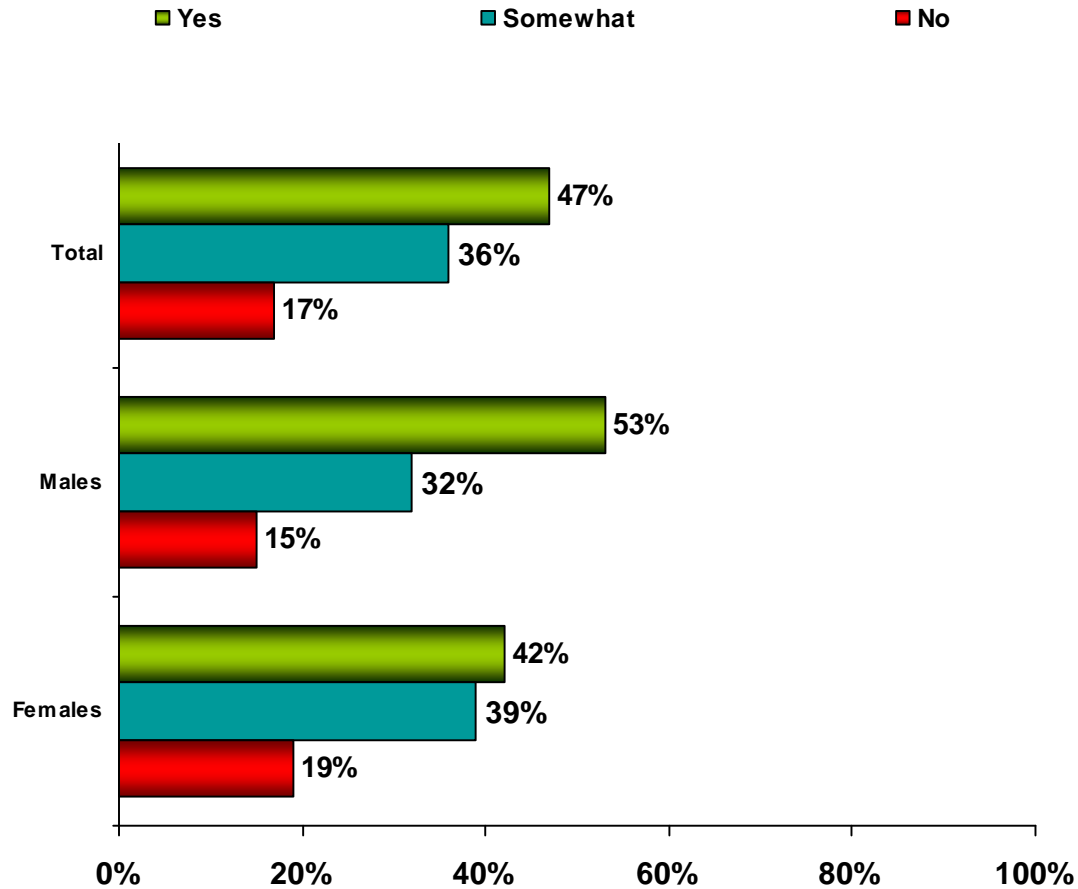


Do you think “shock value” ads and public service announcements like the ones featured in this news clip (for ‘Rethink Breast Cancer’ and the ‘National Lung Cancer Partnership’) are generally effective in raising awareness and drawing positive attention to the issues?



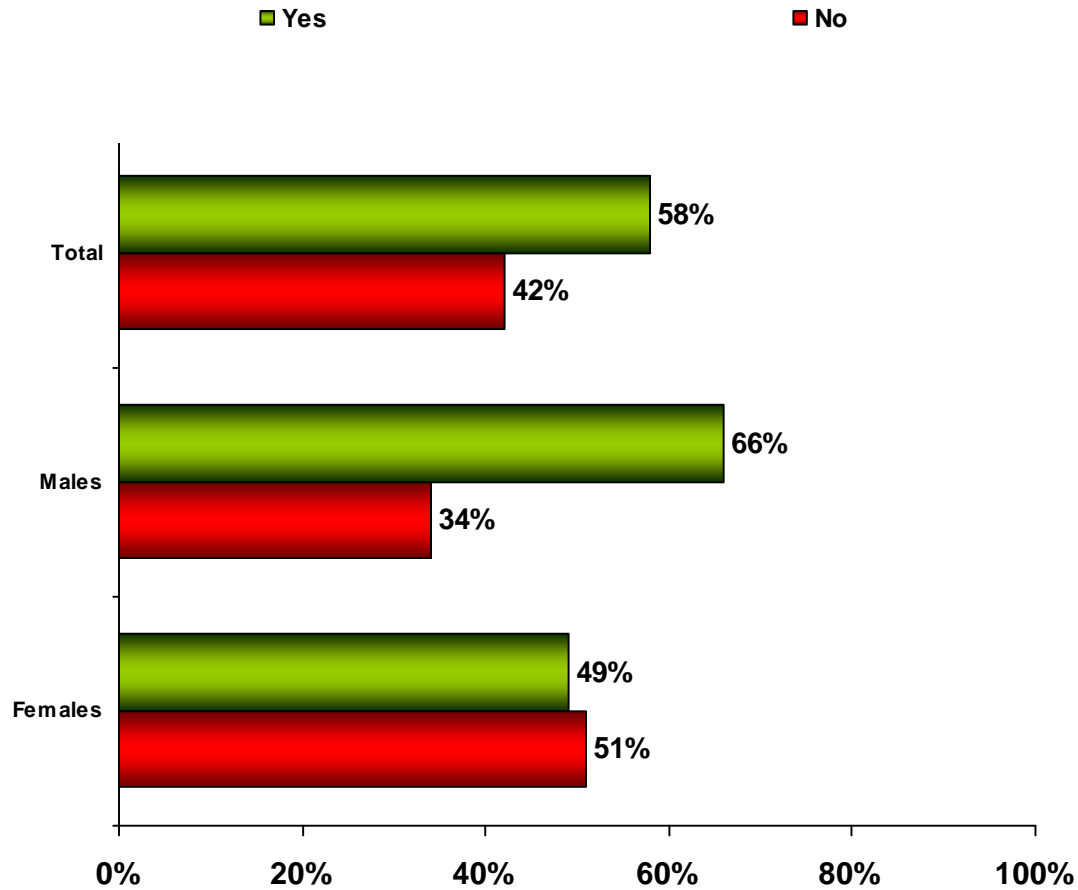
Percentages may not equal 100 due to rounding

Please indicate what factors contribute to your interpretation of an effective advertisement or PSA (public service announcement). Select all that apply.

	Total	Males	Females
An ad or PSA that uses shock value and scare tactics	29%	32%	26%
An ad or PSA that uses humor and wit	58%	58%	59%
An ad or PSA that evokes feelings of positivity or happiness from viewers	46%	47%	46%
A personal connection to the product, message or issue being addressed in the ad or PSA	50%	44%	56%
An ad or PSA that evokes feelings of sorrow and empathy from viewers	29%	28%	29%
An ad or PSA that evokes feelings of anger and rage from viewers	16%	17%	16%
Testimonial ads and PSA's	27%	24%	29%
An ad or PSA with a promotional offer, giveaway or incentive	21%	20%	21%
An ad or PSA that focuses on facts and detailed information regarding the product, message or issue being addressed	48%	46%	49%
Other	4%	4%	4%

Percentages may not equal 100 due to rounding

Do you want to see more advertisements and public service announcements like this one (that focus on shock value)?



Percentages may not equal 100 due to rounding