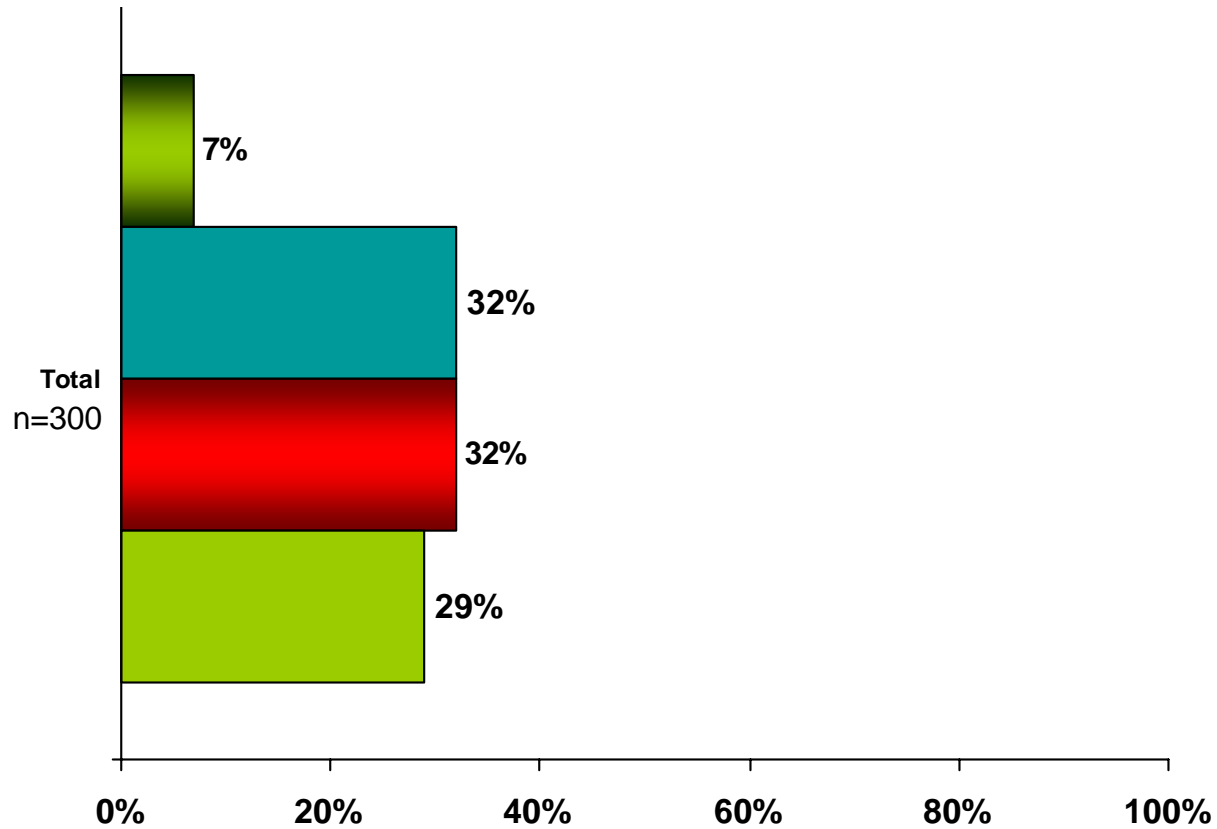


# How appropriate is it to show two men kissing on TV?

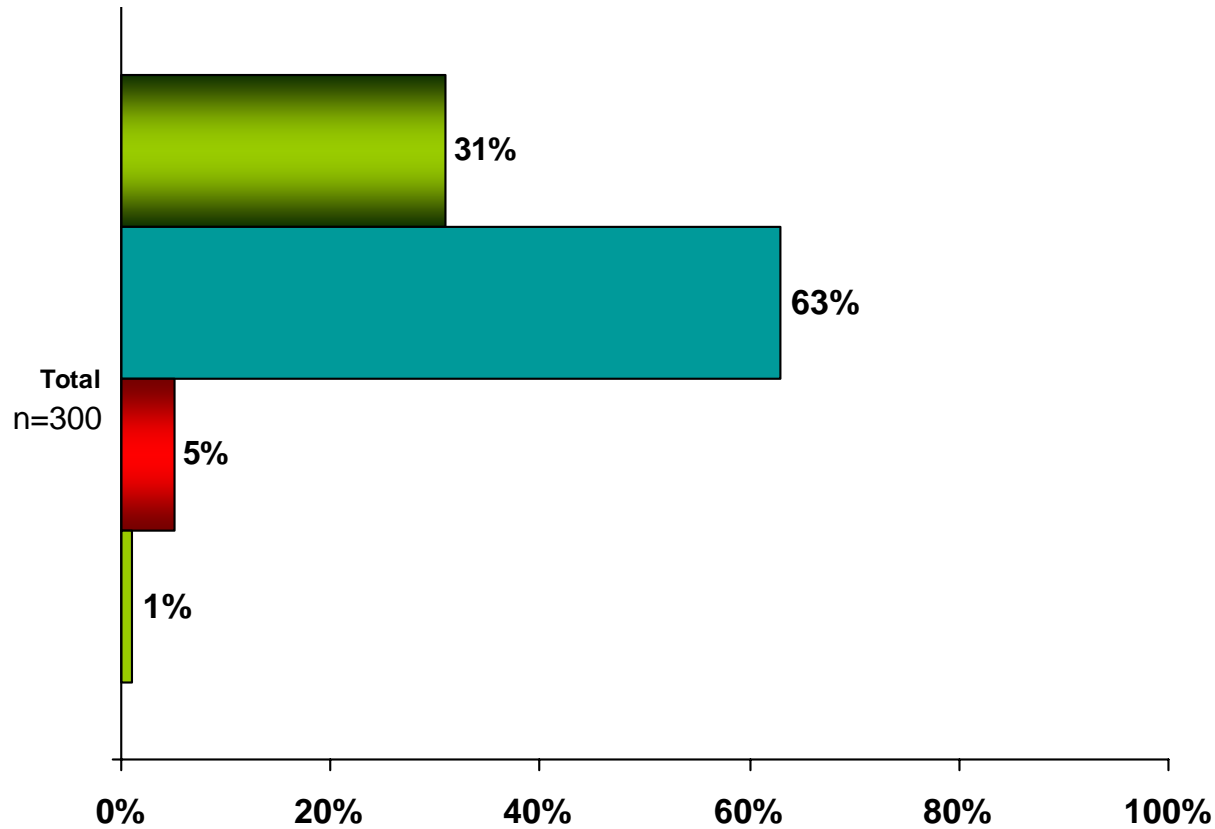
■ Extremely appropriate ■ Appropriate ■ Inappropriate ■ Extremely inappropriate



Percentages may not equal 100 due to rounding

# How appropriate is it to show a man and a woman kissing on TV?

■ Extremely appropriate ■ Appropriate ■ Inappropriate ■ Extremely inappropriate



Percentages may not equal 100 due to rounding

Which of the following emotions did you feel while viewing the video? Please select all that apply.

### After Viewing Video

	Total (n=300)
Anger	15%
Inspiration	4%
Sadness	9%
Skepticism	17%
Confusion	22%
Disturbing	47%
Embarrassment	36%
Pride	3%
Happiness	19%

Percentages may not equal 100 due to rounding

Which of the following emotions did you feel the most while viewing the video? Please select one emotion you felt most.

### After Viewing Video

	Total (n=300)
Anger	6%
Inspiration	1%
Sadness	1%
Skepticism	10%
Confusion	13%
Disturbing	36%
Embarrassment	16%
Pride	1%
Happiness	16%

Percentages may not equal 100 due to rounding

Please indicate how likely it is that you will talk to your friends and family about this commercial. Use a scale of 1-7, where 1 represents “Not At All Likely” and 7 represents “Very Likely.”

	(n=300)
<b>MEAN</b>	<b>3.6</b>

Please indicate how positively or negatively you would talk about this commercial. Use a scale of 1-7, where 1 represents “Very Negatively” and 7 represents “Very Positively.”

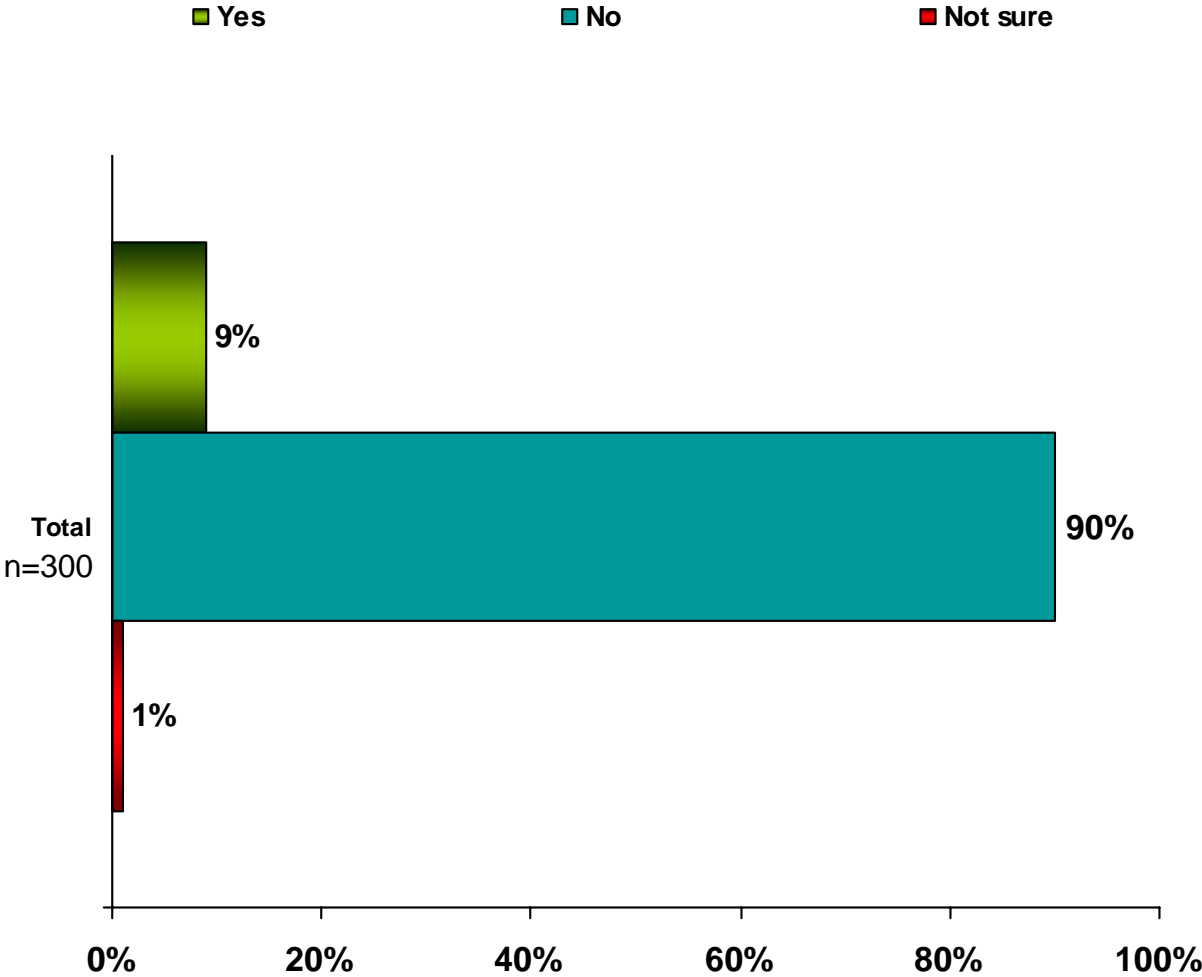
	(n=300)
<b>MEAN</b>	<b>2.9</b>

Please indicate how much you agree/disagree with the following statements describing this commercial. Use a scale of 1-7, where 1 represents “completely disagree” and 7 represents “completely agree”

	Mean (n=300)
The commercial is likeable	2.9
The commercial is creative	3.3
The commercial is memorable	4.4
The commercial is exciting	2.7
The commercial grabbed my attention	4.5
The commercial is entertaining	3.3

*Percentages may not equal 100 due to rounding*

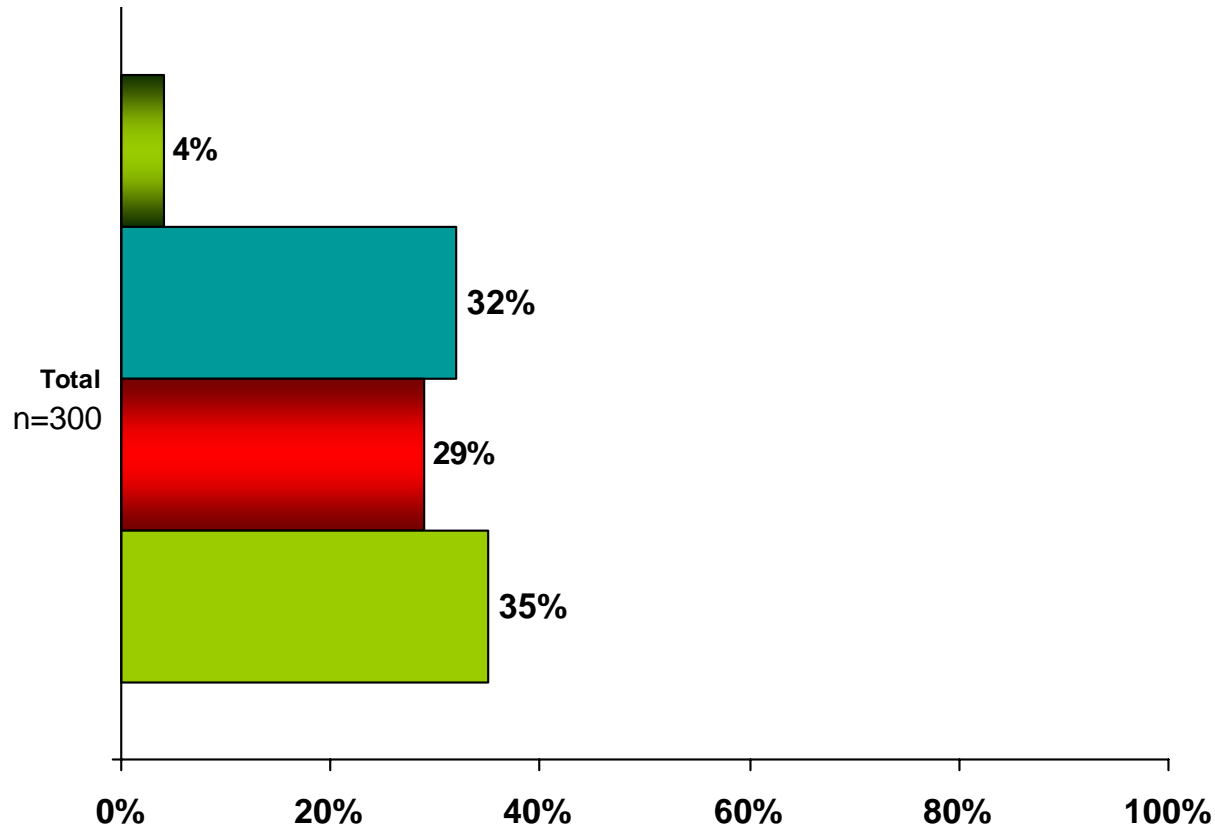
Before viewing the video, had you previously seen this advertisement?



Percentages may not equal 100 due to rounding

Please indicate your perception of the ManCrunch.com website  
(the website which this advertisement is for).

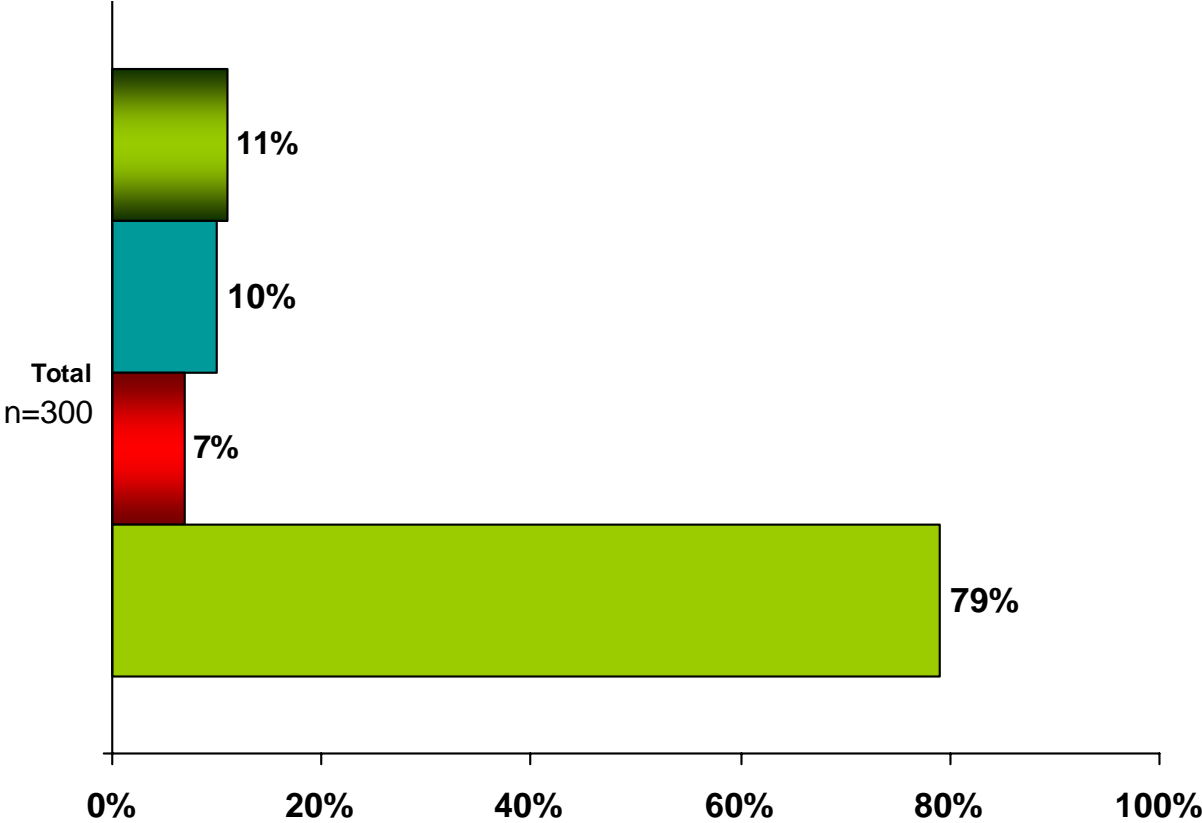
■ Extremely favorable   ■ Favorable   ■ Unfavorable   ■ Extremely unfavorable



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.

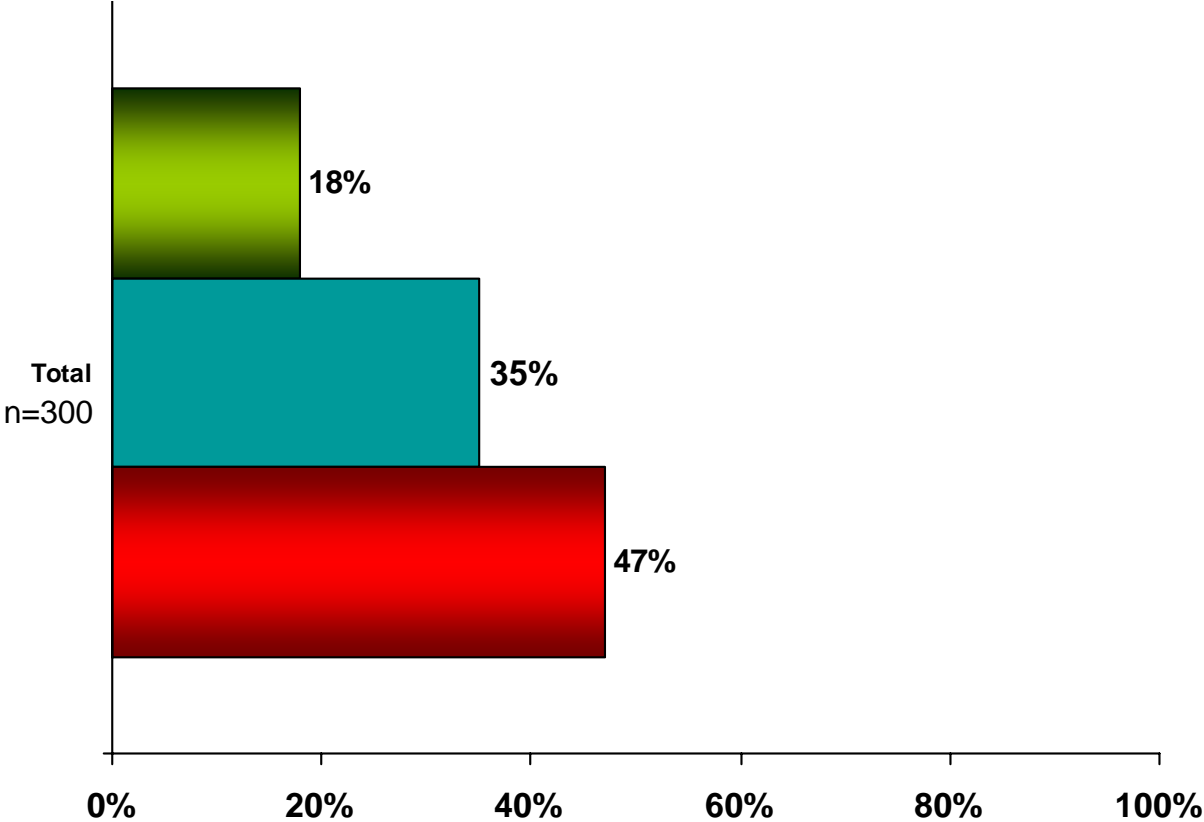
- Visit the ManCrunch.com web site
- Search for information on ManCrunch.com
- Watch another advertisement/commercial on ManCrunch.com
- None of the above



Percentages may not equal 100 due to rounding

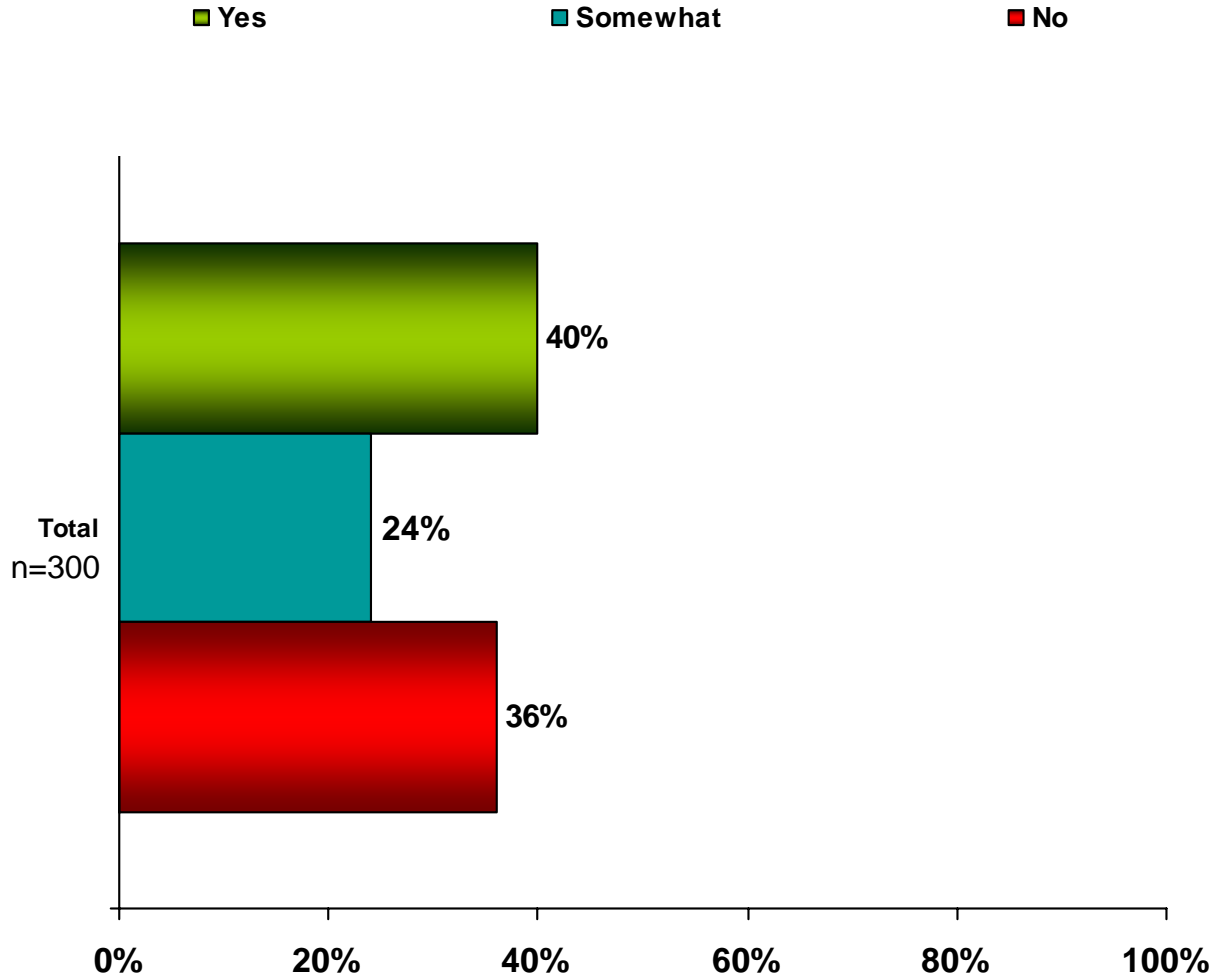
Overall, how effective do you think this advertisement was?

■ Extremely effective    ■ Somewhat effective    ■ Not at all effective



Percentages may not equal 100 due to rounding

# Did you find the commercial to be offensive or inappropriate?



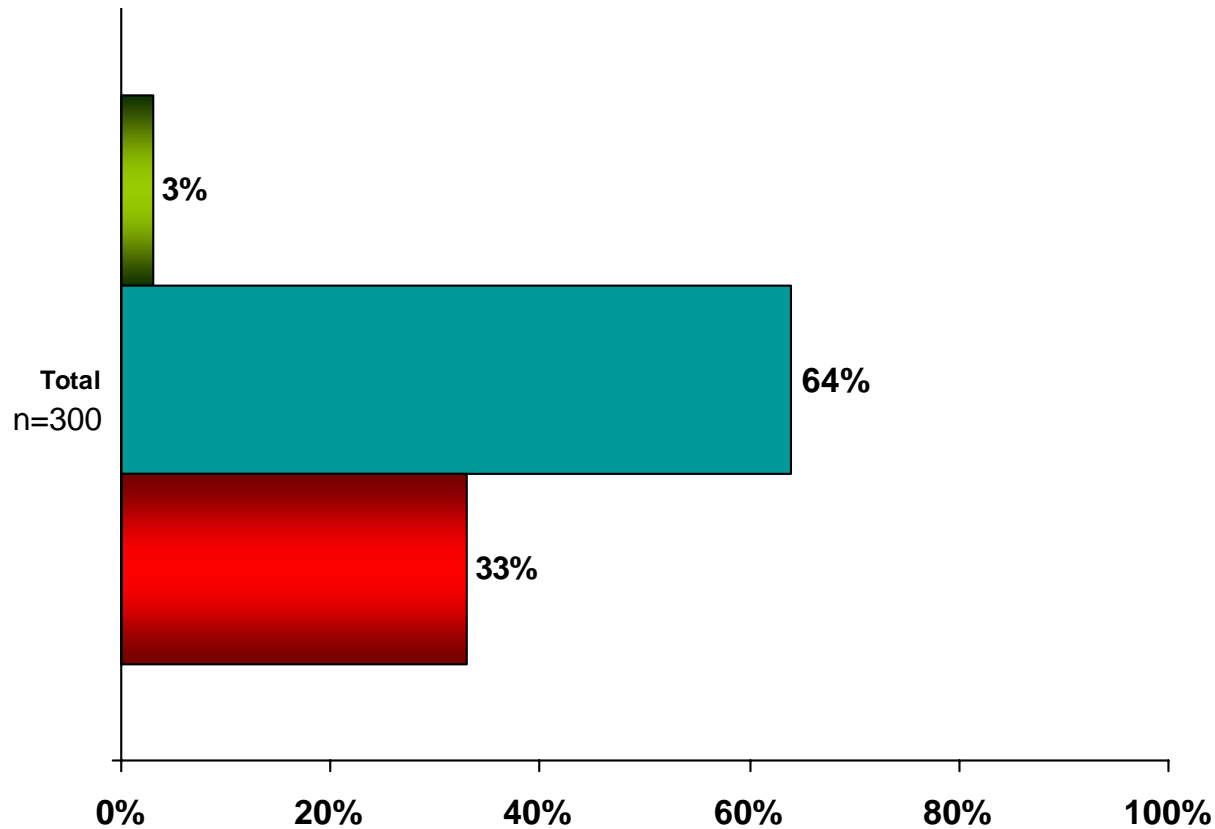
Percentages may not equal 100 due to rounding

If this ad featured a man and a woman kissing instead of two men, would it be:

■ More offensive or inappropriate

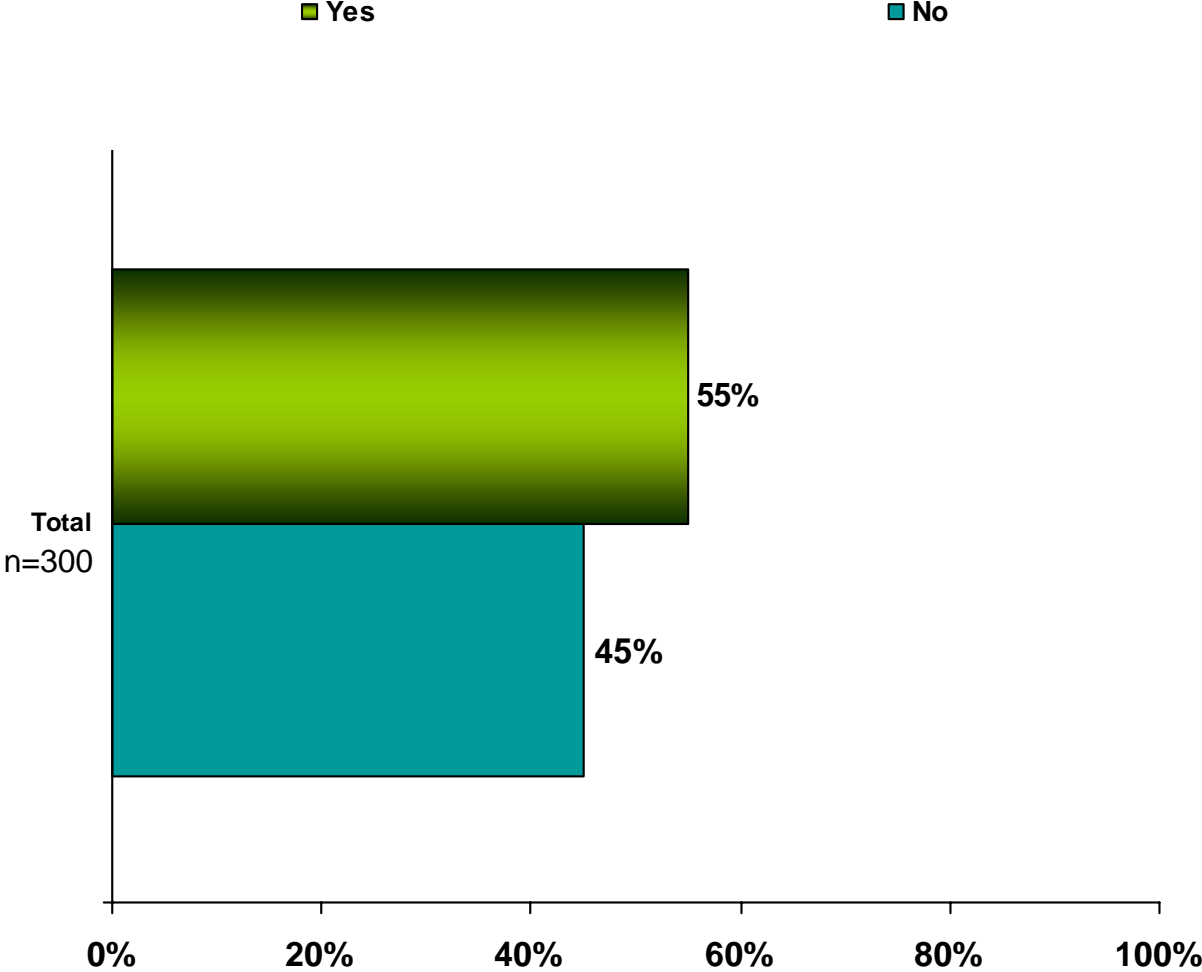
■ Less offensive or inappropriate

■ Just as offensive or inappropriate



Percentages may not equal 100 due to rounding

Do you think CBS should pull this advertisement from its Super Bowl advertisement line-up?



Percentages may not equal 100 due to rounding

