

Sample 1000 Adult Interviews  
Conducted October 14 - 15, 2015  
Margin of Error ±4.1%

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

Very favorable	9%
Somewhat favorable	35%
Somewhat unfavorable	20%
Very unfavorable	19%
Not sure	17%

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

Yes	69%
No	28%
Not sure	3%

3. Have you ever read an article in Playboy?

Yes	58%
No	37%
Not sure	4%

4. Do you think that Playboy is pornography?

Playboy is pornography	55%
Playboy is not pornography	31%
Not sure	14%

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

Approve .....	58%
Disapprove .....	20%
Not sure .....	22%

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

More likely .....	9%
Makes no difference .....	67%
Less likely .....	17%
Not sure .....	8%

<b>Interviewing Dates</b>	October 14 - 15, 2015
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	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.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.1% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.