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1. Heard of Rick Ross

Have you ever heard of the rapper Rick Ross?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Yes	24%	45%	26%	9%	17%	59%	30%	22%	26%	25%	28%	19%	20%
No	69%	46%	66%	85%	77%	33%	57%	70%	67%	68%	64%	75%	75%
Not sure	7%	9%	8%	5%	6%	9%	13%	8%	7%	7%	8%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(189)	(316)	(495)	(815)	(104)	(81)	(464)	(536)	(348)	(326)	(64)	(125)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Yes	24%	28%	21%	27%	19%	23%	28%	21%	22%
No	69%	62%	74%	65%	75%	71%	63%	70%	73%
Not sure	7%	10%	5%	8%	6%	6%	9%	10%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(167)	(225)	(371)	(237)	(363)	(327)	(208)	(102)

2. Opinion on Adidas' relationship Rick Ross

A women's rights group recently announced plans to protest Reebok's Adidas's relationship with rapper Rick Ross, who was spokesperson for Adidas. Mr. Ross rapped about drugging a woman and having sex with her without her knowledge... Which of the following, if any, best describes what Reebok should do about their ties with Rick Ross?

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Reebok should sever ties with Rick Ross	70%	61%	71%	75%	72%	59%	68%	71%	69%	67%	73%	60%	68%
Reebok should not sever ties with Rick Ross	7%	7%	6%	6%	6%	15%	3%	8%	6%	7%	5%	8%	12%
Not sure	23%	31%	23%	18%	22%	25%	28%	22%	25%	25%	22%	32%	20%
Totals (Unweighted N)	100% (1,000)	100% (189)	100% (316)	100% (495)	100% (815)	100% (104)	100% (81)	100% (464)	100% (536)	100% (348)	100% (326)	100% (64)	100% (125)

	Total	Region				Education			
		Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Reebok should sever ties with Rick Ross	70%	66%	65%	73%	75%	69%	69%	72%	74%
Reebok should not sever ties with Rick Ross	7%	4%	11%	6%	5%	7%	6%	6%	7%
Not sure	23%	30%	24%	22%	20%	24%	25%	22%	19%
Totals (Unweighted N)	100% (1,000)	100% (167)	100% (225)	100% (371)	100% (237)	100% (363)	100% (327)	100% (208)	100% (102)

3. Opinion on celebrity endorsements

Which, if any, of the following statements, best describe what you think celebrity endorsements do for brands? (Check all that apply)

	Total	Age			Race			Gender		Family Income			
		18-34	35-49	50+	White	Black	Hispanic	Male	Female	Under 40	40-80	80-100	100+
Celebrity endorsements give brands a positive impression	10%	10%	10%	11%	11%	7%	7%	10%	11%	12%	9%	13%	15%
Celebrity endorsements give brands a negative impression	11%	11%	11%	10%	11%	6%	10%	8%	13%	10%	12%	1%	10%
Endorsing a brand makes me think positively of a celebrity	4%	6%	4%	3%	2%	5%	10%	3%	4%	5%	4%	3%	3%
Endorsing a brand makes me think negatively of a celebrity	8%	13%	6%	5%	9%	2%	7%	8%	7%	7%	9%	4%	10%
Celebrity endorsements do not affect what I think of a brand	52%	43%	49%	61%	54%	53%	44%	57%	48%	47%	57%	54%	60%
Endorsing a brand does not affect what I think of a celebrity	25%	24%	23%	26%	24%	39%	15%	25%	24%	26%	24%	16%	28%
Not sure	20%	29%	24%	11%	19%	16%	30%	18%	22%	23%	17%	21%	12%
Totals	(1,000)	(189)	(316)	(495)	(815)	(104)	(81)	(464)	(536)	(348)	(326)	(64)	(125)

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	Region					Education			
	Total	Northeast	Midwest	South	West	HS or Less	Some College	College Grad	Post grad
Celebrity endorsements give brands a positive impression	10%	9%	10%	10%	12%	8%	11%	7%	22%
Celebrity endorsements give brands a negative impression	11%	9%	7%	12%	14%	7%	14%	11%	12%
Endorsing a brand makes me think positively of a celebrity	4%	2%	3%	6%	4%	4%	5%	2%	4%
Endorsing a brand makes me think negatively of a celebrity	8%	5%	7%	8%	12%	6%	10%	8%	10%
Celebrity endorsements do not affect what I think of a brand	52%	48%	56%	54%	50%	52%	52%	54%	50%
Endorsing a brand does not affect what I think of a celebrity	25%	29%	24%	28%	17%	23%	24%	25%	32%
Not sure	20%	23%	20%	16%	22%	23%	19%	18%	12%
Totals	(1,000)	(167)	(225)	(371)	(237)	(363)	(327)	(208)	(102)