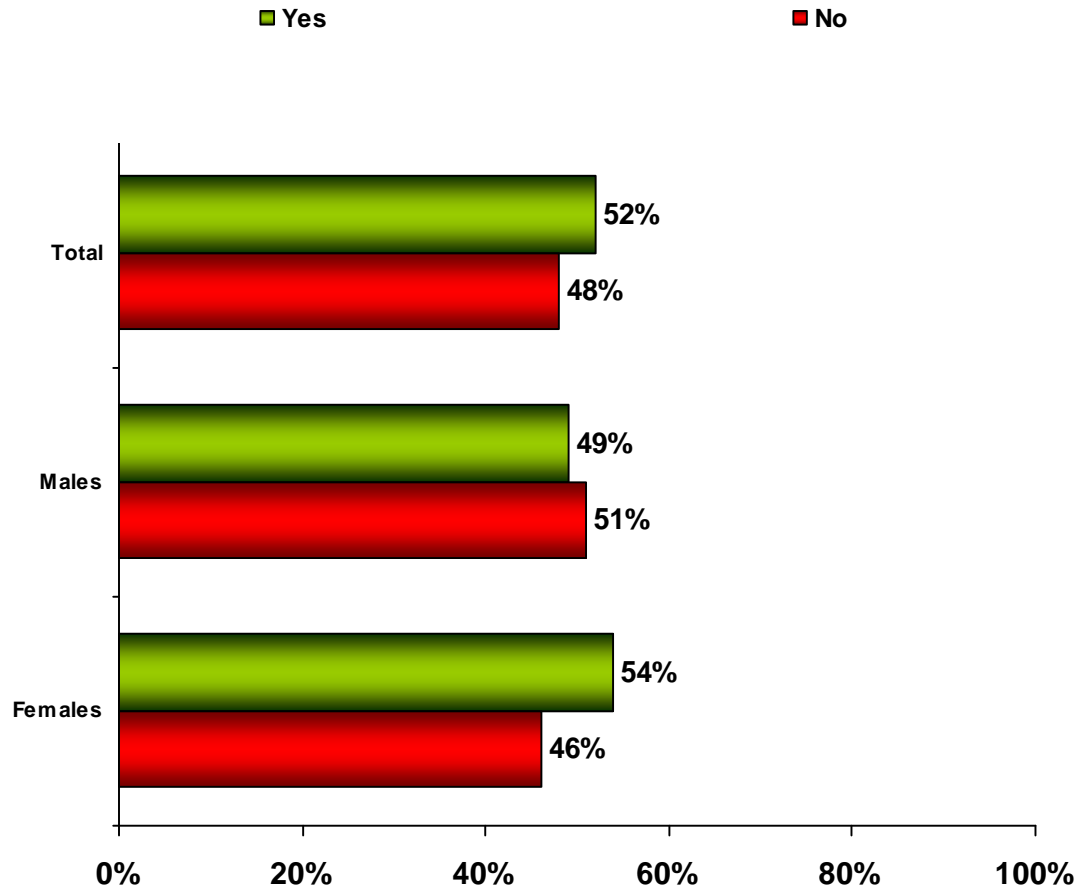


Have you ever been a breast cancer patient or do you know someone close to you (family member, spouse, close friends, etc.) that was (or currently is) a breast cancer patient?



Percentages may not equal 100 due to rounding

Please indicate your current level of interest regarding the issue of breast cancer research and awareness (please focus on how significant the issue is to you and your level of concern).

BEFORE Video

	Total	Male	Female
MEAN	5.6	5.3	5.8

AFTER Video

	Total	Male	Female
MEAN	5.5	5.5	5.5

Which of the following emotions did you feel while viewing the 'Rethink Breast Cancer' public service announcement? Please check all that apply.

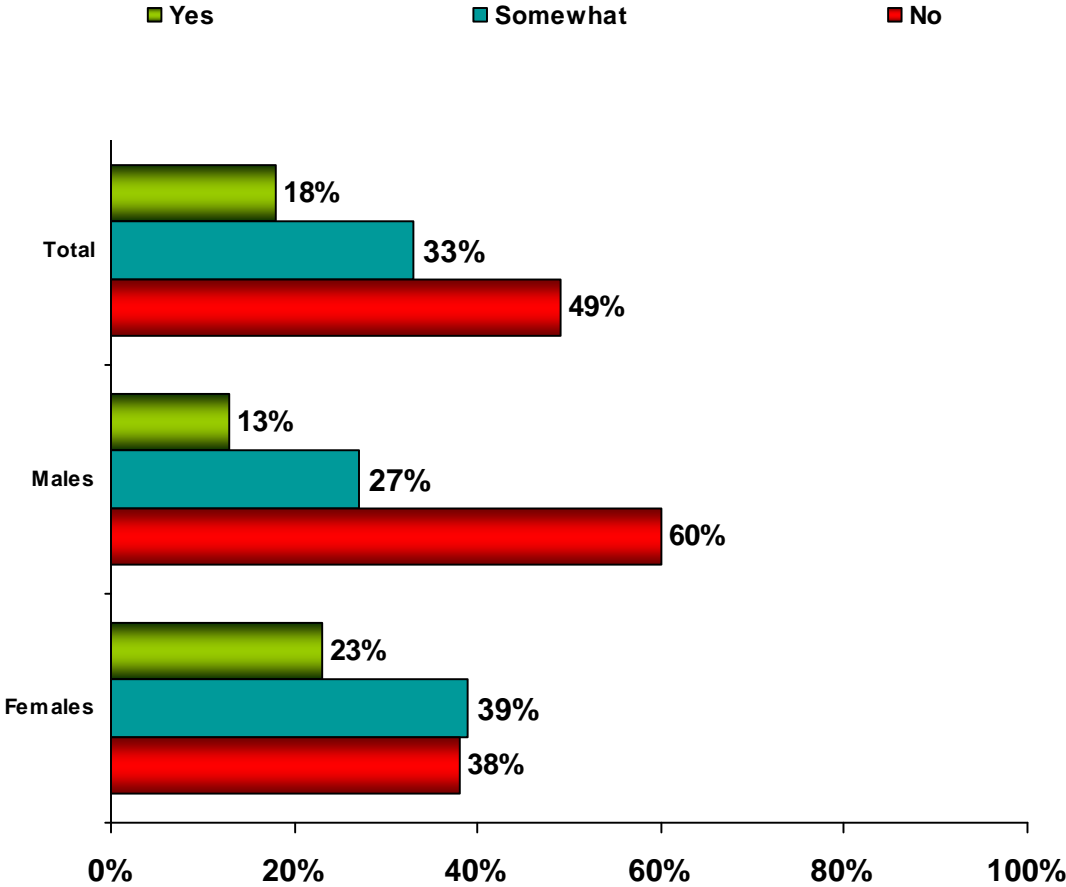
	Total	Males	Females
Anger	7%	4%	10%
Inspiration	35%	38%	32%
Sadness	9%	8%	10%
Skepticism	22%	21%	24%
Confusion	14%	11%	16%
Disturbing	21%	13%	28%
Embarrassment	20%	11%	29%
Pride	12%	11%	13%
Happiness	32%	42%	23%

Which of the following emotions did you feel the most while viewing the 'Rethink Breast Cancer' public service announcement? Please check all that apply.

	Total	Males	Females
Anger	3%	2%	3%
Inspiration	25%	23%	26%
Sadness	4%	4%	4%
Skepticism	15%	16%	14%
Confusion	7%	6%	8%
Disturbing	12%	8%	17%
Embarrassment	11%	6%	16%
Pride	4%	5%	3%
Happiness	20%	30%	11%

Percentages may not equal 100 due to rounding

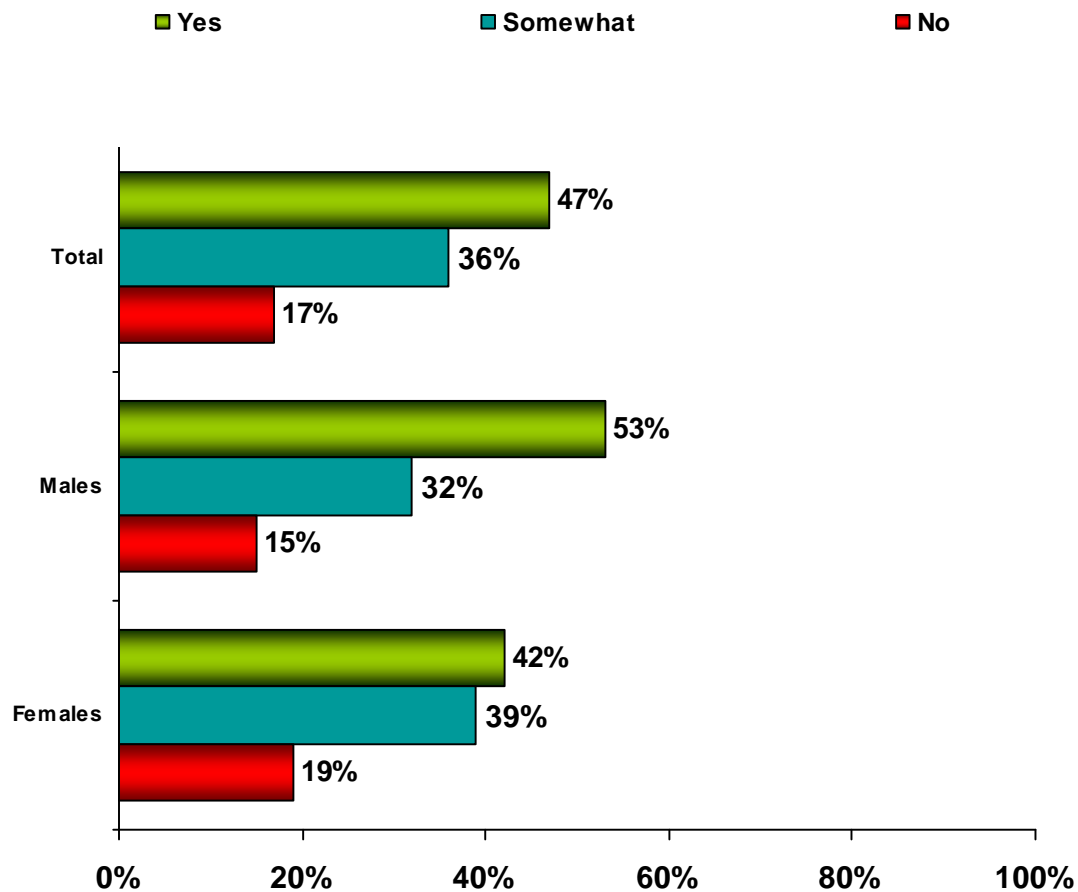
Did you find the 'Rethink Breast Cancer' public service announcement to be offensive or inappropriate?



Percentages may not equal 100 due to rounding



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?



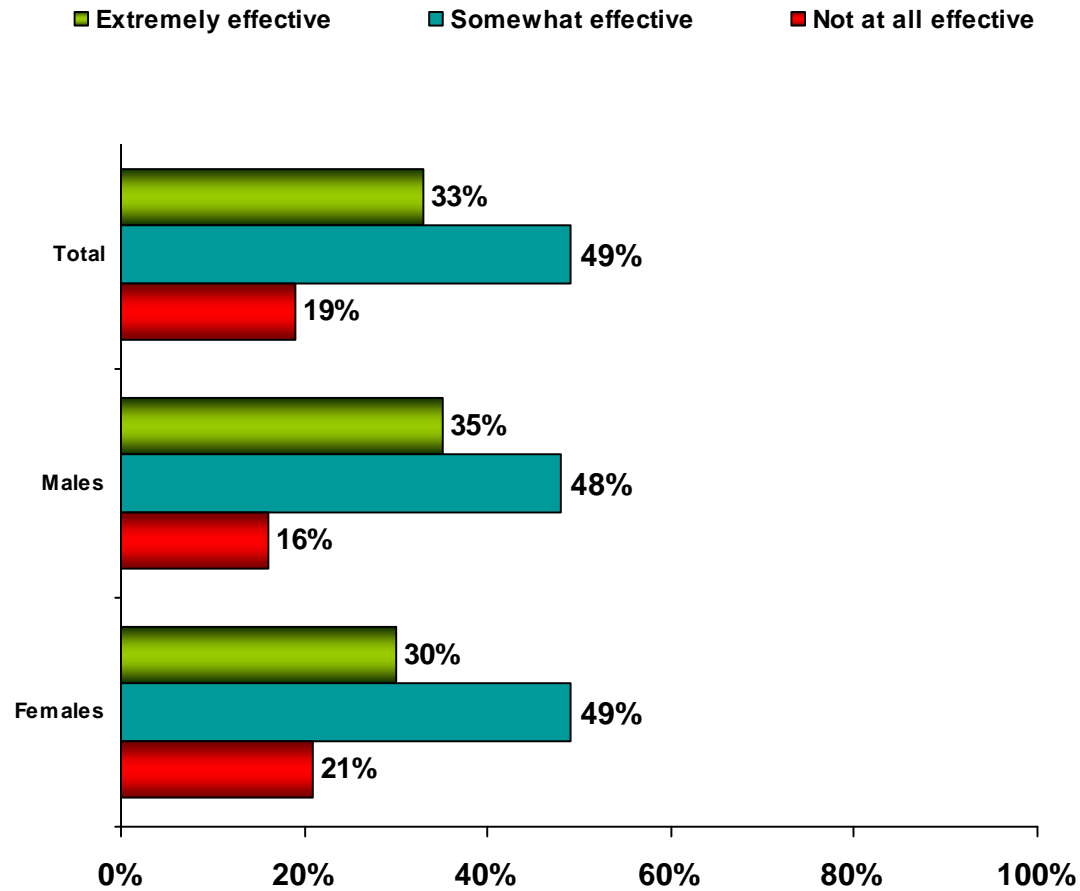
Percentages may not equal 100 due to rounding

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%

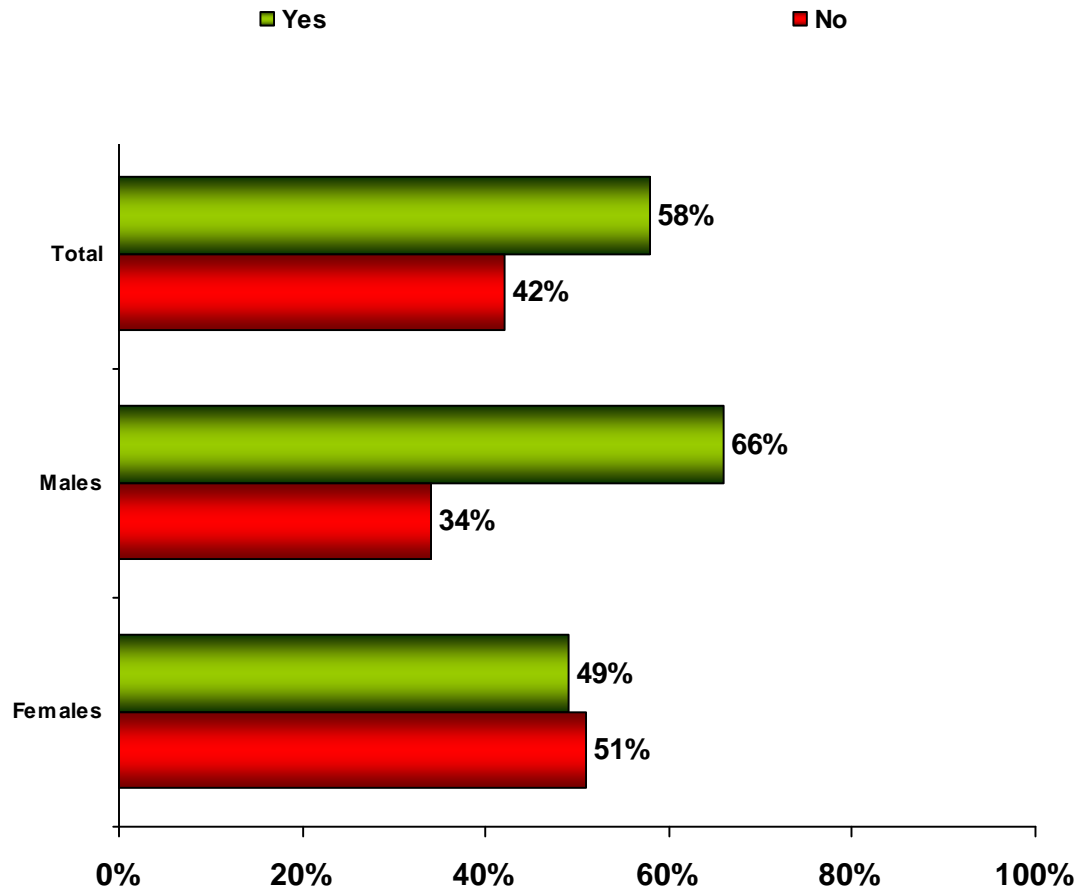
Percentages may not equal 100 due to rounding

Overall, how effective do you think the 'Rethink Breast Cancer' public service announcement was?



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