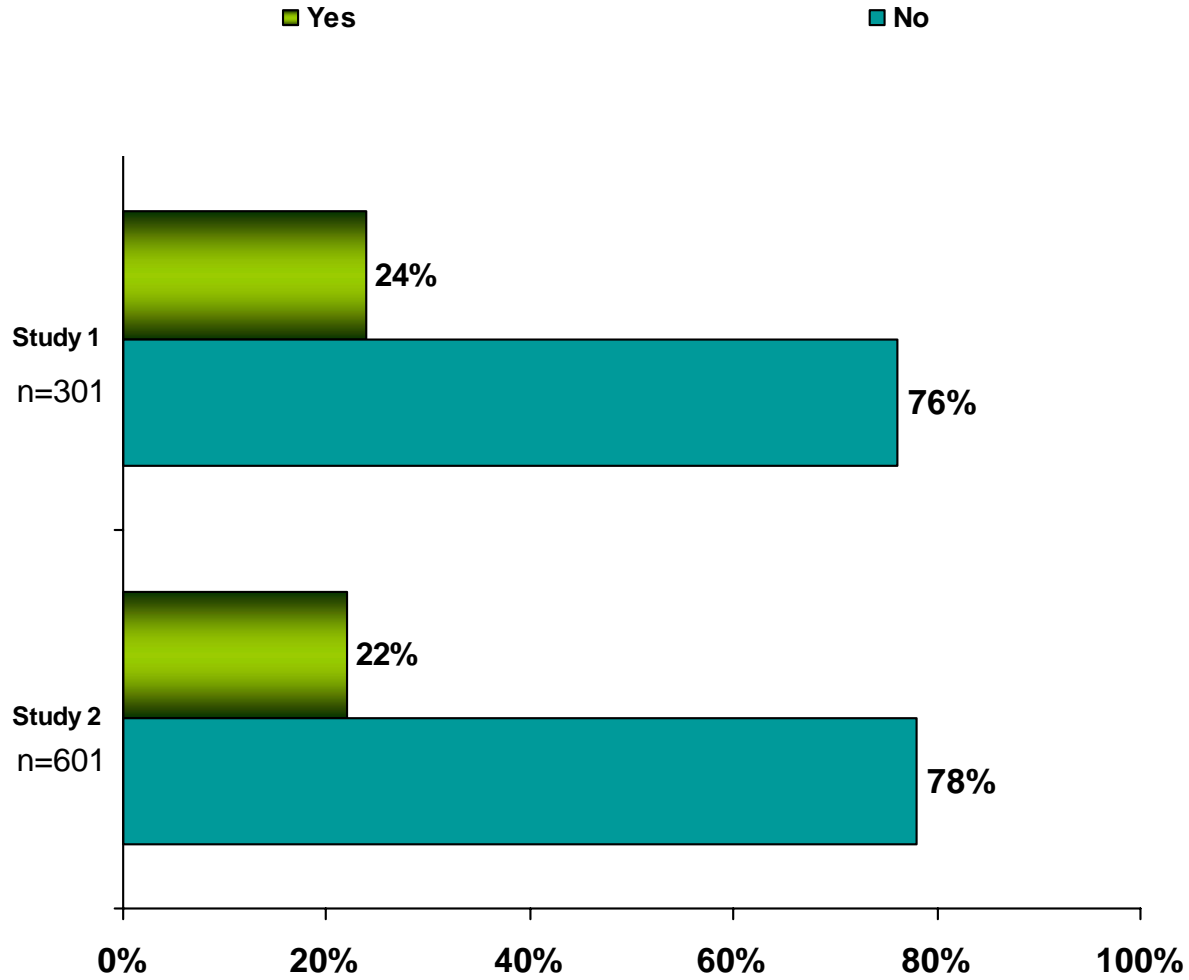


# Do you own a Toyota automobile?



Percentages may not equal 100 due to rounding

Please indicate the likelihood that your next car purchase will be a Toyota vehicle.

### Study 1

### Study 2

■ Not at all likely

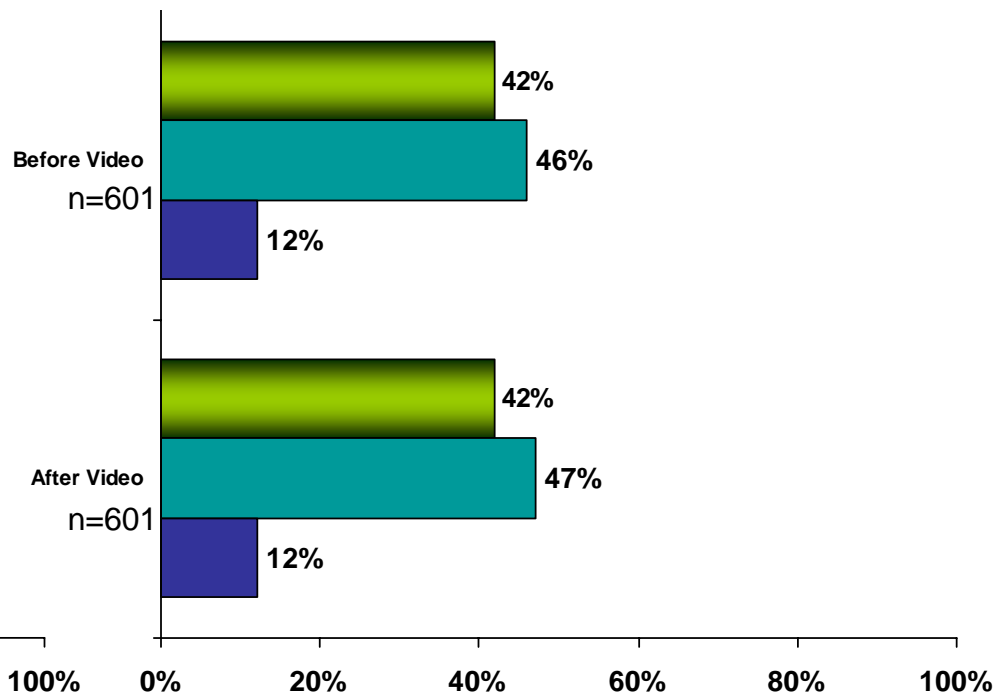
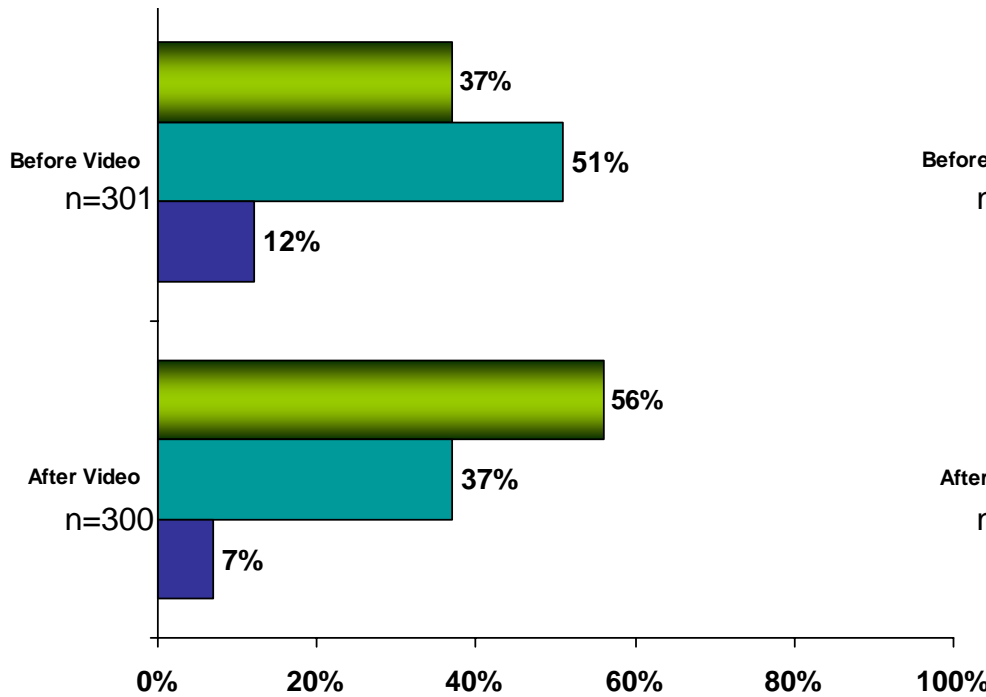
■ Somewhat likely

■ Extremely likely

■ Not at all likely

■ Somewhat likely

■ Extremely likely



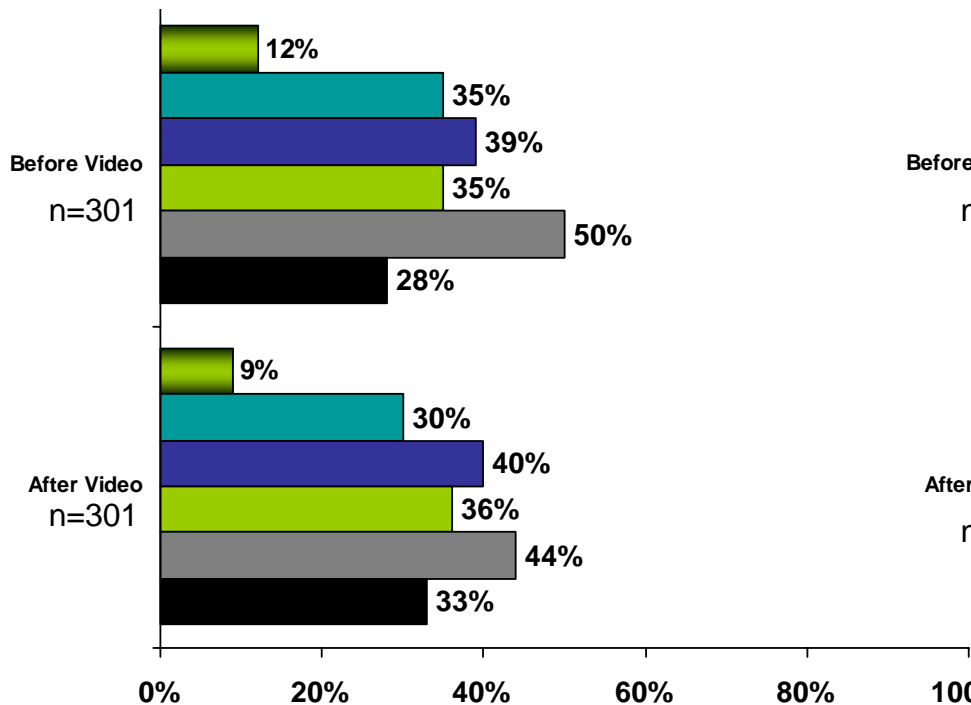
Percentages may not equal 100 due to rounding



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

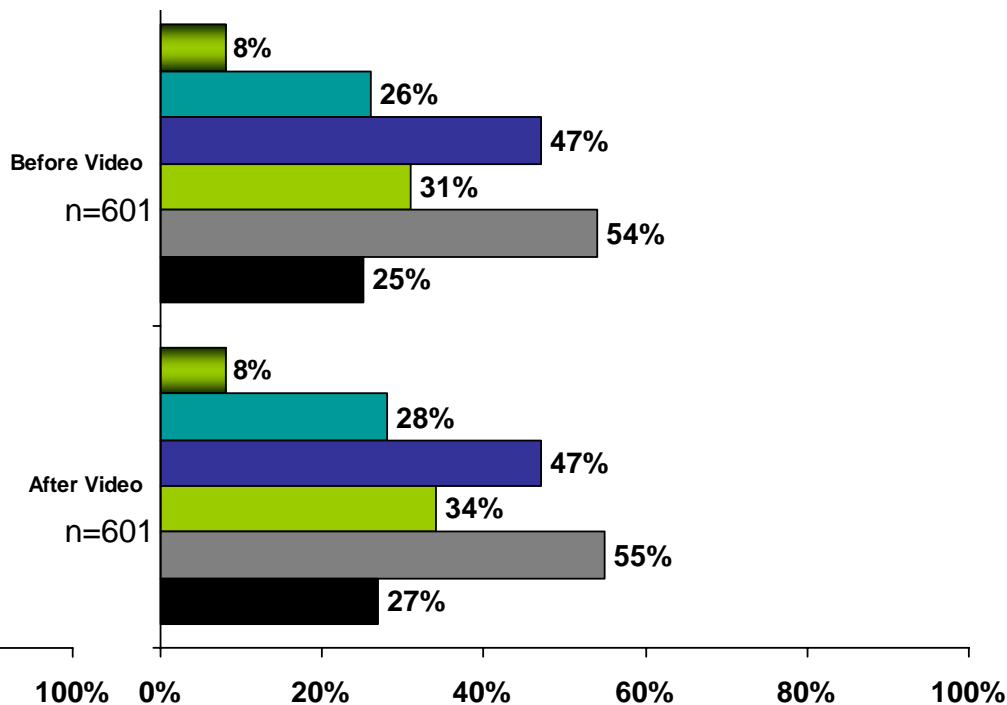
## Study 1

- Buy a Toyota brand automobile
- Visit Toyota's web site
- Read a news or magazine article about Toyota
- Search for information on Toyota
- Watch an advertisement/commercial for Toyota
- None of the above



## Study 2

- Buy a Toyota brand automobile
- Visit Toyota's web site
- Read a news or magazine article about Toyota
- Search for information on Toyota
- Watch an advertisement/commercial for Toyota
- None of the above



Percentages may not equal 100 due to rounding

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

### Study 1

### Study 2

**BEFORE**  
Video

	<b>Total</b> (n=301)
<b>MEAN</b>	<b>4.9</b>

	<b>Total</b> (n=601)
<b>MEAN</b>	<b>4.5</b>

**AFTER**  
Video

	<b>Total</b> (n=301)
<b>MEAN</b>	<b>3.9</b>

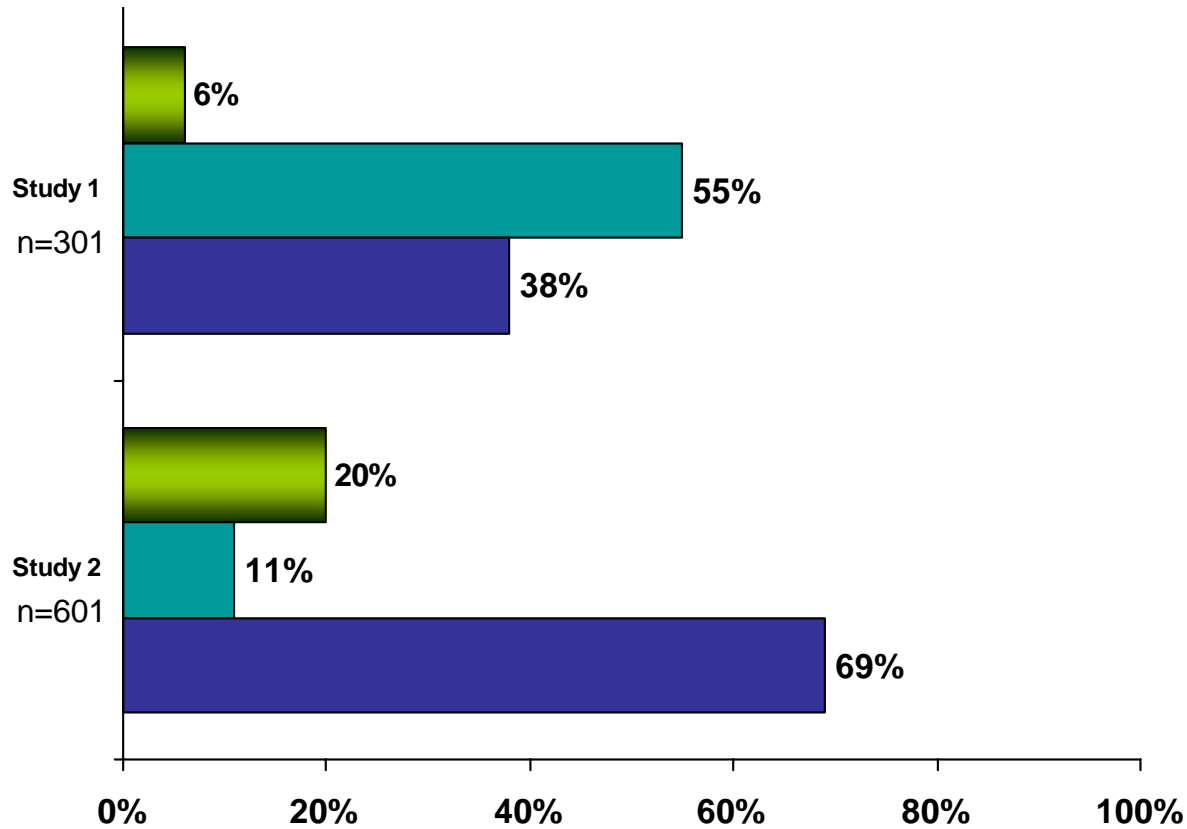
	<b>Total</b> (n=601)
<b>MEAN</b>	<b>4.5</b>

Percentages may not equal 100 due to rounding

# Has this video changed your perception of the Toyota brand?

■ Yes, my perception is more favorable   ■ Yes, my perception is less favorable

■ No change in perception



Percentages may not equal 100 due to rounding

Please rate Jim Lentz, President of Toyota Motor Sales U.S.A. Inc., on the following attributes where 1 represents “Not at all strong in this attribute” and 7 represents “Extremely strong in this attribute.”

### Likeability

	(n=601)
<b>MEAN</b>	<b>4.6</b>

### Believability

	(n=601)
<b>MEAN</b>	<b>4.8</b>

### Sincerity

	(n=601)
<b>MEAN</b>	<b>4.9</b>

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

### After Viewing Video

	Total
Anger	9%
Inspiration	17%
Sadness	31%
Skepticism	46%
Confusion	4%
Disturbing	11%
Embarrassment	14%
Pride	12%
Happiness	10%

Percentages may not equal 100 due to rounding

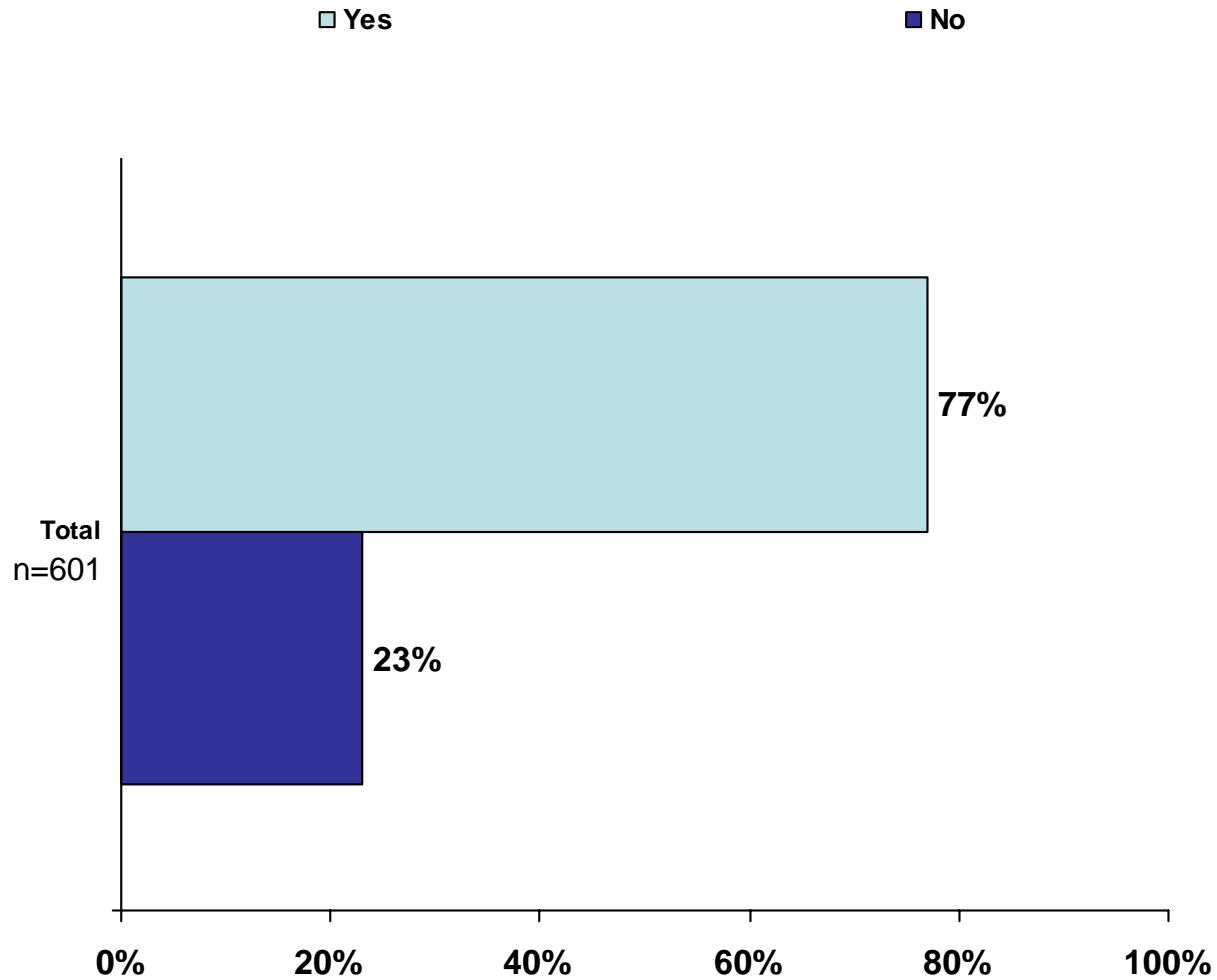
Which of the following emotions did you feel the most while viewing the video? Please select one emotion you felt most.

### After Viewing Video

	Total
Anger	4%
Inspiration	13%
Sadness	21%
Skepticism	35%
Confusion	1%
Disturbing	6%
Embarrassment	7%
Pride	7%
Happiness	7%

Percentages may not equal 100 due to rounding

# Do you think that Jim Lentz' apology to Toyota owners was sincere?



Percentages may not equal 100 due to rounding

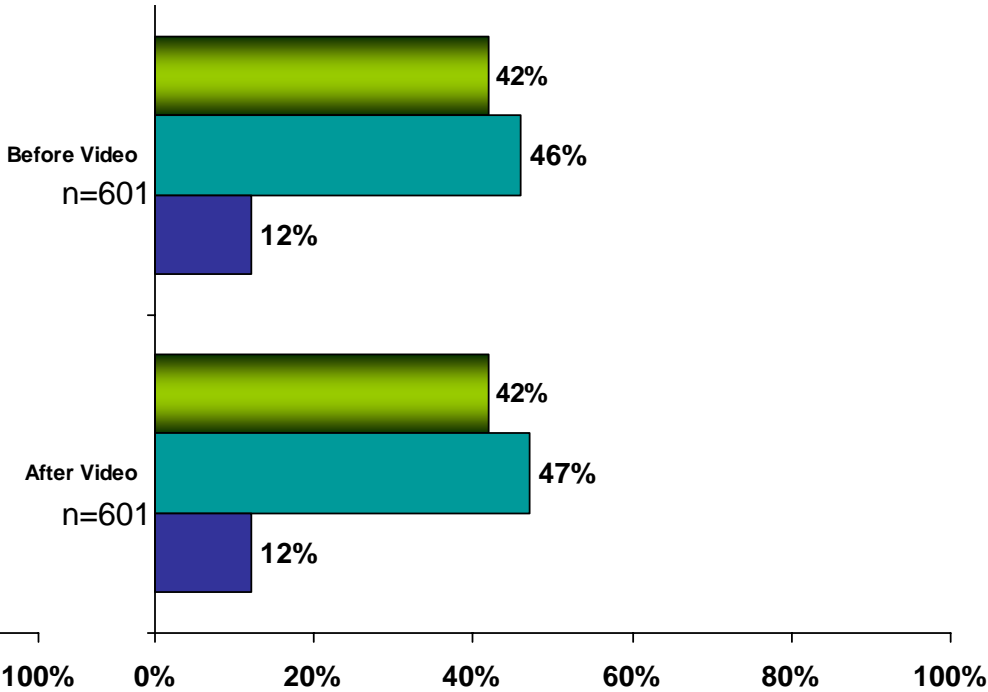
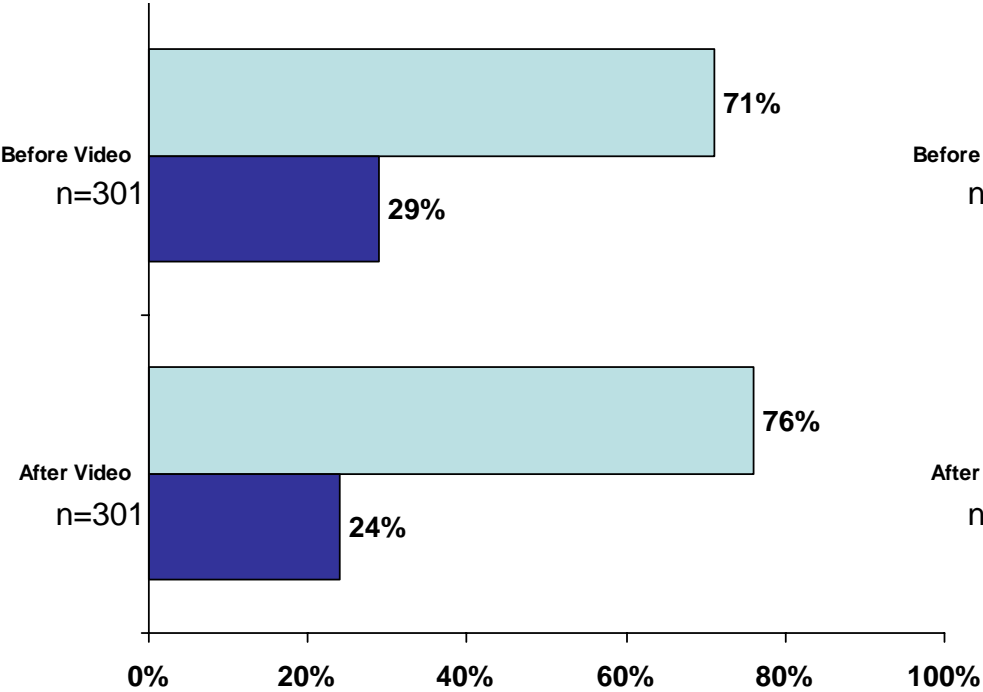
# Mattel Apology Vs. Toyota Apology:

Are you likely to purchase Mattel products in the future:

Please indicate the likelihood that your next car purchase will be a Toyota vehicle.

Yes No

Not at all likely Somewhat likely Extremely likely



Percentages may not equal 100 due to rounding

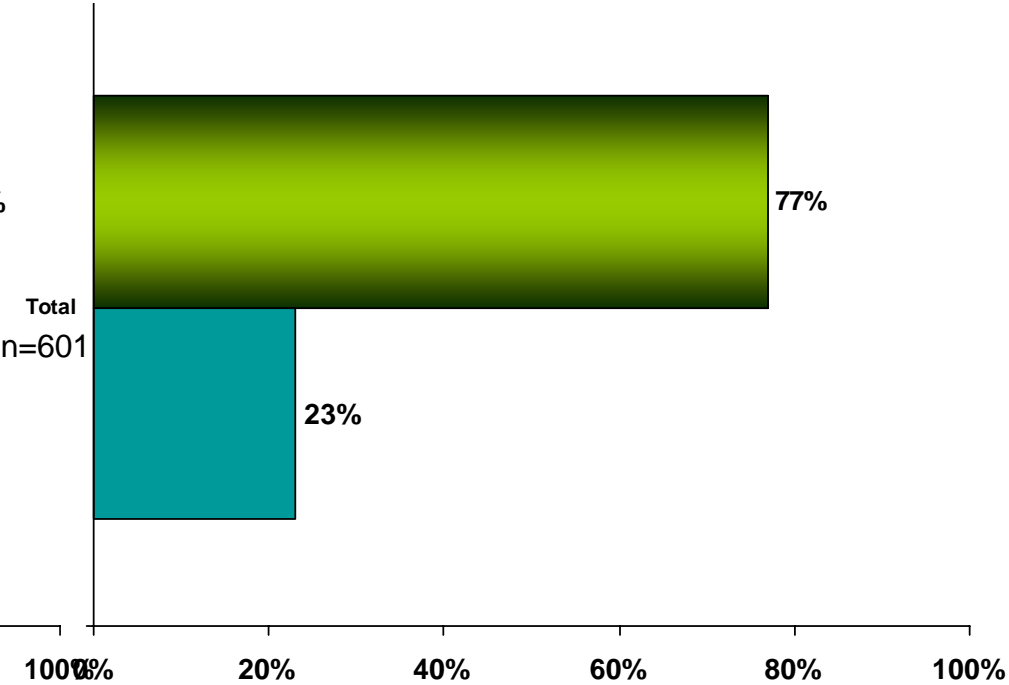
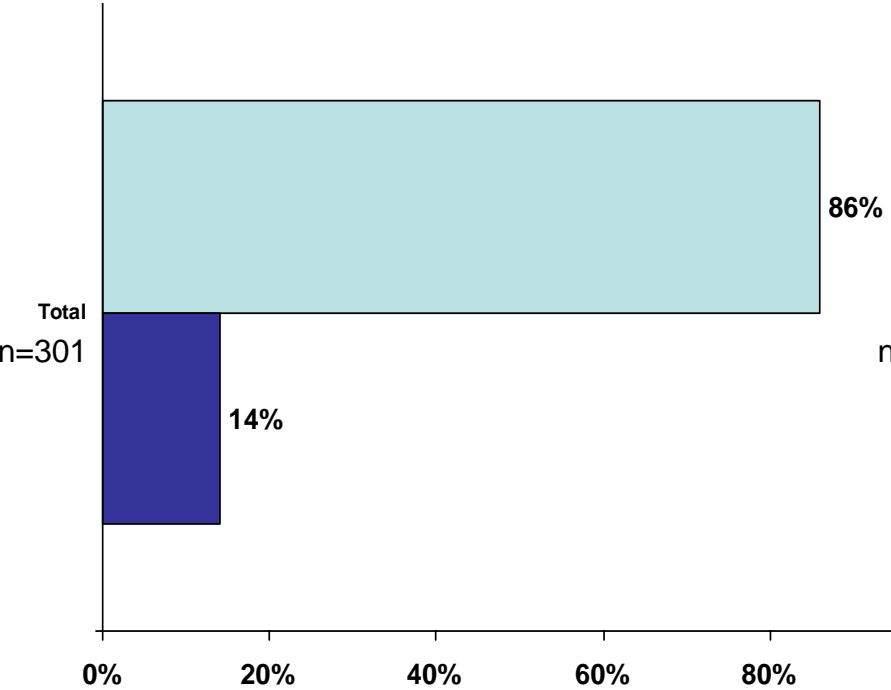
# Mattel Apology Vs. Toyota Apology:

Do you think that Mattel's Chairman and CEO, Bob Eckert's apology was sincere?

Do you think that Jim Lentz' apology to Toyota owners was sincere?

Yes No

Yes No



Percentages may not equal 100 due to rounding

## Domino's Apology Vs. Toyota Apology:

Which of the following actions are you likely to perform in the next 3 months

Do you think that Jim Lentz' apology to Toyota owners was sincere?

Domino's	Before Video (n=243)	After Video (N=243)	Toyota	Before Video (n=601)	After Video (N=601)
<b>Go to a Domino's</b>	29%	20%	Buy a Toyota brand automobile	8%	8%
<b>Order Domino's for delivery</b>	46%	24%	Read a news or magazine article about Toyota	47%	47%
<b>Visit Domino's web site</b>	25%	24%	Visit Toyota's web site	26%	28%
<b>Search for information on Domino's</b>	14%	20%	Search for information on Toyota	31%	34%
<b>Watch an advertisement/commercial on Domino's</b>	61%	24%	Watch an advertisement/commercial for Toyota	54%	55%
<b>None of the above</b>	19%	32%	None of the above	25%	27%

*Percentages may not equal 100 due to rounding*

## Domino's Apology Vs. Toyota Apology:

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."

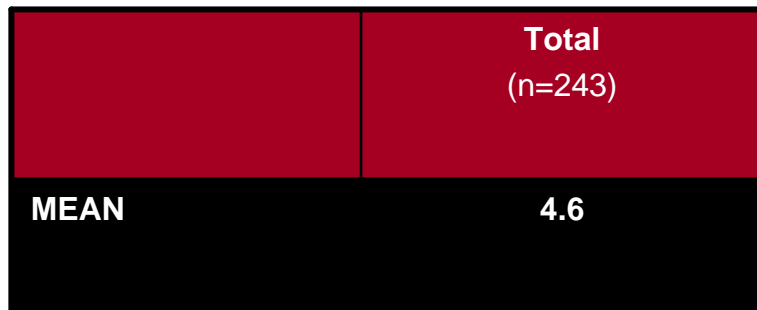
Please indicate how favorable you are of the Toyota brand using a scale of 1-7 where 1 represents, "Not at all favorable" and 7 represents, "Extremely favorable."

### Domino's

### Toyota

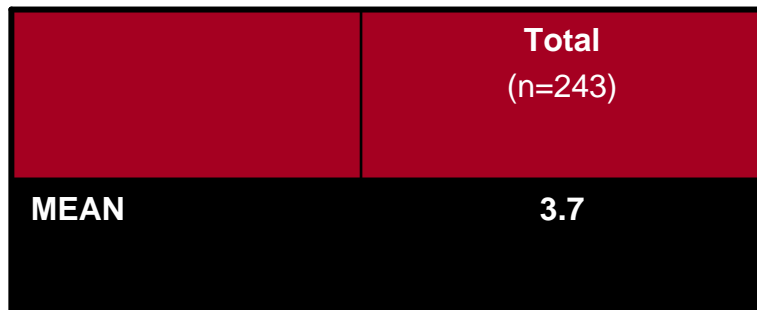
**BEFORE**

**Video**



**AFTER**

**Video**



*Percentages may not equal 100 due to rounding*