

# “Which of the following actions are you likely to perform in the next 3 months?”

## BEFORE Viewing Web Video

	Total (n=243)
Go to a Domino's	29%
Order Domino's for delivery	46%
Visit Dominos' web site	25%
Search for information on Domino's	14%
Watch an advertisement/commercial on Domino's	61%
None of the above	19%

## AFTER Viewing Web Video

	Total (n=243)
Go to a Domino's	10%
Order Domino's for delivery	15%
Visit Dominos' web site	14%
Search for information on Domino's	10%
Watch an advertisement/commercial on Domino's	27%
None of the above	58%

## AFTER Viewing Domino's Apology Video

	Total (n=243)
Go to a Domino's	20%
Order Domino's for delivery	24%
Visit Dominos' web site	24%
Search for information on Domino's	20%
Watch an advertisement/commercial on Domino's	42%
None of the above	32%

Percentages may not equal 100 due to rounding

Please indicate how **likely** you are to visit a Domino's in the future using a scale of 1-7 where 1 represents, "Not at all likely" and 7 represents, "Extremely likely."

**BEFORE** Viewing Web Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>4.0</b>

**AFTER** Viewing Web Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>2.4</b>

**AFTER** Viewing Domino's Apology Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>3.3</b>

Please indicate how **favorable** you are of the Domino's brand using a scale of 1-7 where 1 represents, "Not at all favorable" and 7 represents, "Extremely favorable."

**BEFORE** Viewing Web Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>4.6</b>

**AFTER** Viewing Web Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>2.7</b>

**AFTER** Viewing Domino's Apology Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>3.7</b>

Please indicate how **favorable** you are of fast food chains in general using a scale of 1-7 where 1 represents, "Not at all favorable" and 7 represents, "Extremely favorable."

**BEFORE** Viewing Web Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>4.8</b>

**AFTER** Viewing Web Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>3.5</b>

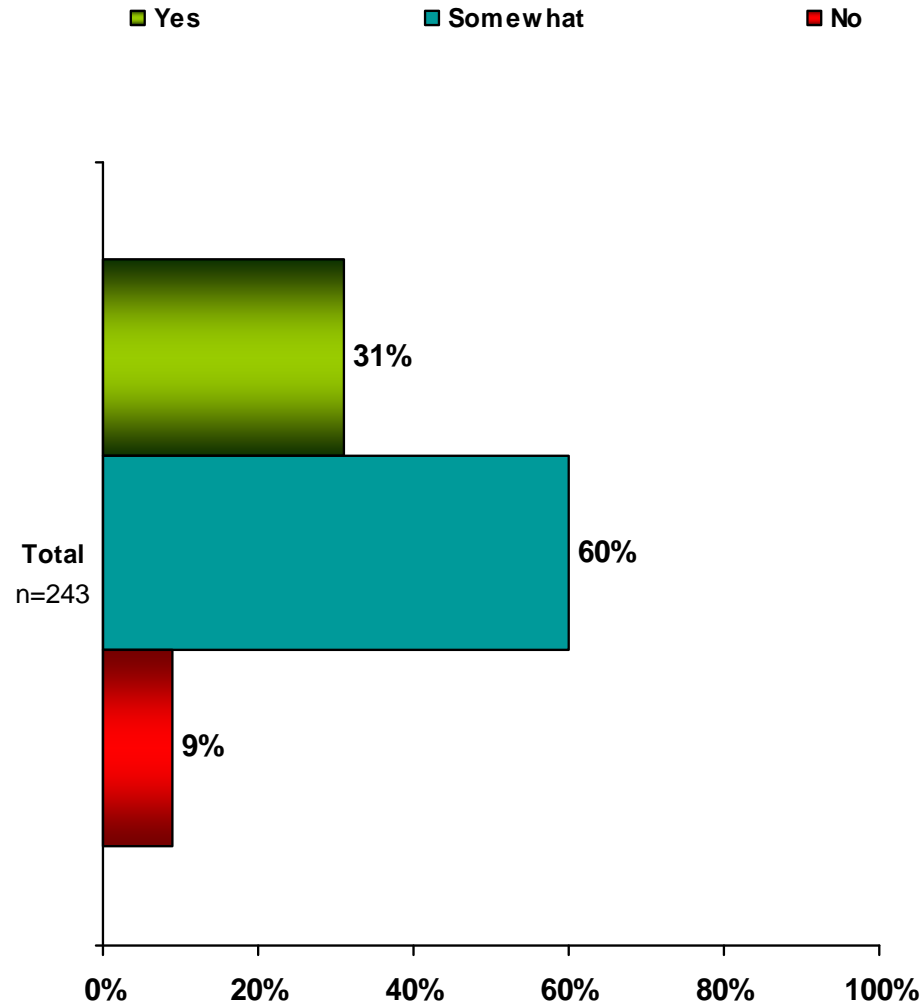
**AFTER** Viewing Domino's Apology Video

	<b>Total</b> (n=243)
<b>MEAN</b>	<b>4.0</b>



“Do you think the apology response video released by Domino’s USA president, Patrick Doyle, was effective in rectifying and restoring Dominos’ image after this incident?”

**AFTER** Domino’s Apology Video



Total  
n=243

31%

60%

9%

0%

20%

40%

60%

80%

100%