100,000–149,999; $150,000–199,999; $200,000 and over
5. What race(s) or ethnic group(s) do you most identify with? Select all that apply.

    - Native American; Asian; Black or African American; Hispanic or Latino/Latina/Latinx; Native Hawaiian or Pacific Islander; White; Other
6. Are you of Hispanic or Latino origin?
    - Yes; No
7. What is your educational background?
    - Some school; High school graduate; Trade school; Some college; College degree; Postgraduate degree
8. Which of the following sports leagues do you watch regularly? Select all that apply.
    - NFL; NBA; MLB; MLS; NHL; College football; College basketball; Other; None
9. Where do you most often watch sports games on TV?
    - At a home (mine or someone else's); At a bar or restaurant; Other; I don't watch sports games on TV
10. To what degree do you consider yourself a soccer fan?
    - Avid fan (multiple times per week); Moderate fan (regularly, not every week); Occasional fan (every now and then); I am not a fan of soccer; Other
11. Which of the following soccer leagues do you follow (e.g., read news about) and/or watch regularly? Select all that apply.
    - English Premier League; Major League Soccer; Bundesliga; La Liga; Serie A; Ligue 1; Eredivisie; Primeira Liga; Pro League (Belgium); Super League (Switzerland); Other; None
12. Do you intend to watch the 2026 FIFA World Cup?
    - Definitely; Maybe; Not sure
13. What is your primary payment method?
    - Credit card (physical card); Credit card (digital wallet such as Apple Pay or Google Pay); Debit card (physical card); Debit card (digital wallet such as Apple Pay or Google Pay); Cash; Check; Other; None of the above
14. How often do you use a credit or debit card, either physical card or digital wallet?
    - Daily; A few times a week; Weekly; Less often than weekly
15. Which of the following credit or debit cards do you own? Select all that apply.
    - Visa; Mastercard; American Express; Discover; Other; None

Ad reactions (after viewing)

16. What reactions did you have to the content? (six bipolar scales)
    - Hate – Love; Angry – Happy; Confused – Informed; Concerned – Amused; Uninterested – Interested; Uninspired – Inspired
17. Would you say the content was: (eight scales)
    - Memorable; Relevant; Credible; Trustworthy; Unique; Compelling; Important; Clear
18. Overall, what reactions do you have to the content? (open-ended)
19. What stood out to you about the content? (open-ended)
20. What, if anything, would you change about the content, given the opportunity? (open-ended)
21. Which brand do you believe this ad was for?

- Visa; Mastercard; American Express; Discover; PayPal; Venmo; Apple Pay; Google Pay; Samsung Pay; Cash App; Zelle; Not sure; None of the above

Brand measures (scales)

22. How favorable is your opinion of Visa?
23. How likely are you to recommend Visa to friends and family?
24. How much would you say Visa is a brand for people like you?
25. The next time you apply for or upgrade a credit or debit card, how likely are you to choose Visa?
26. When making a purchase, how likely are you to reach for your Visa card first?
27. To what extent do you agree or disagree that each of the following applies to Visa? (eight statements)
    - Accepted everywhere; Makes paying easy; A brand I trust; Helps me access experiences; The payment method I reach for first; A modern way to pay; Connects people around the world; Makes big moments feel within reach

Q27 statement wording comes from the metric labels, so it may differ slightly from the on-screen text.