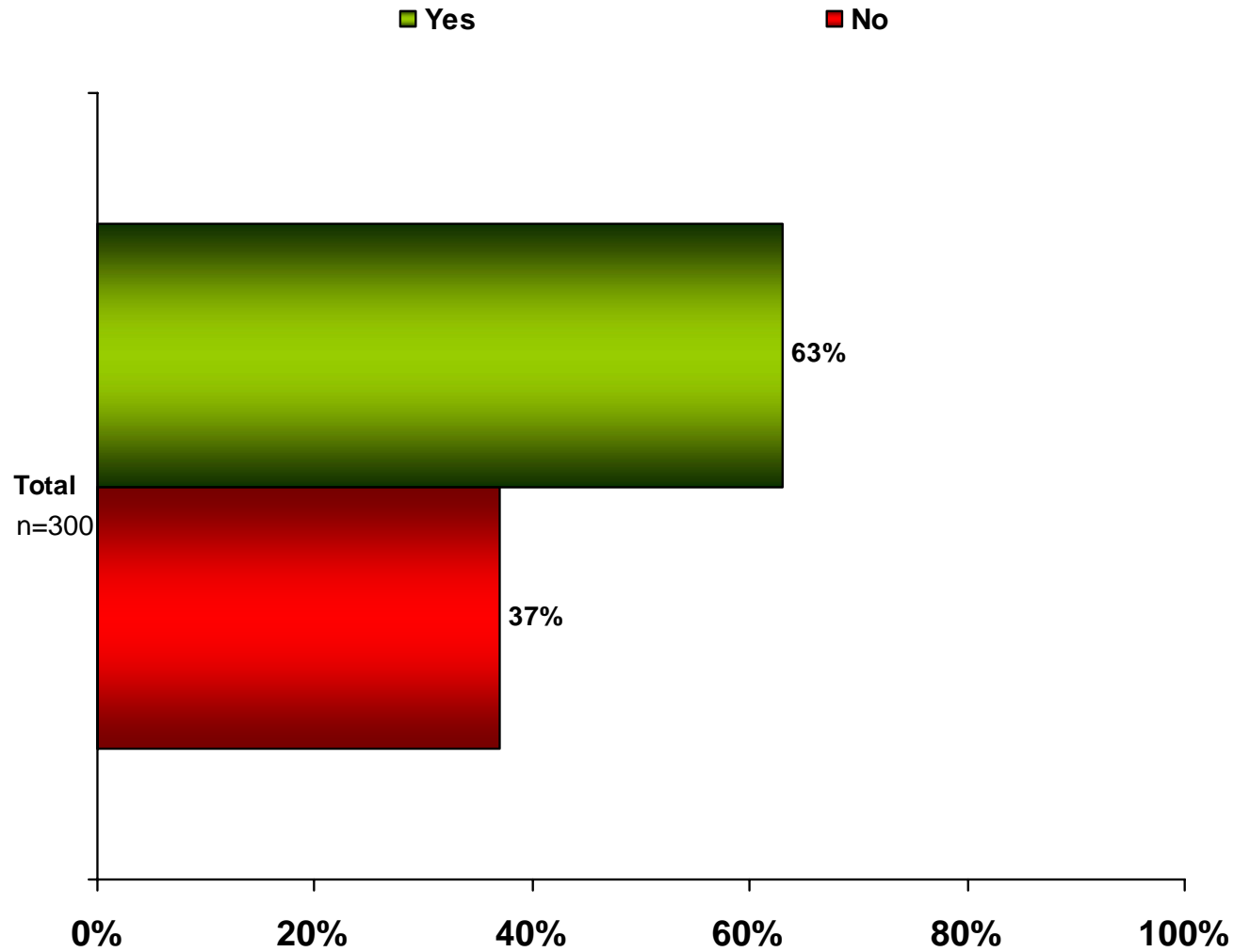
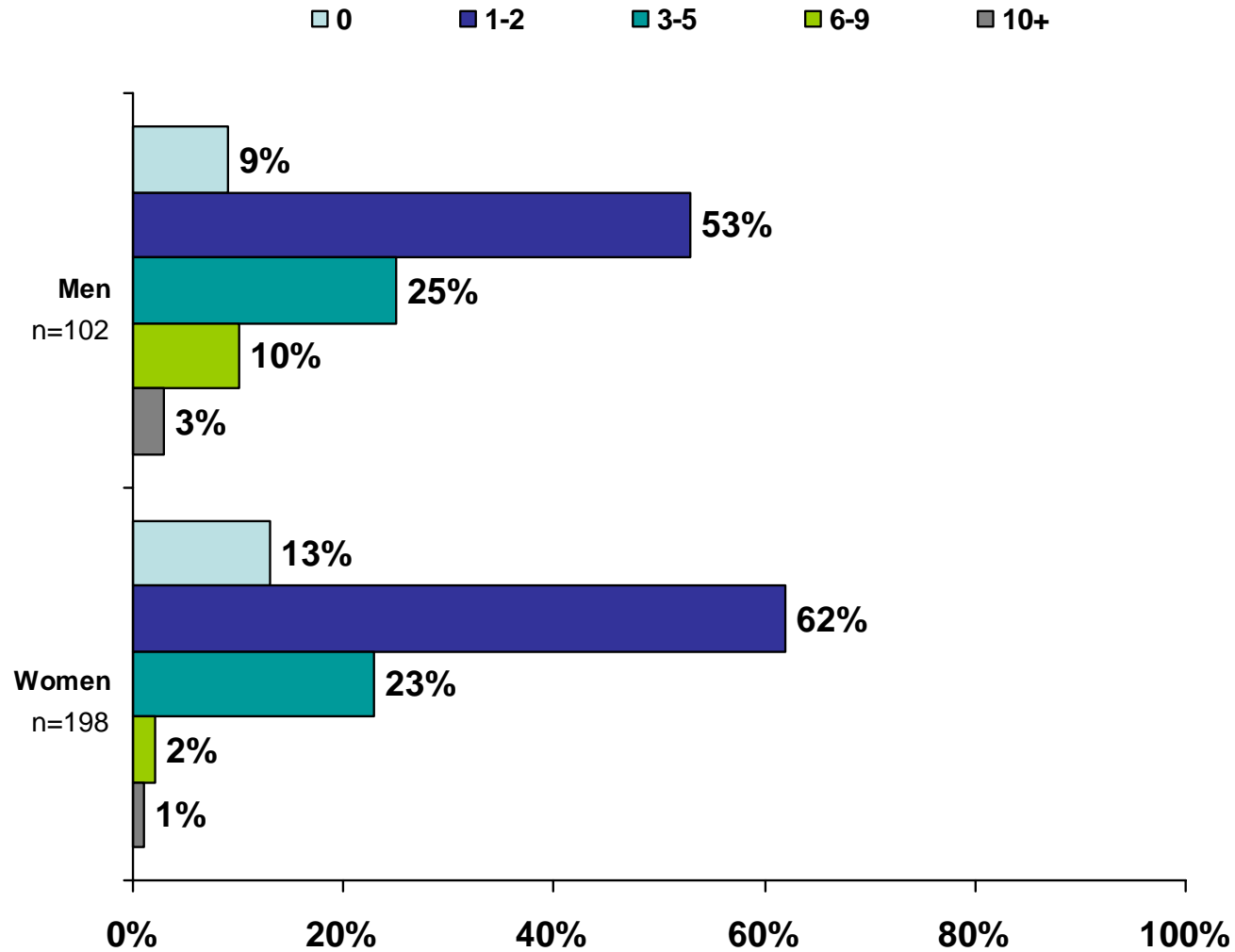


Are you familiar with the Carl's Jr. fast food restaurant brand?



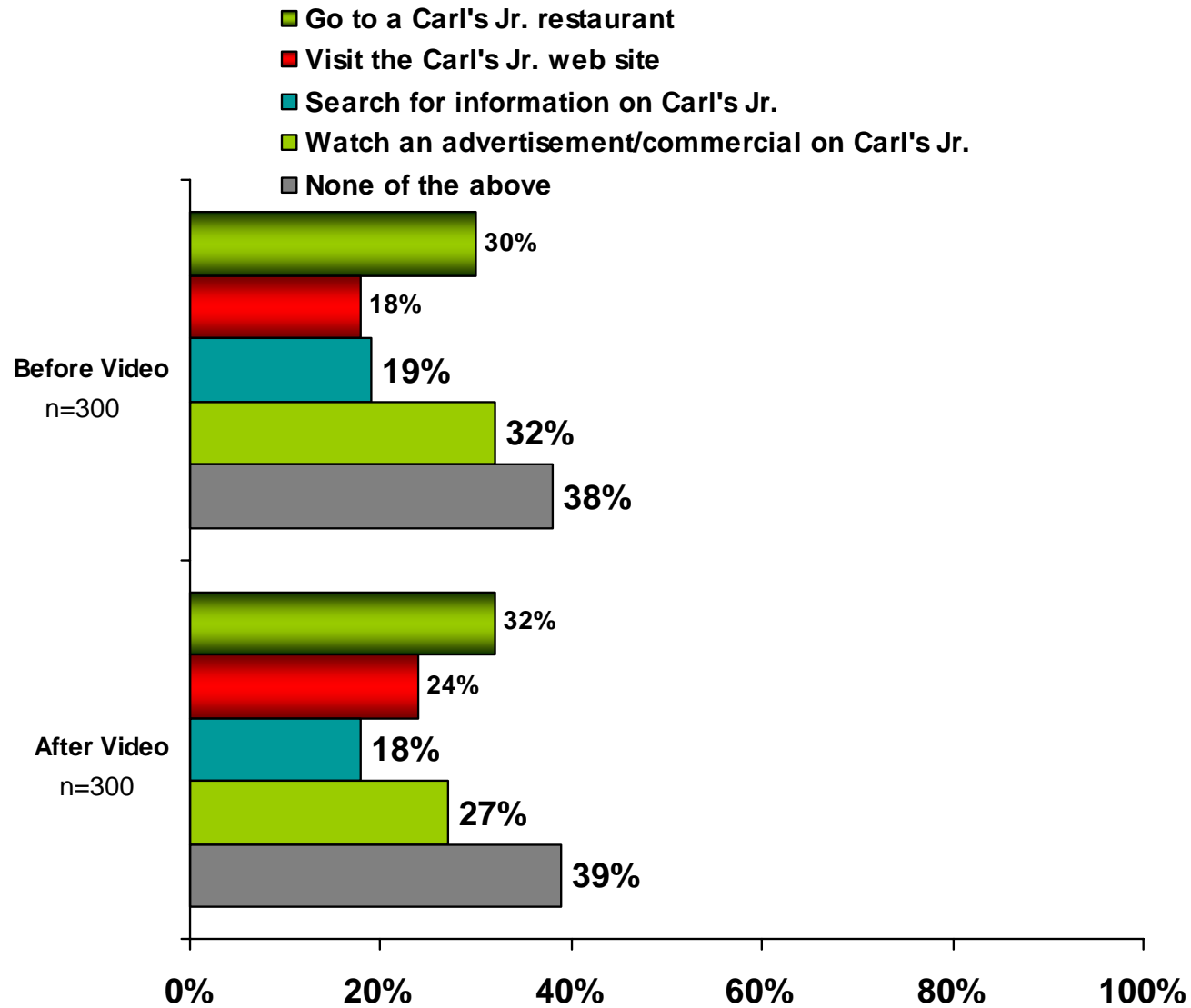
Percentages may not equal 100 due to rounding

On average, how many times per week do you eat at a fast food restaurant (including breakfast, lunch, dinner, coffee, snacks, etc.)?



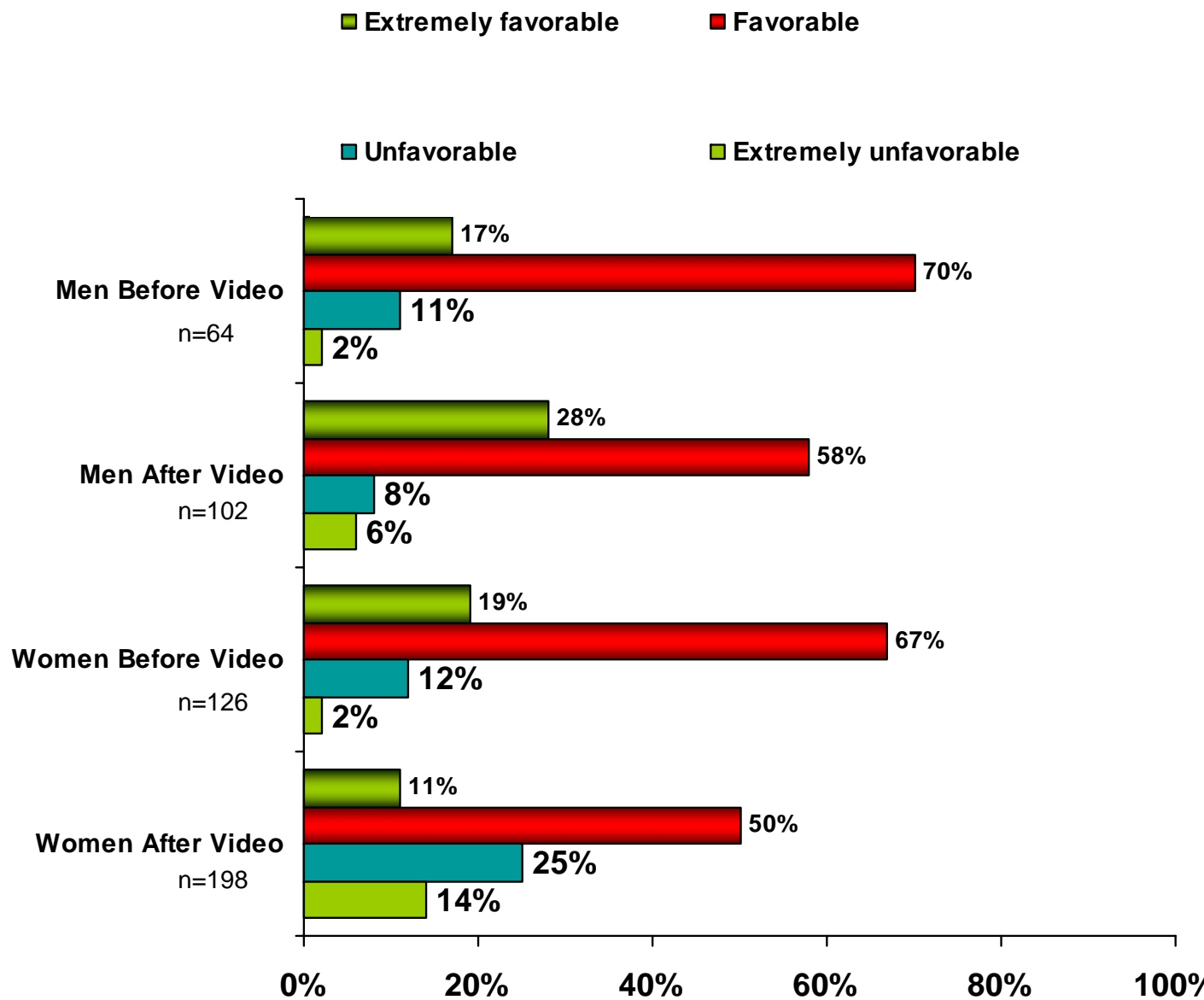
Percentages may not equal 100 due to rounding

Which of the following actions are you likely to perform in the next 3 months? Please select all that apply.



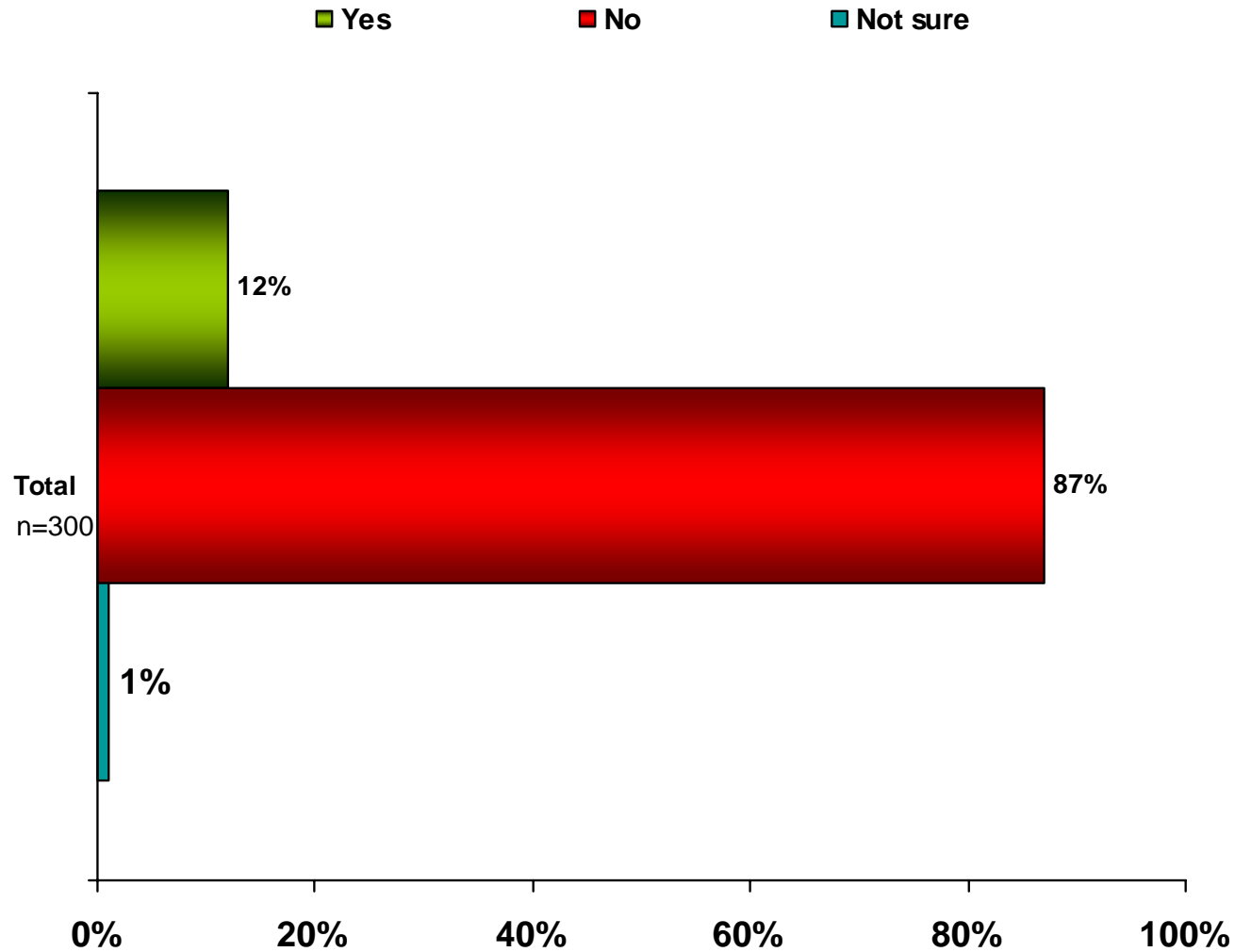
Percentages may not equal 100 due to rounding

Please indicate your perception of the Carl's Jr. brand.



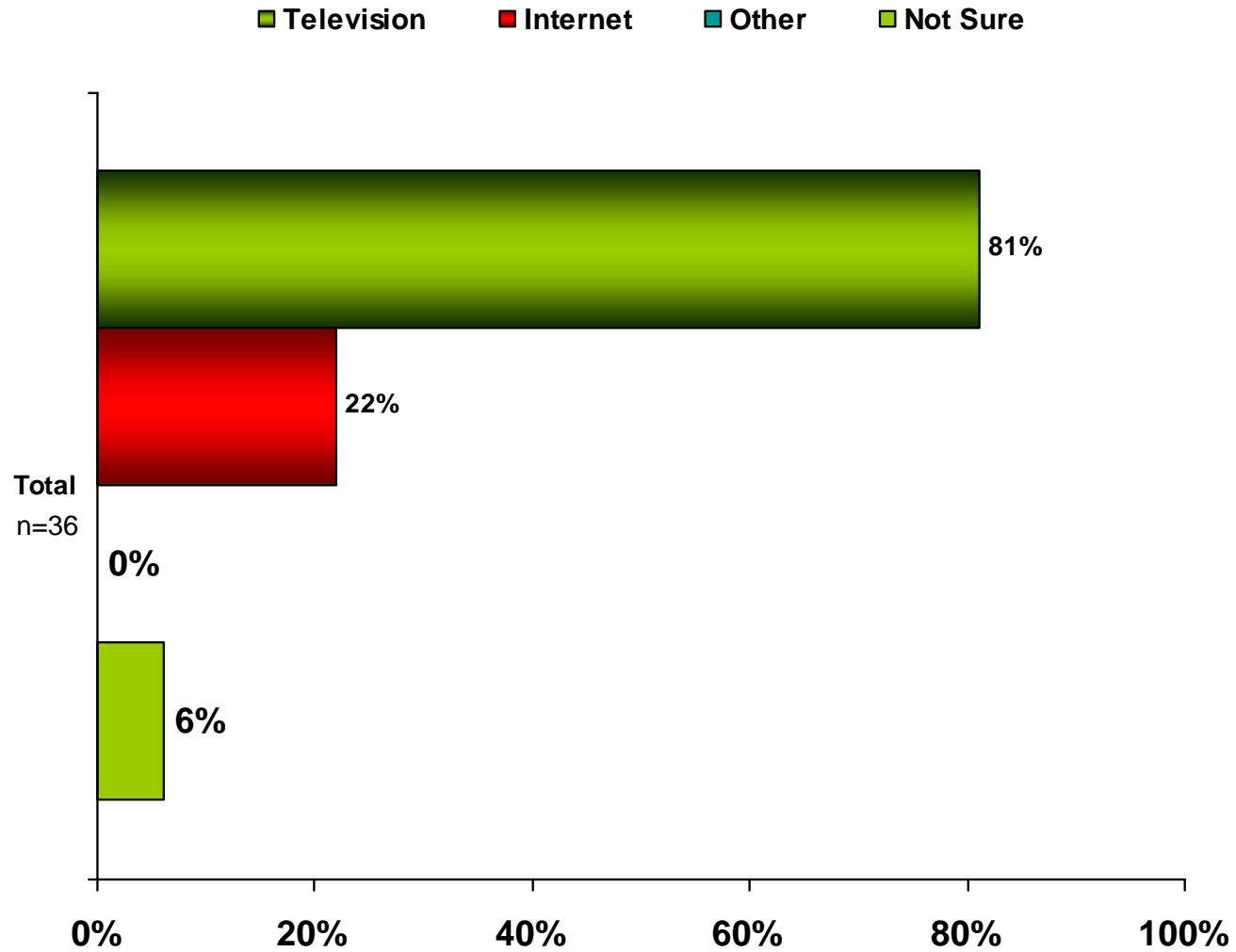
Percentages may not equal 100 due to rounding

Before viewing the video, had you previously seen this advertisement for Carl's Jr. salads?



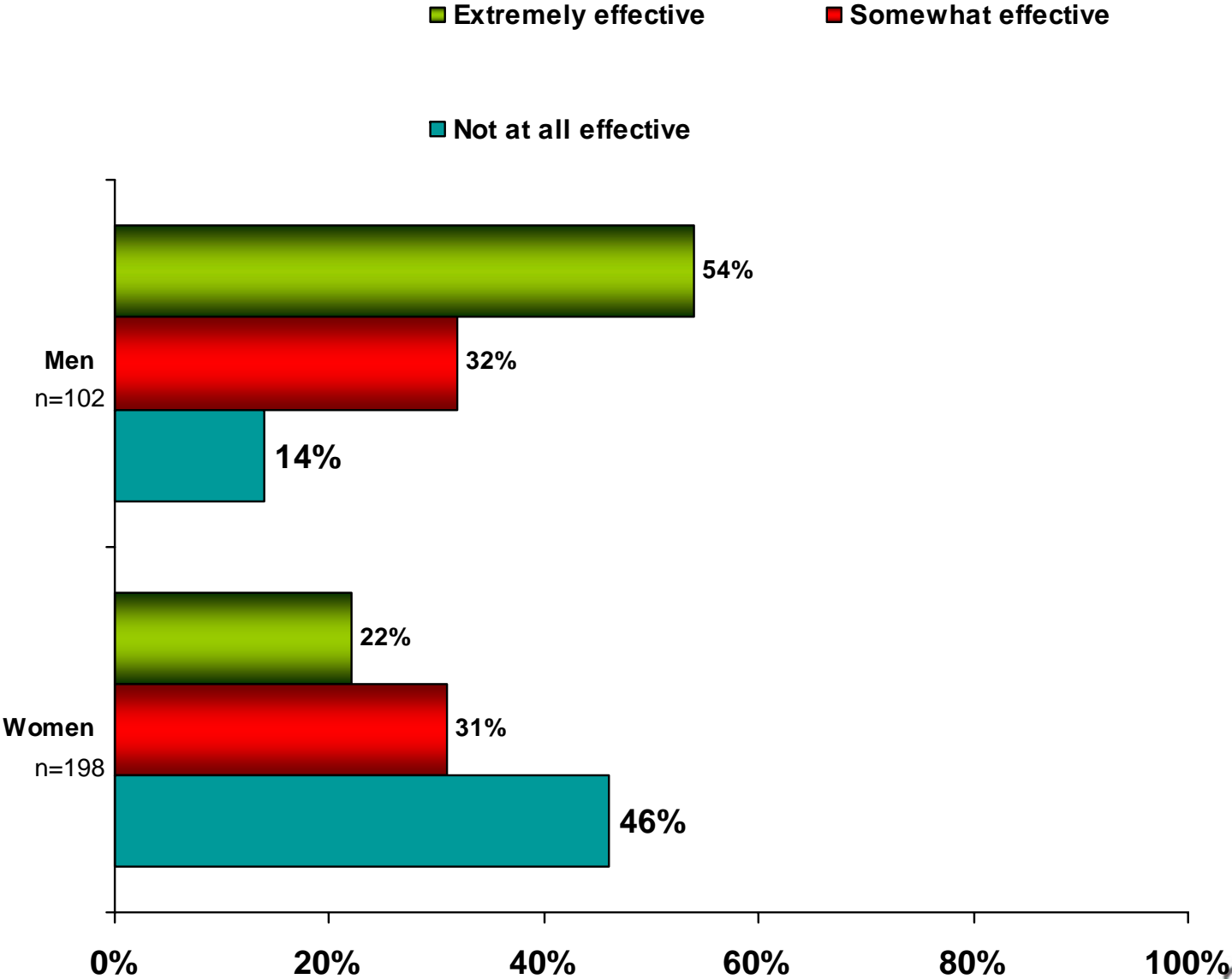
Percentages may not equal 100 due to rounding

Please indicate where you have seen this advertisement. Select all that apply.



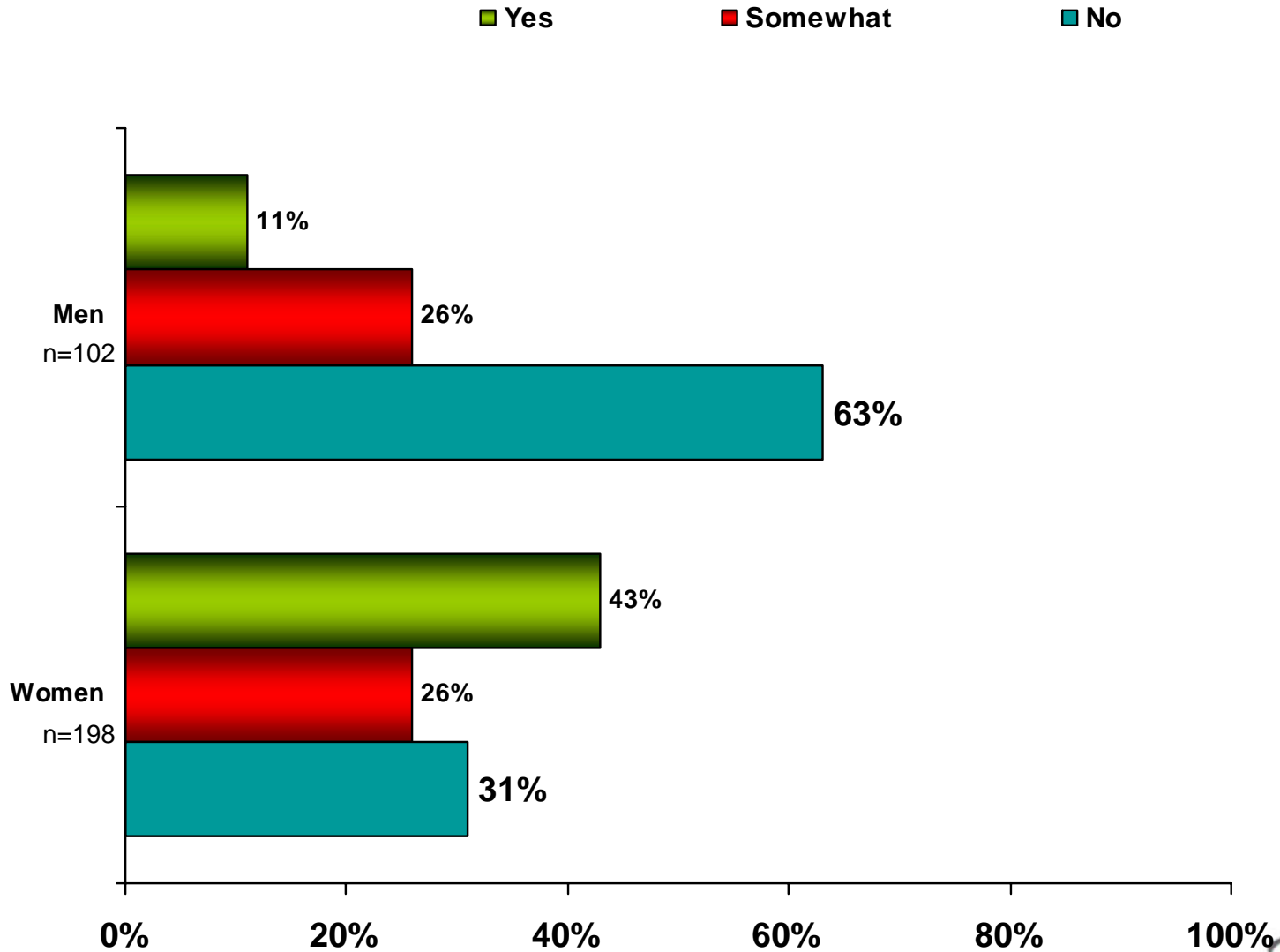
Percentages may not equal 100 due to rounding

Overall, how effective do you think this advertisement was?



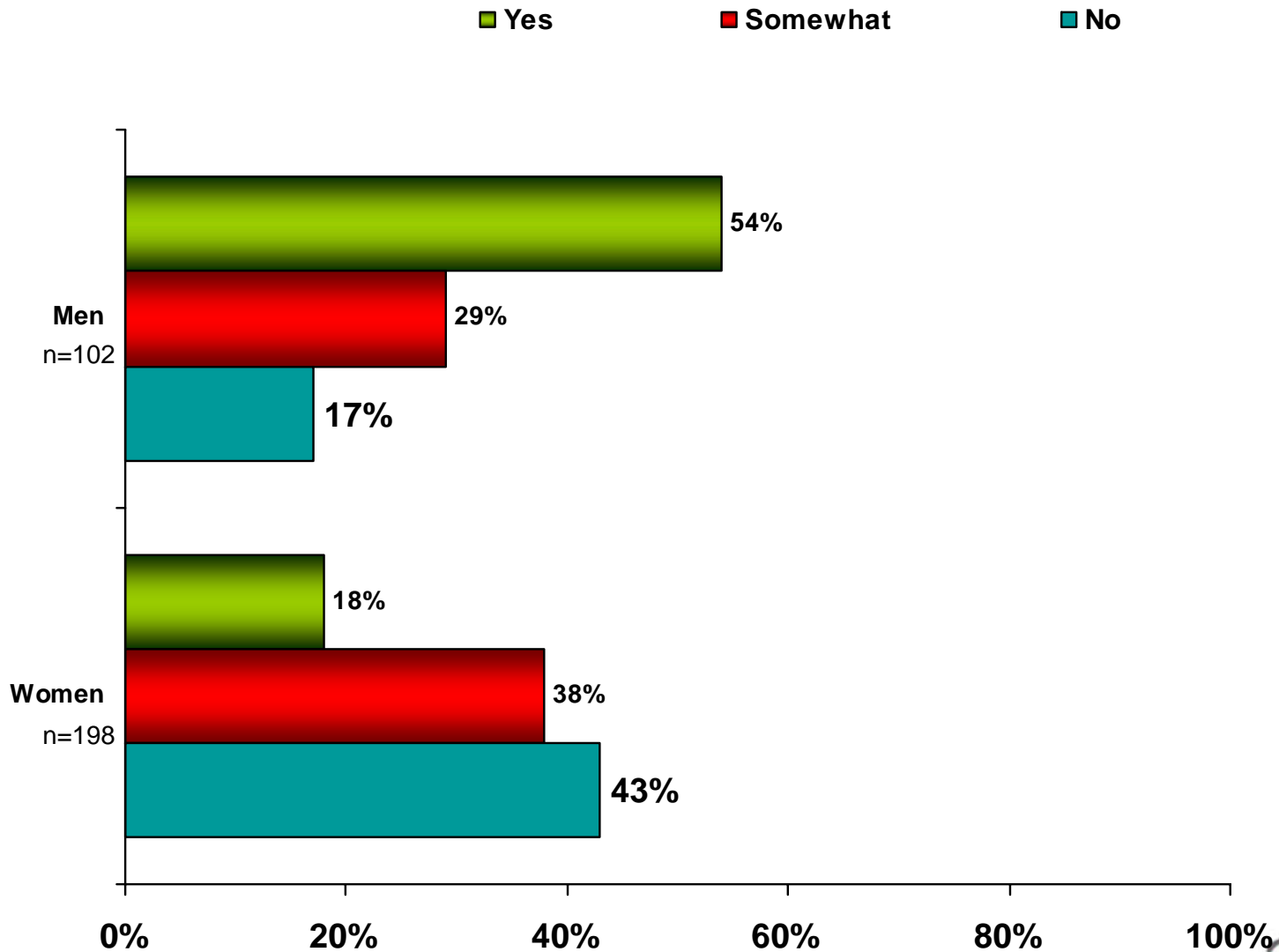
Percentages may not equal 100 due to rounding

Did you find the commercial to be offensive or inappropriate?



Percentages may not equal 100 due to rounding

Do you think “sex appeal” ads like the one just shown are generally effective in drawing positive awareness and attention to the products or brands that they are advertising?



Percentages may not equal 100 due to rounding