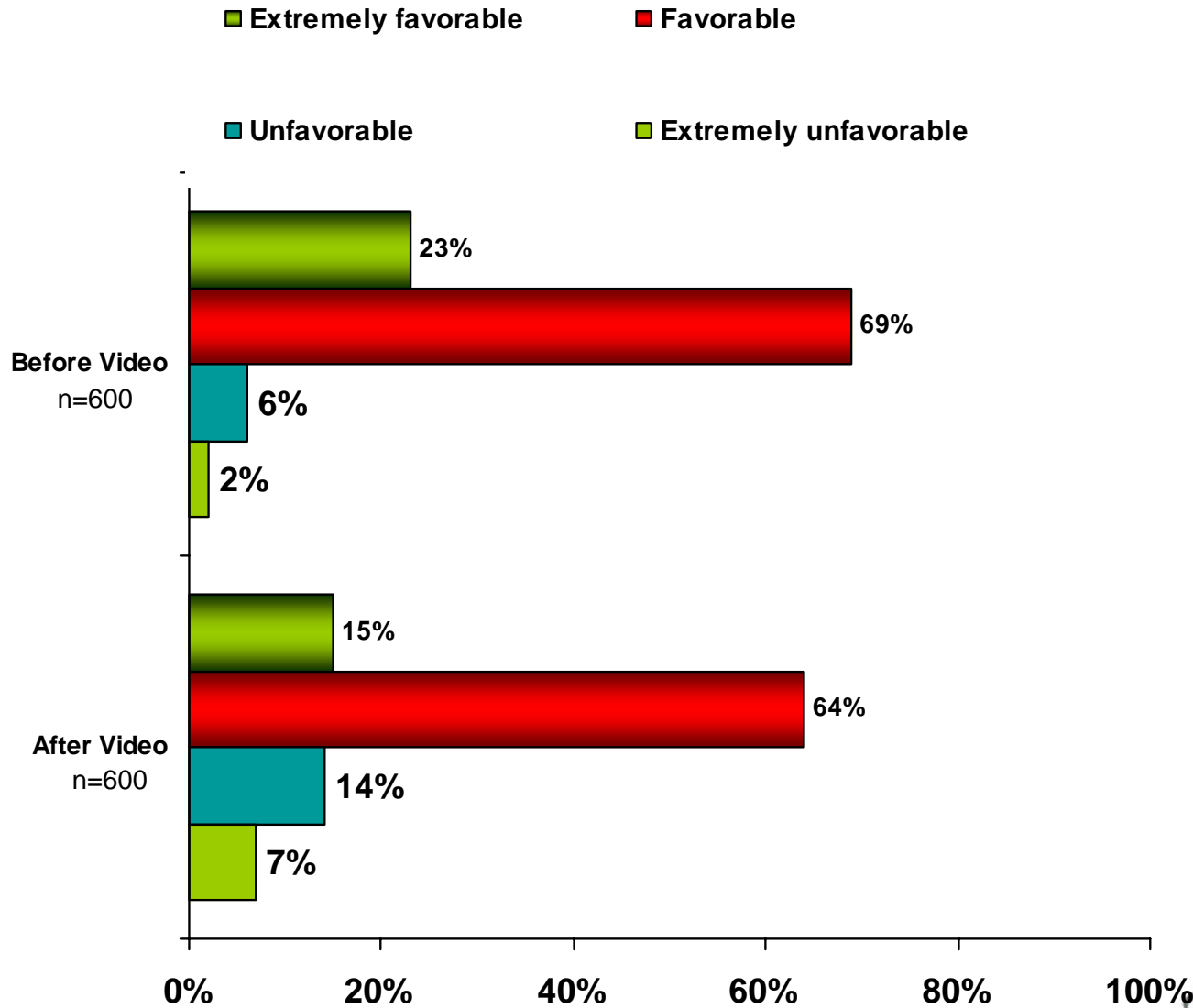


Please indicate your perception of the Nike brand.

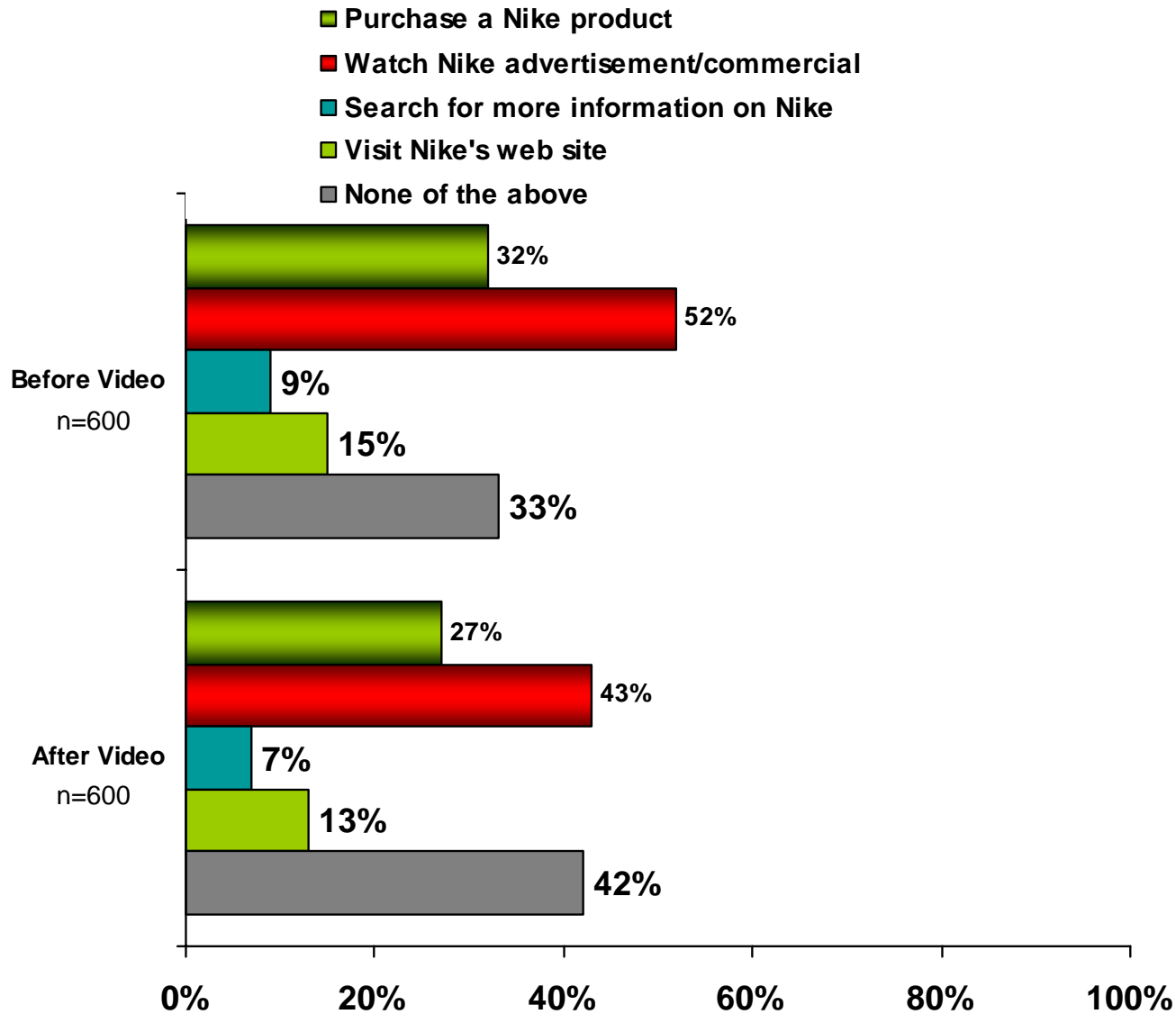


Percentages may not equal 100 due to rounding

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

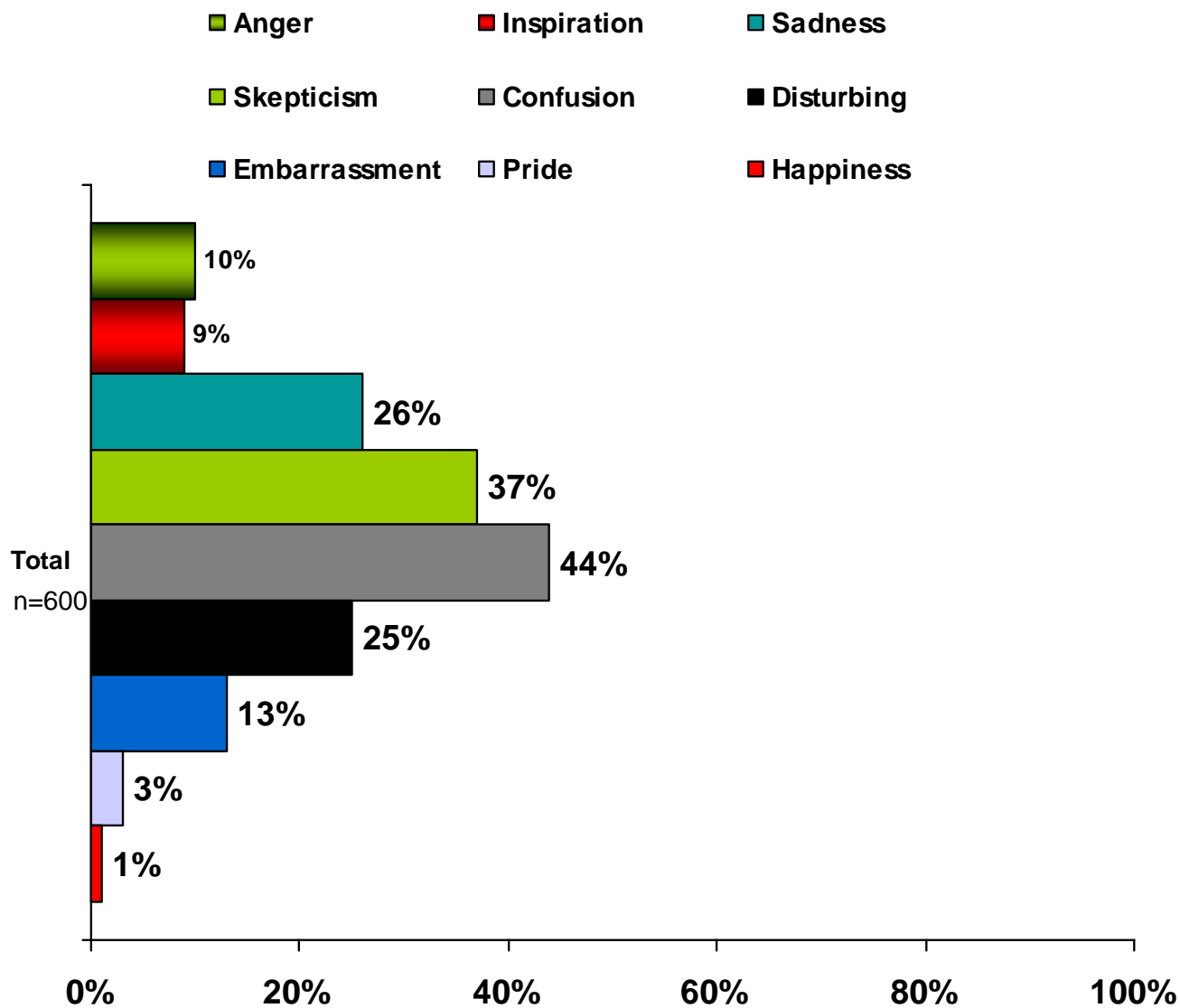
	Before Video (n=600)	After Video (n=600)
Mean	3.7	3.5

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



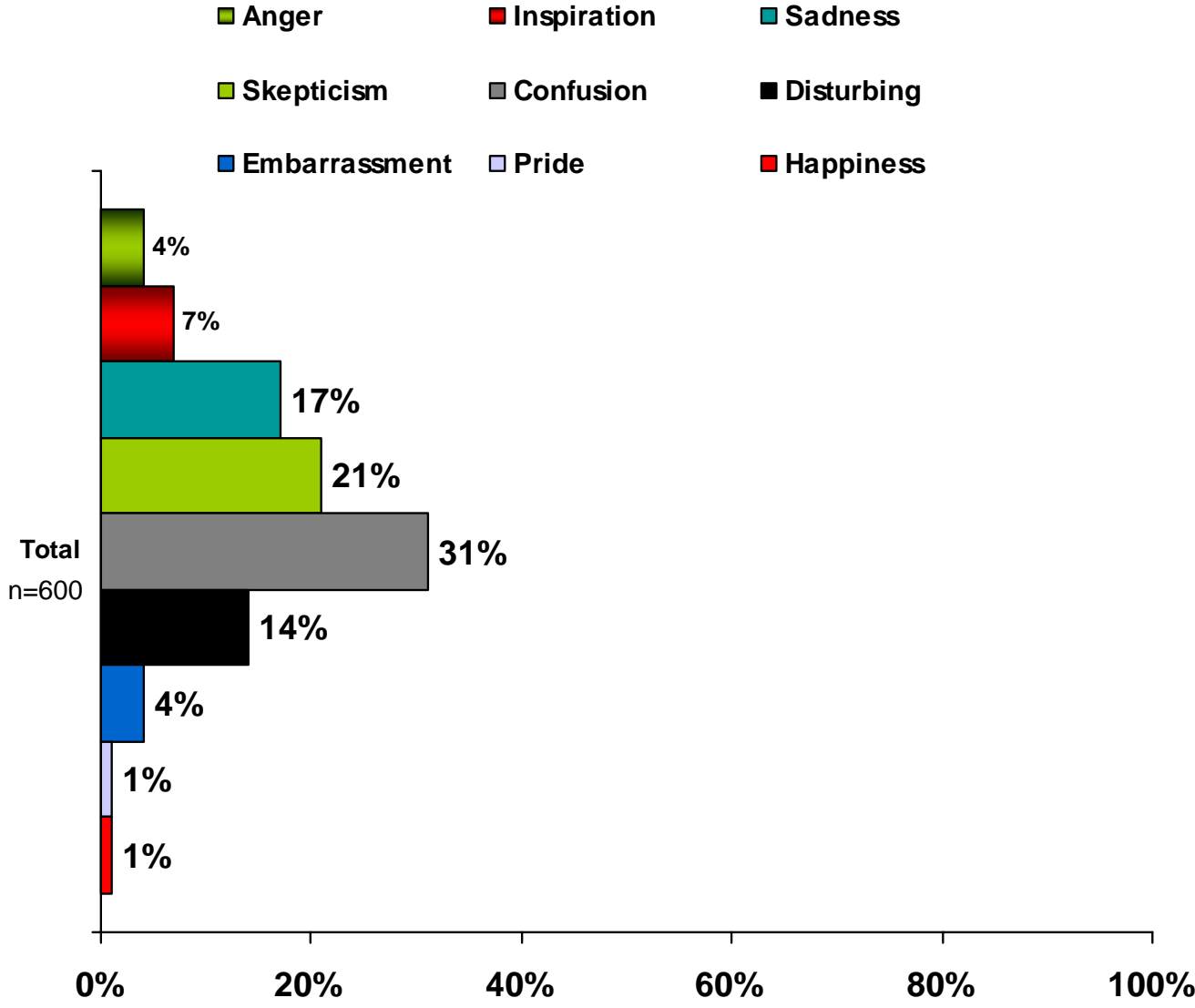
Percentages may not equal 100 due to rounding

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



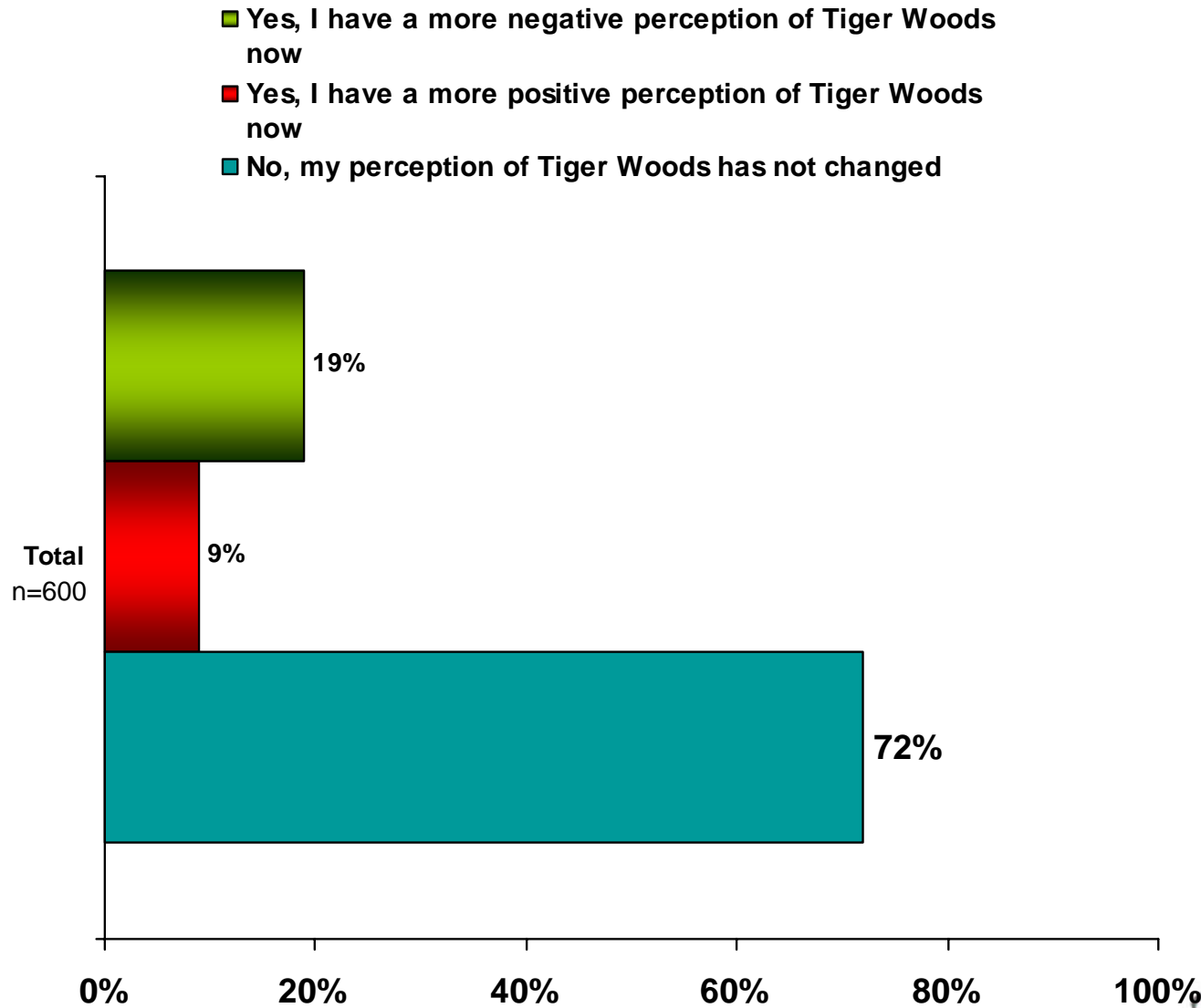
Percentages may not equal 100 due to rounding

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



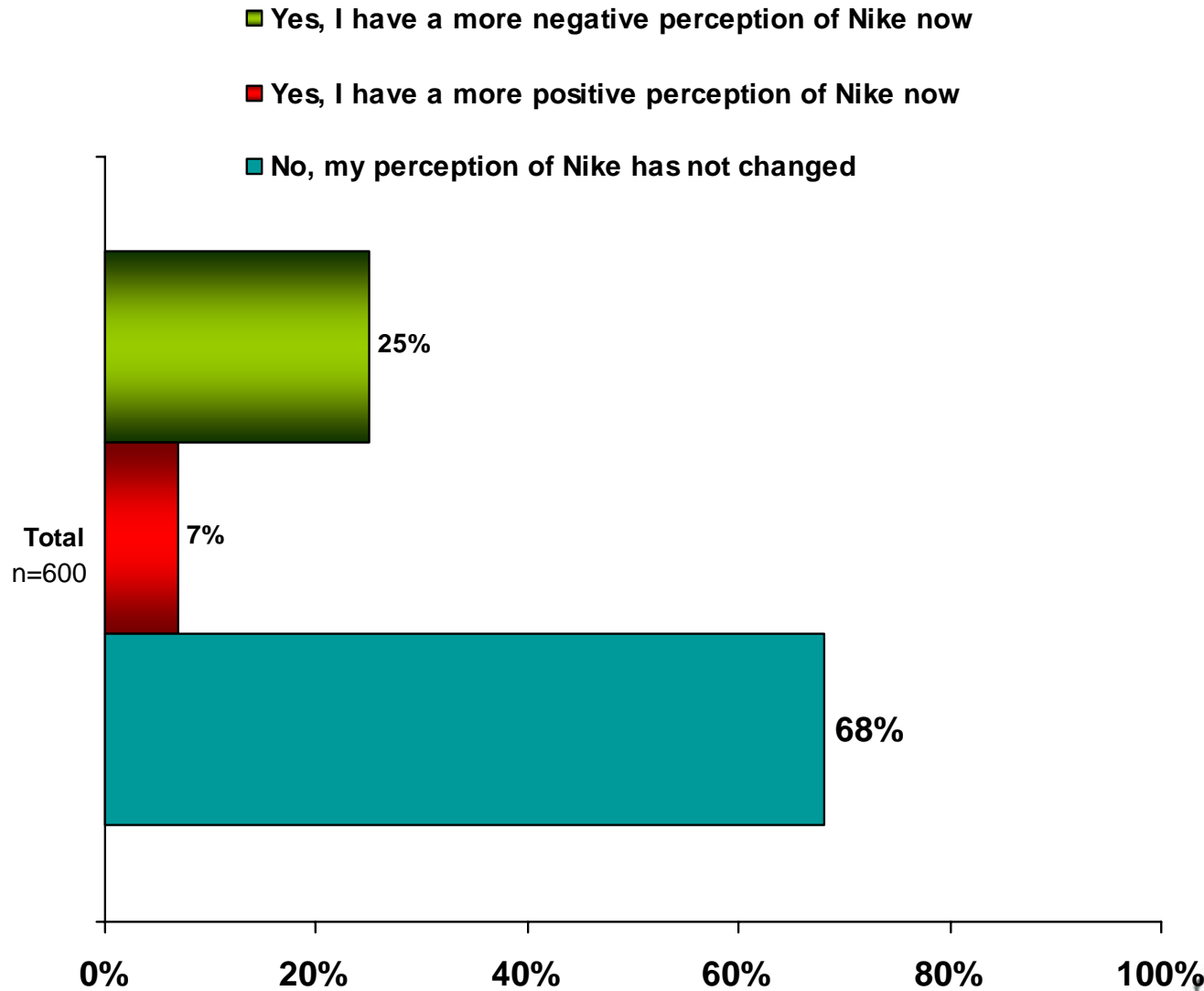
Percentages may not equal 100 due to rounding

Has this video changed your perception of Tiger Woods?



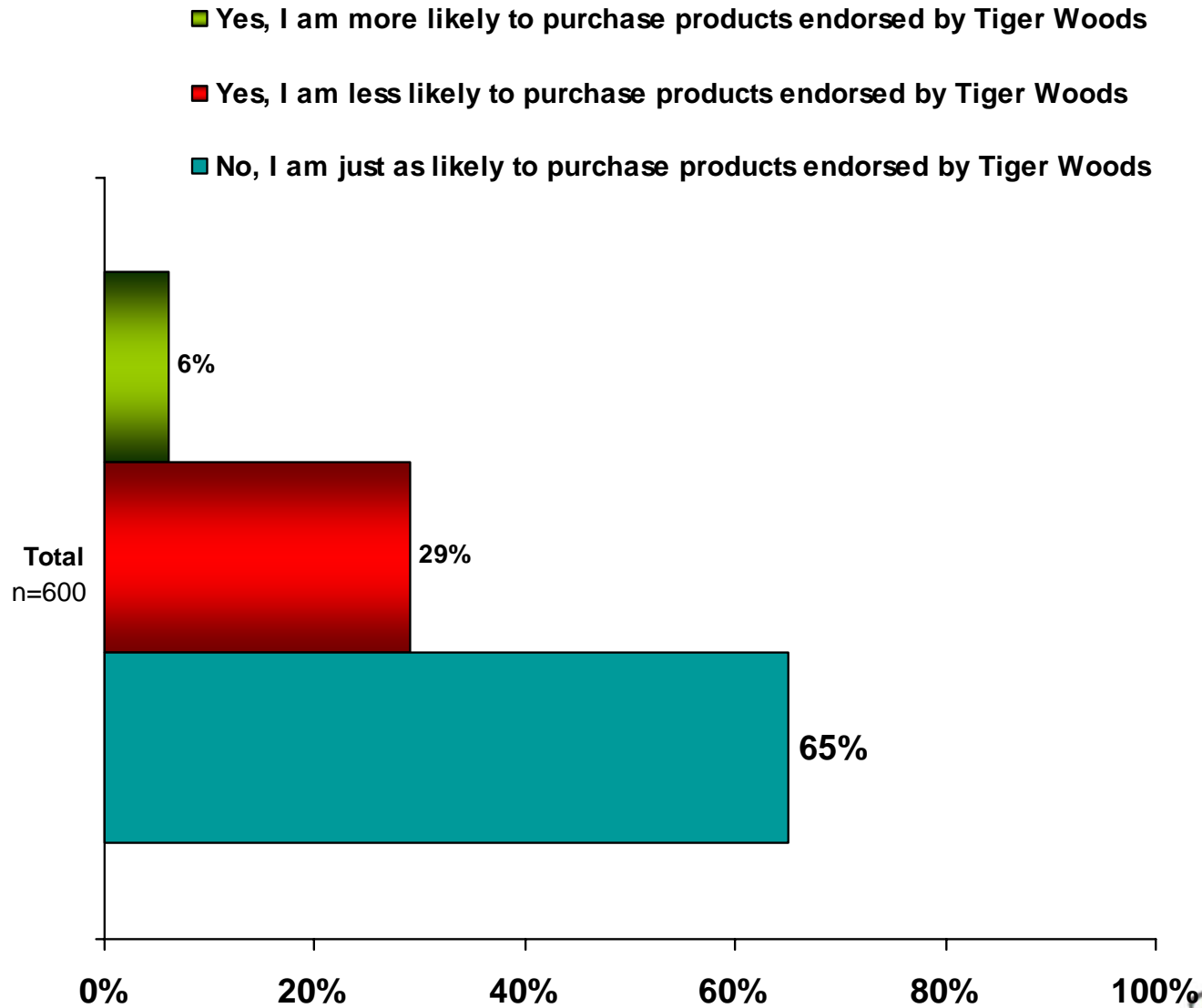
Percentages may not equal 100 due to rounding

Has this video changed your perception of the Nike brand?



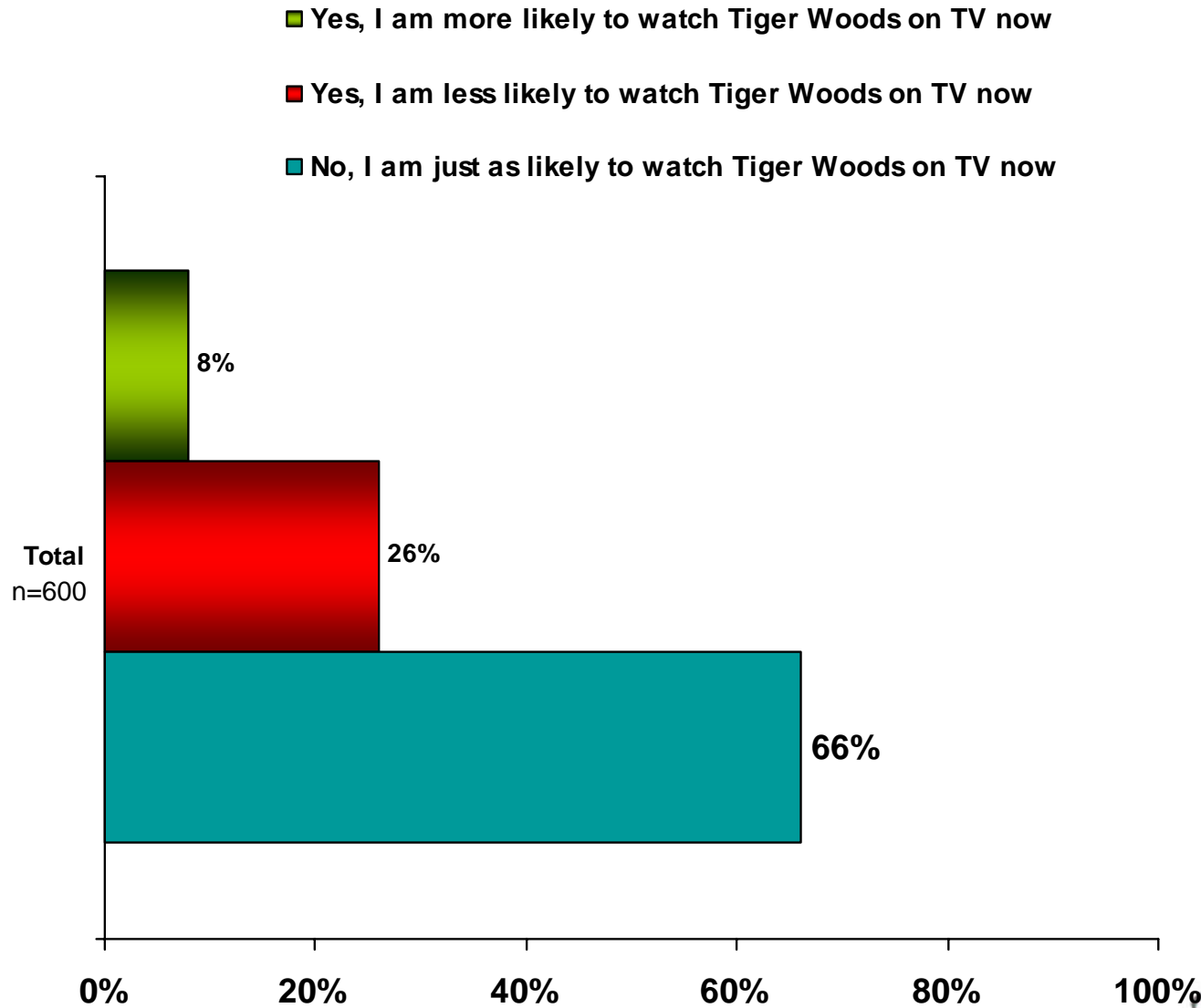
Percentages may not equal 100 due to rounding

Has this video changed your likelihood of purchasing products endorsed by Tiger Woods?



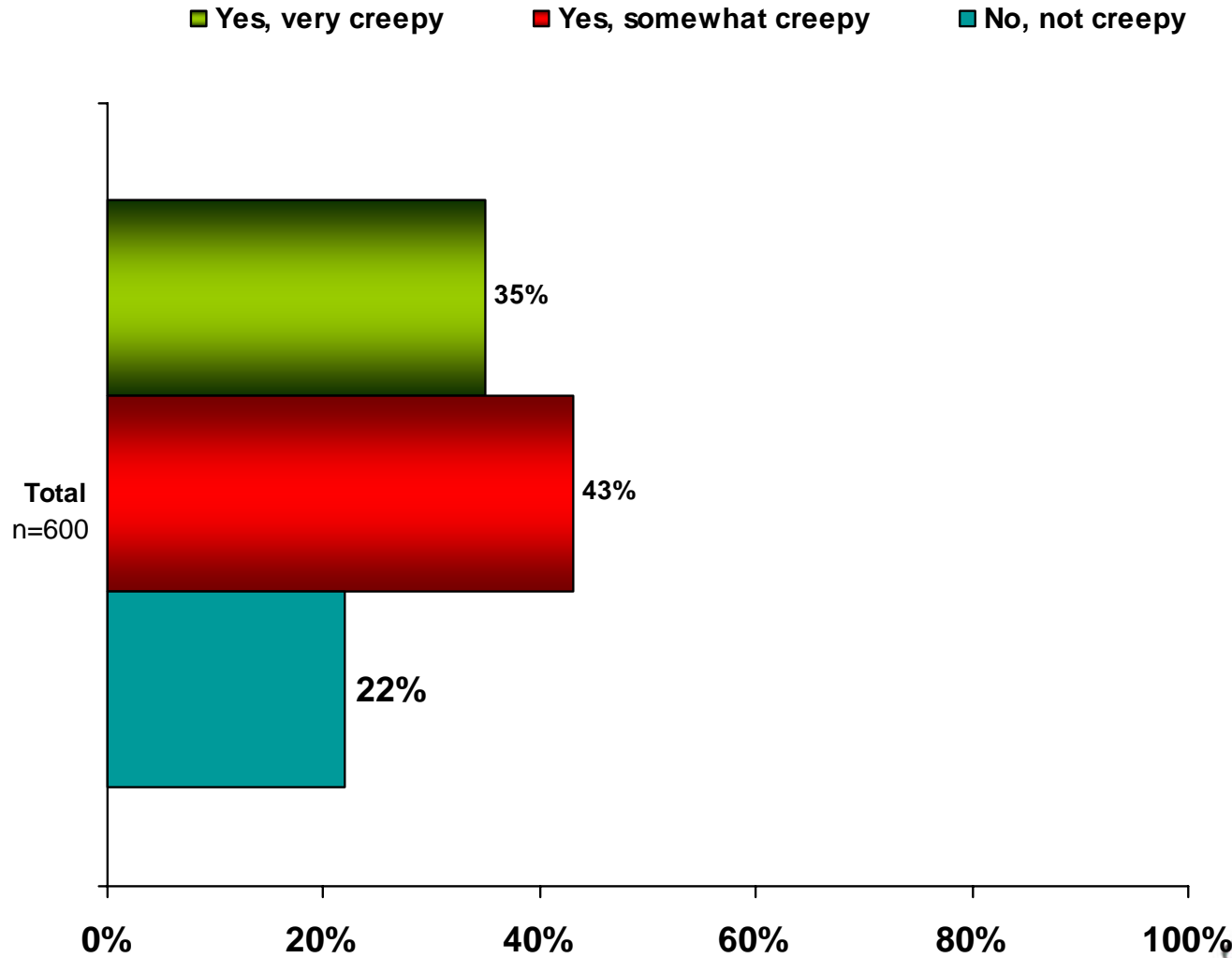
Percentages may not equal 100 due to rounding

Has this video changed your likelihood of watching Tiger Woods play golf on TV?



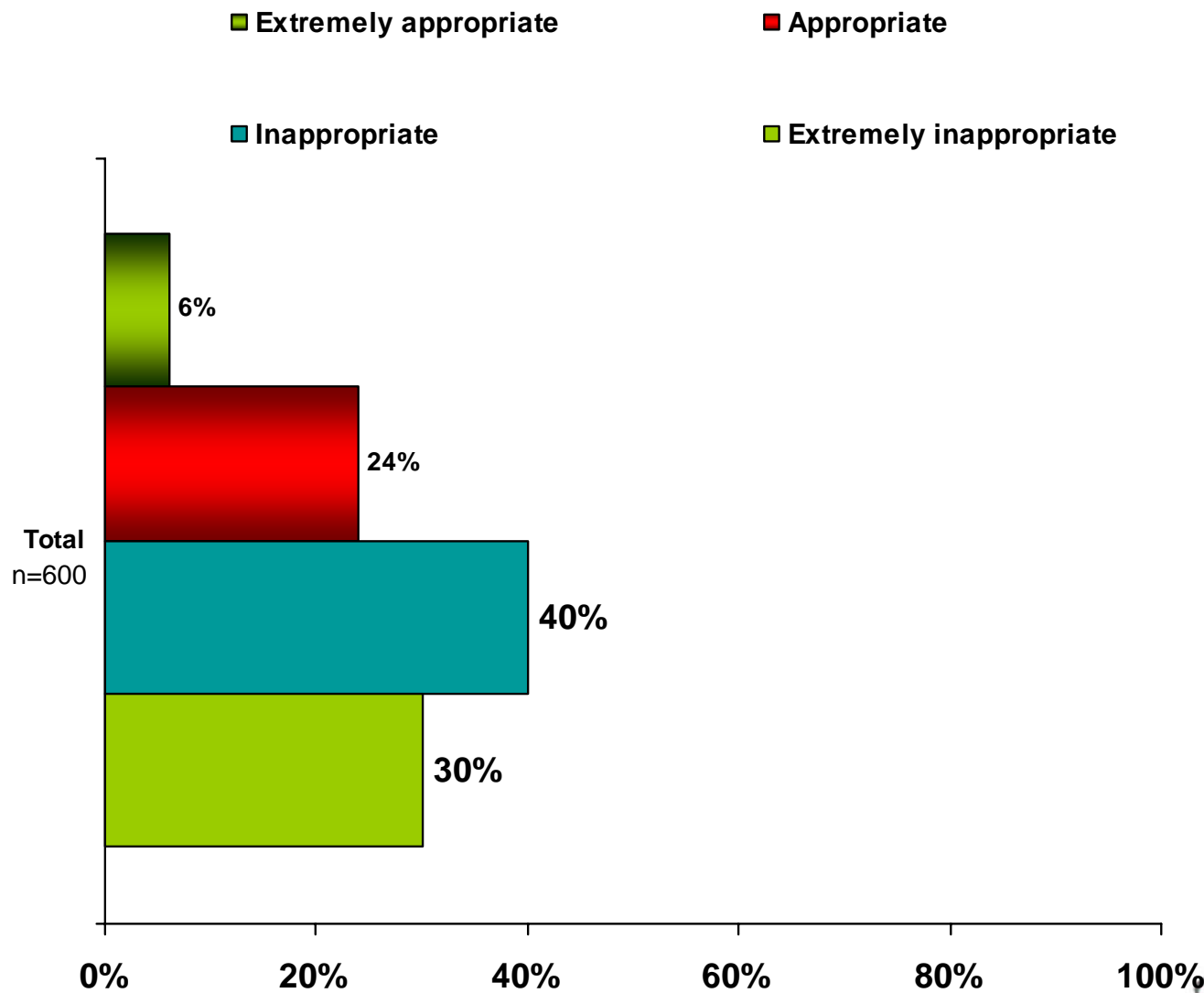
Percentages may not equal 100 due to rounding

Did you find this advertisement to be creepy?



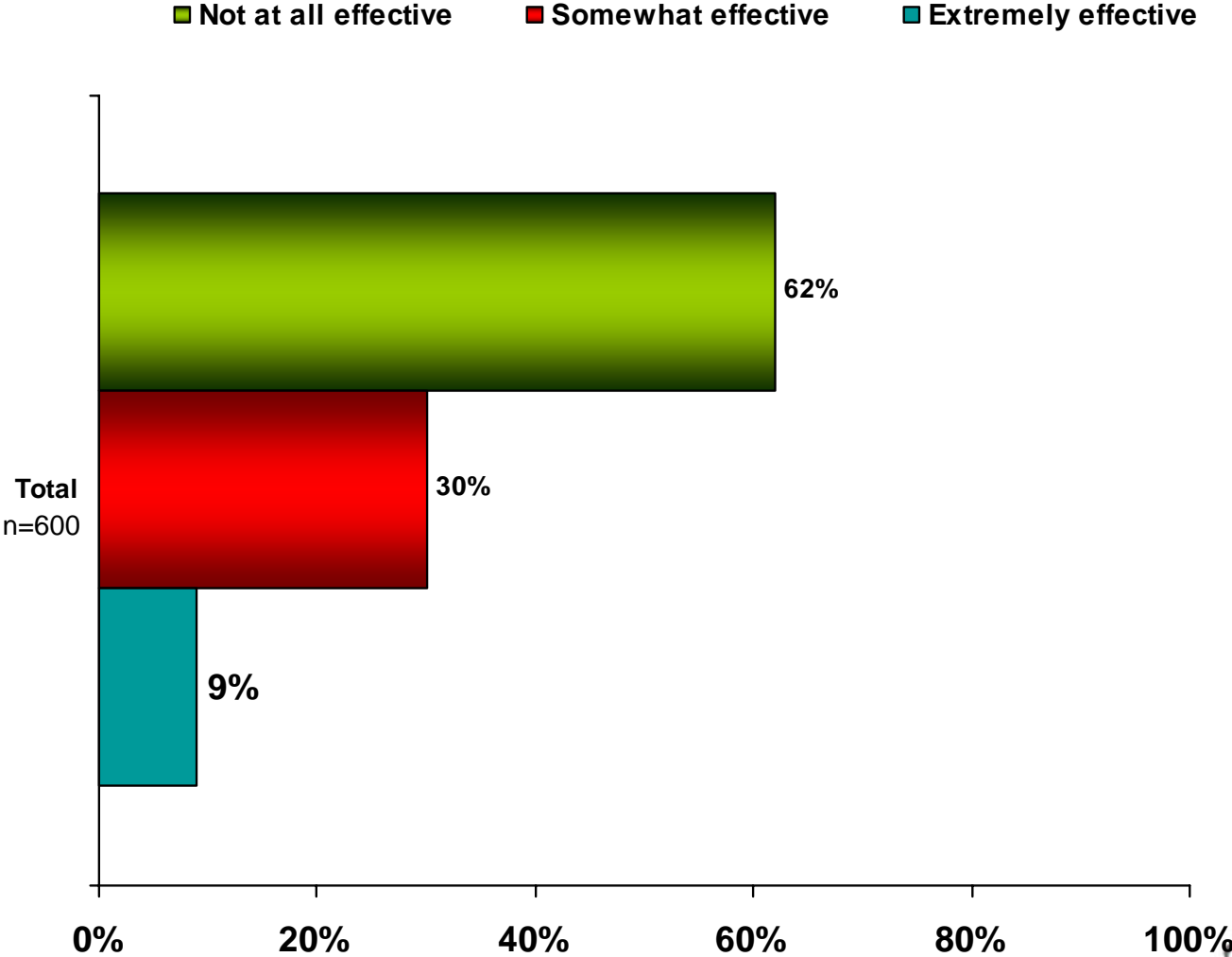
Percentages may not equal 100 due to rounding

Please indicate how appropriate you found the use of Tiger Woods' late father's voice in this video.



Percentages may not equal 100 due to rounding

Please indicate how effective you believe this advertisement was.



Percentages may not equal 100 due to rounding