

1. Favorability of Playboy

Do you have a favorable or unfavorable opinion of Playboy magazine?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	9%	15%	4%	11%	13%	8%	6%	10%	9%	7%	12%
Somewhat favorable	35%	45%	25%	23%	34%	41%	37%	36%	29%	30%	38%
Somewhat unfavorable	20%	16%	24%	18%	25%	19%	19%	20%	23%	20%	21%
Very unfavorable	19%	9%	29%	19%	15%	20%	23%	19%	23%	17%	17%
Not sure	17%	14%	19%	28%	13%	13%	15%	16%	16%	26%	13%
Totals (Unweighted N)	100% (995)	100% (482)	100% (513)	100% (152)	100% (262)	100% (404)	100% (177)	100% (692)	100% (120)	100% (114)	100% (69)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very favorable	9%	8%	11%	8%	9%	12%	8%	7%	4%	9%	10%	14%
Somewhat favorable	35%	36%	35%	33%	35%	38%	40%	24%	39%	32%	34%	33%
Somewhat unfavorable	20%	23%	17%	22%	19%	19%	25%	23%	18%	18%	24%	19%
Very unfavorable	19%	18%	17%	25%	18%	24%	11%	21%	16%	25%	18%	18%
Not sure	17%	15%	20%	12%	18%	8%	16%	25%	23%	16%	14%	17%
Totals (Unweighted N)	100% (995)	100% (369)	100% (382)	100% (244)	100% (437)	100% (268)	100% (139)	100% (151)	100% (152)	100% (228)	100% (384)	100% (231)

2. Ever Looked at a Playboy

Have you ever read or looked at a print copy of Playboy?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	81%	58%	32%	70%	83%	86%	75%	66%	57%	48%
No	28%	16%	40%	61%	27%	17%	13%	24%	31%	37%	46%
Not sure	3%	3%	2%	8%	2%	1%	0%	1%	3%	6%	6%
Totals (Unweighted N)	100% (999)	100% (485)	100% (514)	100% (152)	100% (264)	100% (406)	100% (177)	100% (693)	100% (121)	100% (115)	100% (70)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	69%	69%	68%	72%	67%	72%	83%	61%	62%	73%	70%	70%
No	28%	29%	29%	27%	30%	26%	17%	35%	35%	24%	29%	25%
Not sure	3%	3%	3%	1%	3%	1%	—	4%	3%	3%	1%	4%
Totals (Unweighted N)	100% (999)	100% (371)	100% (383)	100% (245)	100% (439)	100% (268)	100% (139)	100% (153)	100% (152)	100% (228)	100% (387)	100% (232)

3. Ever Read a Playboy Article

Have you ever read an article in Playboy?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	58%	71%	46%	28%	61%	68%	72%	62%	46%	51%	55%
No	37%	25%	49%	65%	36%	28%	26%	35%	43%	45%	37%
Not sure	4%	4%	5%	7%	4%	4%	2%	3%	11%	4%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(483)	(514)	(152)	(264)	(405)	(176)	(691)	(121)	(115)	(70)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	58%	57%	62%	54%	54%	61%	78%	52%	59%	60%	57%	58%
No	37%	37%	34%	43%	40%	38%	20%	43%	40%	34%	38%	36%
Not sure	4%	6%	4%	3%	6%	1%	3%	5%	1%	5%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(371)	(382)	(244)	(439)	(267)	(139)	(152)	(152)	(228)	(386)	(231)

4. Playboy Pornography or Not

Do you think that Playboy is pornography?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Playboy is pornography	55%	48%	62%	66%	61%	52%	41%	52%	60%	64%	61%
Playboy is not pornography	31%	42%	20%	16%	26%	37%	42%	36%	20%	19%	21%
Not sure	14%	10%	18%	18%	13%	11%	17%	12%	20%	17%	18%
Totals (Unweighted N)	100% (997)	100% (485)	100% (512)	100% (152)	100% (262)	100% (406)	100% (177)	100% (691)	100% (121)	100% (115)	100% (70)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Playboy is pornography	55%	57%	52%	60%	59%	55%	48%	51%	52%	61%	54%	55%
Playboy is not pornography	31%	25%	33%	32%	28%	35%	37%	26%	35%	26%	31%	30%
Not sure	14%	18%	15%	8%	13%	10%	15%	23%	13%	12%	15%	16%
Totals (Unweighted N)	100% (997)	100% (370)	100% (383)	100% (244)	100% (438)	100% (268)	100% (139)	100% (152)	100% (151)	100% (228)	100% (386)	100% (232)

5. End of Fully Nude Women in Playboy

Playboy recently announced that they would no longer publish photos of fully nude women. Do you approve or disapprove of this decision?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Approve	58%	41%	73%	52%	54%	59%	67%	56%	61%	58%	62%
Disapprove	20%	36%	6%	20%	26%	20%	12%	20%	18%	22%	21%
Not sure	22%	23%	21%	28%	20%	21%	21%	24%	21%	20%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(484)	(514)	(151)	(264)	(406)	(177)	(692)	(121)	(115)	(70)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Approve	58%	63%	51%	63%	57%	61%	56%	55%	60%	58%	61%	50%
Disapprove	20%	18%	22%	19%	22%	19%	19%	18%	18%	15%	20%	27%
Not sure	22%	19%	27%	17%	21%	20%	25%	27%	22%	26%	19%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(371)	(382)	(245)	(438)	(268)	(139)	(153)	(152)	(227)	(387)	(232)

6. More Likely to Buy Playboy

Does the decision to end publishing photos of fully nude women make you more or less likely to buy an issue of Playboy magazine?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More likely	9%	5%	12%	7%	12%	7%	9%	8%	12%	10%	5%
Makes no difference	67%	60%	74%	61%	64%	68%	76%	70%	60%	59%	61%
Less likely	17%	28%	6%	18%	16%	21%	10%	16%	16%	17%	21%
Not sure	8%	7%	8%	14%	8%	5%	5%	5%	12%	14%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(483)	(512)	(151)	(262)	(406)	(176)	(692)	(120)	(114)	(69)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More likely	9%	12%	8%	5%	11%	6%	6%	8%	10%	5%	11%	8%
Makes no difference	67%	66%	65%	73%	64%	72%	77%	62%	70%	71%	68%	59%
Less likely	17%	15%	17%	20%	19%	16%	15%	14%	15%	14%	14%	26%
Not sure	8%	7%	10%	3%	7%	6%	1%	16%	6%	9%	7%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(371)	(379)	(245)	(436)	(268)	(139)	(152)	(152)	(226)	(385)	(232)

Interviewing Dates	October 14 - 15, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.123 to 4.12, with a mean of one and a standard deviation of 0.868.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.