

In a Nationwide Survey about Cosmopolitan Magazine:



67%

said the magazine cover is **not appropriate for viewers of all ages**

55%

of shoppers think Cosmo should **be removed from view of children**

47%

agree that it should **not be sold to minors**

65%

of Cosmo's own target audience (women, ages 18-34) **think it's inappropriate for viewers of all ages.**



NCSE_COSMOPOLITAN MAGAZINE NATIONAL STUDY_MQ_150413.DOCX
COSMOPOLITAN
NATIONAL
APRIL 9-12, 2015

SAMPLE:
 n=1,007 Adults
 MoE=±3.1%

1. As you may know, Cosmopolitan Magazine frequently has sexually provocative headlines and models on its cover. Would you say that these headlines and models are **ROTATE** appropriate or inappropriate **END ROTATION** for viewers of all ages?

IF APPROPRIATE/INAPPROPRIATE:

And, would you say these headlines and models are VERY (appropriate / inappropriate) for viewers of all ages, or just SOMEWHAT?

| | |
|------------------------------------|------------|
| TOTAL APPROPRIATE | 24% |
| TOTAL INAPPROPRIATE | 67% |
| 1. Very appropriate | 6% |
| 2. Somewhat appropriate | 18% |
| 3. Undecided/DK/Refused DNR | 10% |
| 4. Somewhat inappropriate | 37% |
| 5. Very inappropriate | 30% |

2. If you knew that the magazine would still be available for purchase, would you **ROTATE** support or oppose **END ROTATION** a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters where children can see it?

IF SUPPORT/OPPOSE:

And, would you say would STRONGLY (support / oppose) a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters, or just SOMEWHAT?

| | |
|------------------------------------|------------|
| TOTAL SUPPORT | 55% |
| TOTAL OPPOSE | 35% |
| 1. Strongly support | 27% |
| 2. Somewhat support | 28% |
| 3. Undecided/DK/Refused DNR | 11% |
| 4. Somewhat oppose | 18% |
| 5. Strongly oppose | 17% |





3. Some people are saying that due to the sexually explicit nature of the content in Cosmopolitan Magazine it should be sold as an adult only magazine where its purchase would require proof of age. Do you **ROTATE** agree or disagree **END ROTATION** that Cosmopolitan Magazine should be an adult-only magazine?

IF AGREE/DISAGREE:

And, do you **STRONGLY** (agree / disagree) that Cosmopolitan Magazine should be an adult-only magazine, or just **SOMEWHAT**?

| | |
|------------------------------------|------------|
| TOTAL AGREE | 47% |
| TOTAL DISAGREE | 44% |
| 1. Strongly agree | 30% |
| 2. Somewhat agree | 17% |
| 3. Undecided/DK/Refused DNR | 10% |
| 4. Somewhat disagree | 23% |
| 5. Strongly disagree | 21% |

Now, I have just a few more questions for demographic purposes only....

4. **INCLUDING** yourself, what is the total number of people currently living in your household?
[RECORD NUMBER. RANGE IS 1-10]

| | |
|--------------------------|-----|
| 1. One | 22% |
| 2. Two | 30% |
| 3. Three or more | 43% |
| 4. DK/Refused DNR | 5% |

5. Are there children in your household under the age of eighteen?

| | |
|--------------------------|-----|
| 1. Yes | 34% |
| 2. DK/Refused DNR | 4% |
| 3. No | 64% |

6. What was the last grade in school you completed?

| | |
|---------------------------------|-----|
| 1. High school graduate or less | 40% |
| 2. Some college | 28% |
| 3. College graduate or higher | 28% |
| 4. DK/Refused DNR | 3% |

7. Was your TOTAL household income BEFORE taxes for 2014...
- | | | |
|----|---|-----|
| 1. | Less than \$35,000 | 35% |
| 2. | \$35,000 to less than \$50,000 | 11% |
| 3. | \$50,000 to less than \$75,000 | 15% |
| 4. | \$75,000 to less than \$100,000 | 9% |
| 5. | \$100,000 or more | 14% |
| 9. | DK/Refused <input type="checkbox"/> DNR | 16% |
8. Which of the following describes your race?
- | | | |
|----|------------------------------------|-----|
| 1. | White | 64% |
| 2. | Hispanic, Mexican, Latino, Spanish | 14% |
| 3. | African-American | 11% |
| 4. | Other/Refused | 12% |
9. What is your age?
- | | | |
|----|--------------------------------------|-----|
| 1. | 18-34 | 30% |
| 2. | 35-44 | 17% |
| 3. | 45-54 | 18% |
| 4. | 55-64 | 17% |
| 7. | 65 or over | 19% |
| 8. | Refused <input type="checkbox"/> DNR | <1% |
10. What is your gender?
- | | | |
|----|--------|-----|
| 1. | Male | 48% |
| 2. | Female | 52% |
11. Region: PRE-CODE
- | | | |
|----|-----------|-----|
| 1. | Northeast | 18% |
| 2. | Midwest | 21% |
| 3. | South | 37% |
| 4. | West | 23% |
12. Interview Method: PRE-CODE
- | | | |
|----|------------|-----|
| 1. | Landline | 37% |
| 2. | Cell Phone | 63% |



POLLING MEMORANDUM

TO: INTERESTED PARTIES
FROM: WILSON PERKINS ALLEN OPINION RESEARCH
SUBJECT: COSMOPOLITAN MAGAZINE
DATE: APRIL 14, 2015

The following memo highlights the results from a recent national survey of 1,007 adults conducted via live telephone on April 9-12, 2015. The results of this survey show that a majority of adults find Cosmopolitan Magazine inappropriate for viewers of all ages and would support requiring the magazine to be covered or not displayed at checkout counters and a near majority agrees that it should be an adult only magazine.

Cosmopolitan Magazine

- **Two thirds of adults feel that Cosmopolitan Magazine and its provocative headlines and models are inappropriate for viewers of all ages.**
 - Seven in ten women (73%) and Midwest (70%) adults feel that Cosmopolitan Magazine is inappropriate for viewers of all ages.

"As you may know, Cosmopolitan Magazine frequently has sexually provocative headlines and models on its cover. Would you say that these headlines and models are appropriate or inappropriate for viewers of all ages?"

| | Overall (100%) | Male (48%) | Female (52%) | Northeast (18%) | Midwest (21%) | South (37%) | West (23%) |
|----------------------------|-------------------|---------------|-----------------|--------------------|------------------|----------------|---------------|
| Total Appropriate | 24% | 26% | 21% | 24% | 21% | 24% | 26% |
| Total Inappropriate | 67% | 60% | 73% | 69% | 70% | 68% | 61% |
| DK/Refused | 10% | 14% | 6% | 7% | 9% | 9% | 13% |

- **A majority of adults would support a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters where it can be seen by children.**
 - More than three in five Midwest (62%) adults would support a policy requiring Cosmopolitan Magazine to be covered or not displayed at checkout counters.

"If you knew that the magazine would still be available for purchase, would you support or oppose a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters where children can see it?"

| | Overall (100%) | Male (48%) | Female (52%) | Northeast (18%) | Midwest (21%) | South (37%) | West (23%) |
|----------------------|-------------------|---------------|-----------------|--------------------|------------------|----------------|---------------|
| Total Support | 55% | 50% | 59% | 53% | 62% | 53% | 52% |
| Total Oppose | 35% | 38% | 31% | 37% | 29% | 36% | 36% |
| DK/Refused | 11% | 12% | 10% | 9% | 8% | 11% | 13% |

- **Adults are split on whether or not they agree that Cosmopolitan Magazine should be sold as an adult only magazine where its purchase would require proof of age.**
 - A majority of women (54%), Northeast (53%), and Midwest (51%) adults agree that Cosmopolitan Magazine should be adult only.

“Some people are saying that due to the sexually explicit nature of the content in Cosmopolitan Magazine it should be sold as an adult only magazine where its purchase would require proof of age. Do you agree or disagree that Cosmopolitan Magazine should be an adult-only magazine?”

| | Overall (100%) | Male (48%) | Female (52%) | Northeast (18%) | Midwest (21%) | South (37%) | West (23%) |
|-----------------------|---------------------------|-----------------------|-------------------------|----------------------------|--------------------------|------------------------|-----------------------|
| Total Agree | 47% | 40% | 54% | 53% | 51% | 47% | 38% |
| Total Disagree | 44% | 48% | 40% | 42% | 39% | 42% | 52% |
| DK/Refused | 10% | 11% | 7% | 6% | 10% | 12% | 9% |

Conclusion

Two thirds (67%) of adults across the United States feel that Cosmopolitan Magazine and its sexually provocative headlines and models are inappropriate for viewers of all ages. In addition, a majority of adults (55%) would support a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters where it can be seen by children. Lastly, slightly less than a majority of adults (47%) agree that due to the sexually explicit nature of the content in Cosmopolitan Magazine it should be sold as an adult only magazine where its purchase would require proof of age.

Methodology

On behalf of NCSE, a survey of adults (18 years and older) living in the Continental United States was conducted using Random Digit Dialing (RDD). The sample for this survey was then weighted by gender, age, ethnicity, education, and geography to be proportionally representative of the US adult population.

Respondents were contacted by phone via a live telephone operator interview April 9th-12th, 2015. The study has a sample size of 1,007 adults with a margin of error of ±3.1% in 95 out of 100 cases.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2013-2014 election cycle, 83% of WPA clients won, compared to 62% of GOP candidates in those same states. WPA clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPA has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a “Pollie” to WPA for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national GOP polling trends and deliver industry-leading results.

In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.



POLLING MEMORANDUM

TO: INTERESTED PARTIES
FROM: WILSON PERKINS ALLEN OPINION RESEARCH
SUBJECT: COSMOPOLITAN MAGAZINE
DATE: APRIL 16, 2015

The following memo highlights the results from a recent national survey of 1,007 adults conducted via live telephone on April 9-12, 2015. The results of this survey show that a majority of adults find Cosmopolitan Magazine inappropriate for viewers of all ages and that both men and women of all ages find it inappropriate for viewers of all ages.

Cosmopolitan Magazine

- **Two thirds (67%) of adults feel that Cosmopolitan Magazine and its sexually provocative headlines and models are inappropriate for viewers of all ages.**
 - While a majority of men ages 18 to 34 (54%) find Cosmopolitan Magazine to be inappropriate for viewers of all ages, two thirds (65%) of women ages 18 to 34 find it inappropriate.
 - The age group with the highest percentage (80%) of women that find Cosmopolitan Magazine inappropriate are women ages 55 and older.
 - The age group with the highest percentage (67%) of men that find Cosmopolitan Magazine inappropriate are men ages 35 to 54.

“As you may know, Cosmopolitan Magazine frequently has sexually provocative headlines and models on its cover. Would you say that these headlines and models are appropriate or inappropriate for viewers of all ages?”

| | |
|----------------------------|---------------------------|
| | Overall (100%) |
| Total Appropriate | 24% |
| Total Inappropriate | 67% |
| DK/Refused | 10% |

| | Men (48%) | Men 18-34 (15%) | Men 35-54 (17%) | Men 55+ (16%) |
|----------------------------|----------------------|----------------------------|----------------------------|--------------------------|
| Total Appropriate | 26% | 29% | 19% | 22% |
| Total Inappropriate | 60% | 54% | 67% | 50% |
| DK/Refused | 14% | 8% | 14% | 18% |

| | Women (52%) | Women 18-34 (15%) | Women 35-54 (18%) | Women 55+ (19%) |
|----------------------------|------------------------|------------------------------|------------------------------|----------------------------|
| Total Appropriate | 21% | 30% | 23% | 13% |
| Total Inappropriate | 73% | 65% | 72% | 80% |
| DK/Refused | 6% | 5% | 6% | 7% |

Conclusion

Two thirds (67%) of adults across the United States feel that Cosmopolitan Magazine and its sexually provocative headlines and models are inappropriate for viewers of all ages. Both men and women overall, and men and women from all age groups, feel that the magazine is inappropriate, too. While men find the magazine inappropriate, women are more likely to feel that Cosmopolitan Magazine and its sexually provocative headlines and models are inappropriate for viewers of all ages.

Methodology

On behalf of NCSE, a survey of adults (18 years and older) living in the Continental United States was conducted using Random Digit Dialing (RDD). The sample for this survey was then weighted by gender, age, ethnicity, education, and geography to be proportionally representative of the US adult population.

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In addition to our political and policy research, WPA has conducted market research for more than 110 fortune 500 corporations, donor research for more than 200 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.

Question 1

As you may know, Cosmopolitan Magazine frequently has sexually provocative headlines and models on its cover. Would you say that these headlines and models are (appropriate) or (inappropriate) for viewers of all ages?

And, would you say these headlines and models are VERY (appropriate/inappropriate) for viewers of all ages, or just SOMEWHAT?

| | Sex | | Age | | | | | | | | Region | | | | Race | | | | Interview Method | |
|------------------------|------|-----|-------|-----|-------|-----|-------|-----|-------|-----|----------|-----|-------|------|------|-----|------------|-----|------------------|---------------------|
| | | | 18-34 | | 35-44 | | 45-54 | | 55-64 | | Mid-West | | South | | West | | White Only | | | Hispanic (Any Race) |
| | | | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | | |
| Total | 1007 | 504 | 503 | 223 | 119 | 163 | 220 | 278 | 181 | 216 | 381 | 229 | 729 | 78 | 77 | 506 | 501 | | | |
| Unweighted Total | 1007 | 486 | 521 | 301 | 167* | 179 | 167 | 188 | 183 | 215 | 373 | 235 | 641 | 107* | 143* | 371 | 636 | | | |
| Appropriate (Net) | 237 | 127 | 110 | 103 | 41 | 31 | 29 | 33 | 44 | 44 | 88 | 61 | 155 | 22 | 46 | 69 | 168 | | | |
| | 24% | 26% | 21% | 34% | FG | 25% | 18% | 17% | 24% | 21% | 24% | 26% | 24% | 21% | 32% | 19% | 26% | P | | |
| Very appropriate | 57 | 28 | 29 | 24 | 7 | 8 | 9 | 9 | 11 | 7 | 25 | 13 | 24 | 12 | 15 | 22 | 34 | | | |
| | 6% | 6% | 6% | 8% | 4% | 5% | 5% | 5% | 6% | 3% | 7% | 6% | 4% | 11% | 11% | 6% | 5% | | | |
| Somewhat appropriate | 181 | 99 | 81 | 79 | 34 | 23 | 20 | 24 | 33 | 37 | 63 | 48 | 131 | 10 | 31 | 47 | 134 | | | |
| | 18% | 20% | 16% | 26% | FG | 20% | 13% | 13% | 18% | 17% | 17% | 20% | 20% | 9% | 21% | 13% | 21% | P | | |
| Inappropriate (Net) | 673 | 292 | 380 | 179 | 112 | 127 | 120 | 130 | 126 | 150 | 252 | 144 | 430 | 78 | 87 | 260 | 412 | | | |
| | 67% | 60% | 73% | B | 59% | 67% | 71% | D | 69% | 70% | 68% | 61% | 67% | 72% | 61% | 70% | 65% | | | |
| Somewhat inappropriate | 373 | 181 | 192 | 124 | 65 | 71 | 55 | 57 | 76 | 88 | 133 | 76 | 233 | 45 | 51 | 120 | 253 | | | |
| | 37% | 37% | 37% | 41% | H | 39% | 33% | 30% | 42% | 41% | 36% | 32% | 36% | 41% | 36% | 32% | 40% | P | | |
| Very inappropriate | 300 | 111 | 188 | 54 | 48 | 56 | 65 | 72 | 50 | 62 | 120 | 68 | 197 | 33 | 36 | 140 | 160 | | | |
| | 30% | 23% | 36% | B | 18% | 29% | 31% | D | 27% | 29% | 32% | 29% | 31% | 31% | 25% | 38% | 25% | | | |
| Undecided | 48 | 36 | 12 | 9 | 10 | 13 | 7 | 9 | 5 | 8 | 16 | 18 | 26 | 6 | 8 | 16 | 32 | | | |
| | 5% | 7% | C | 2% | 3% | 6% | 7% | 4% | 3% | 4% | 4% | 8% | 4% | 6% | 6% | 4% | 5% | | | |
| Don't know | 41 | 27 | 14 | 8 | 2 | 5 | 12 | 14 | 6 | 11 | 11 | 13 | 28 | 1 | 2 | 25 | 15 | | | |
| | 4% | 6% | C | 3% | 1% | 3% | 7% | DE | 3% | 5% | 3% | 5% | 4% | 1% | 2% | 7% | 2% | | | |
| Refused | 9 | 4 | 5 | 3 | 2 | 2 | 0 | 2 | 2 | 1 | 6 | 0 | 2 | 0 | 0 | 1 | 8 | | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | 0 | 1% | 1% | * | 2% | 0 | * | 0 | 0 | * | 1% | | | |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N/O - P/Q
Overlap formulae used. * small base

Question 1

As you may know, Cosmopolitan Magazine frequently has sexually provocative headlines and models on its cover. Would you say that these headlines and models are (appropriate) or (inappropriate) for viewers of all ages?

And, would you say these headlines and models are VERY (appropriate/inappropriate) for viewers of all ages, or just SOMEWHAT?

| | Household Income | | | | | | H.H. Size | | | Children In H.H. | | | Education | | | |
|------------------------|-------------------------------|-----------|-------------------------------|------------|-------------------------------|----------|---------------------------------|-----------|------------------|--------------------|--------------|-------------|------------------------------|-------------------|---|-----|
| | \$35K- LT \$35K (A) (B) | | \$50K- LT \$50K (C) (D) | | \$75K- LT \$75K (E) (F) | | \$100K- LT \$100K (G) (H) | | 1 (I) (J) | | 2 (K) (L) | | 3 (M) (N) | | Coll Incom- plete Grad (O) (P) | |
| | LT 33% | LT 50% | LT 75% | LT 100% | 1 33% | 2 50% | 3 75% | 4 100% | 13- 17 (M) | Under 13 (L) | Any (K) | None (J) | HS Grad or Less (N) | HS Grad (O) | Coll Incom- plete Grad (P) | |
| Unweighted Total | 1007 | 318 | 104 | 148 | 100 | 162 | 251 | 337 | 376 | 717 | 266 | 199 | 109 | 329 | 283 | 367 |
| Weighted Total | 1007 | 357 | 107* | 146 | 89* | 142 | 222 | 306 | 433 | 643 | 338 | 263 | 127* | 405 | 286 | 284 |
| Appropriate (Net) | 237 | 91 | 26 | 30 | 18 | 37 | 41 | 84 | 106 | 149 | 84 | 69 | 26 | 94 | 72 | 69 |
| | 24% | 25% | 25% | 21% | 21% | 26% | 19% | 27% | 25% | 23% | 25% | 26% | 21% | 23% | 25% | 24% |
| Very appropriate | 57 | 23 | 4 | 9 | 2 | 10 | 10 | 19 | 26 | 35 | 21 | 16 | 10 | 21 | 22 | 12 |
| | 6% | 7% | 4% | 6% | 3% | 7% | 5% | 6% | 6% | 5% | 6% | 6% | 8% | 5% | 8% | 4% |
| Somewhat appropriate | 181 | 68 | 22 | 21 | 16 | 27 | 31 | 65 | 80 | 114 | 63 | 53 | 16 | 73 | 50 | 57 |
| | 18% | 19% | 21% | 15% | 18% | 19% | 14% | 21% | 18% | 18% | 19% | 20% | 13% | 18% | 17% | 20% |
| Inappropriate (Net) | 673 | 242 | 77 | 105 | 62 | 89 | 162 | 188 | 297 | 432 | 231 | 177 | 92 | 282 | 184 | 187 |
| | 67% | 68% | 71% | 72% | 69% | 62% | 73% | 62% | 69% | 67% | 68% | 67% | 72% | 70% | 65% | 66% |
| Somewhat inappropriate | 373 | 130 | 38 | 58 | 43 | 55 | 83 | 92 | 181 | 226 | 141 | 110 | 56 | 157 | 88 | 115 |
| | 37% | 36% | 35% | 40% | 48% | 39% | 38% | 30% | 42% | 35% | 42% | 42% | 44% | 39% | 31% | 41% |
| Very inappropriate | 300 | 112 | 39 | 47 | 18 | 33 | 79 | 96 | 116 | 206 | 89 | 67 | 36 | 126 | 96 | 72 |
| | 30% | 31% | 36% | 32% | 21% | 23% | 36% | 31% | 27% | 32% | 26% | 25% | 28% | 31% | 34% | 25% |
| Undecided | 48 | 14 | 0 | 4 | 5 | 10 | 9 | 17 | 16 | 33 | 12 | 6 | 5 | 18 | 15 | 12 |
| | 5% | 4% | 0 | 3% | 6% | 7% | 4% | 5% | 4% | 5% | 3% | 2% | 4% | 5% | 4% | 4% |
| Don't know | 41 | 9 | 4 | 6 | 4 | 6 | 9 | 15 | 13 | 27 | 12 | 11 | 4 | 10 | 14 | 14 |
| | 4% | 2% | 4% | 4% | 4% | 5% | 4% | 5% | 3% | 4% | 3% | 4% | 3% | 2% | 5% | 5% |
| Refused | 9 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 |
| | 1% | 1% | 0 | 0 | 0 | 0 | 0 | 1% | 0 | * | 0 | 0 | 0 | * | 0 | * |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P
 Overlap formulae used. * small base



Question 2

If you knew that the magazine would still be available for purchase, would you (support) or (oppose) a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters where children can see it?

And would you say that you STRONGLY (support/oppose) a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters, or just SOMEWHAT?

| | Sex | | Age | | | | Region | | | | Race | | | Interview Method | | | |
|------------------|----------|------------|---------|-----------|-----------|-----------|----------------|--------------|-----------|----------|----------------|----------------|--------------|------------------|-----------|------|-----|
| | Male (A) | Female (B) | 18- (C) | 35-44 (D) | 45-54 (E) | 55-64 (F) | North-east (G) | Mid-West (H) | South (I) | West (J) | White Only (K) | Black Only (L) | Hispanic (M) | | Other (N) | | |
| Unweighted Total | 1007 | 504 | 503 | 223 | 119 | 163 | 220 | 278 | 181 | 216 | 381 | 229 | 729 | 78 | 77 | 506 | 501 |
| Weighted Total | 1007 | 486 | 521 | 301 | 167* | 179 | 167 | 188 | 183 | 215 | 373 | 235 | 641 | 107* | 143* | 371 | 636 |
| Support (Net) | 549 | 241 | 308 | 157 | 93 | 100 | 105 | 97 | 133 | 197 | 121 | 357 | 49 | 80 | 210 | 339 | 339 |
| | 55% | 50% | 59%B | 52% | 56% | 50% | 60% | 56% | 53% | 62% | 53% | 52% | 56% | 46% | 56% | 57% | 53% |
| Strongly support | 271 | 109 | 161 | 55 | 32 | 49 | 62 | 70 | 45 | 64 | 102 | 59 | 177 | 30 | 34 | 119 | 152 |
| | 27% | 22% | 31%B | 18% | 19% | 28% | 37%DE | 37%DE | 24% | 30% | 27% | 25% | 28% | 28% | 24% | 32%Q | 24% |
| Somewhat support | 278 | 132 | 147 | 102 | 62 | 41 | 38 | 35 | 52 | 69 | 95 | 62 | 180 | 20 | 45 | 91 | 187 |
| | 28% | 27% | 28% | 34%FG | 37%FG | 23% | 22% | 19% | 28% | 32% | 25% | 26% | 28% | 18% | 32% | 25% | 29% |
| Oppose (Net) | 349 | 185 | 164 | 114 | 53 | 70 | 56 | 68 | 63 | 134 | 84 | 226 | 46 | 49 | 126 | 223 | 223 |
| | 35% | 38% | 31% | 38% | 32% | 39% | 34% | 30% | 37% | 29% | 36% | 36% | 35% | 42% | 34% | 34% | 35% |
| Somewhat oppose | 177 | 92 | 85 | 66 | 28 | 33 | 24 | 28 | 33 | 34 | 67 | 43 | 113 | 20 | 35 | 62 | 116 |
| | 18% | 19% | 16% | 22% | 17% | 18% | 14% | 15% | 18% | 16% | 18% | 18% | 18% | 19% | 25% | 17% | 18% |
| Strongly oppose | 172 | 93 | 79 | 48 | 25 | 37 | 33 | 29 | 35 | 29 | 67 | 41 | 113 | 26 | 14 | 65 | 107 |
| | 17% | 19% | 15% | 16% | 15% | 21% | 20% | 15% | 19% | 13% | 18% | 17% | 18% | 24%O | 9% | 17% | 17% |
| Undecided | 79 | 44 | 35 | 24 | 18 | 10 | 8 | 19 | 15 | 15 | 31 | 18 | 43 | 10 | 12 | 26 | 53 |
| | 8% | 9% | 7% | 8% | 11% | 5% | 5% | 10%G | 8% | 7% | 8% | 8% | 7% | 9% | 9% | 7% | 8% |
| Don't know | 19 | 11 | 8 | 3 | 2 | 7 | 2 | 6 | 1 | 3 | 5 | 11 | 11 | 3 | 2 | 8 | 12 |
| | 2% | 2% | 2% | 1% | 1% | 4% | 1% | 3% | * | 1% | 1% | 4%IK | 2% | 2% | 2% | 2% | 2% |
| Refused | 11 | 5 | 6 | 4 | 1 | 2 | 1 | 2 | 3 | 1 | 6 | 1 | 5 | 0 | 0 | 1 | 10 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 2% | 1% | 1% | 0 | 0 | * | 2% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N/O - P/Q
 Overlap formulae used. * small base



Question 2

If you knew that the magazine would still be available for purchase, would you (support) or (oppose) a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters where children can see it?

And would you say that you STRONGLY (support/oppose) a policy that would require Cosmopolitan Magazine to be covered or not displayed near checkout counters, or just SOMEWHAT?

| | Household Income | | | | | | H.H. Size | | | | Children In H.H. | | | Education | | | | |
|------------------|-------------------------------------|-----|-------------------------------------|--------|---|-----|-----------|----------|---------------------|--------------------|-------------------|--------------------|------------------|-----------|---------------------------------|-------------------|--------------------------------|---------------------|
| | \$35K- LT \$50K (C) (B) | | \$50K- LT \$75K (D) (E) | | \$75K- LT \$100K Or More (F) | | 1 (G) | 2 (H) | 3 Or More (I) | None (J) (K) | Any (L) (M) | Under 13 (N) | 13- 17 (O) | 17 (P) | HS Grad or Less (N) | HS Grad (N) | Coll Incom- plete (O) | Coll Grad (P) |
| | Total (A) | | Total (A) | | Total (A) | | | | | | | | | | | | | |
| Unweighted Total | 1007 | 318 | 104 | 148 | 100 | 162 | 251 | 337 | 376 | 717 | 266 | 199 | 109 | 329 | 405 | 283 | 367 | 286 |
| Weighted Total | 1007 | 357 | 107* | 146 | 89* | 142 | 222 | 306 | 433 | 643 | 338 | 263 | 127* | 405 | 405 | 286 | 286 | 284 |
| Support (Net) | 549 | 204 | 61 | 89 | 42 | 75 | 123 | 162 | 244 | 345 | 195 | 147 | 80 | 224 | 224 | 171 | 140 | 171 |
| | 55% | 57% | 56% | 61%E | 47% | 53% | 55% | 53% | 56% | 54% | 58% | 56% | 63% | 55% | 55% | 60%P | 49% | 55% |
| Strongly support | 271 | 94 | 35 | 56 | 17 | 35 | 76 | 87 | 102 | 198 | 69 | 51 | 28 | 112 | 112 | 85 | 70 | 112 |
| | 27% | 26% | 32% | 38%BEF | 19% | 25% | 34%I | 28% | 24% | 31%K | 20% | 19% | 22% | 28% | 28% | 30% | 24% | 28% |
| Somewhat support | 278 | 110 | 26 | 33 | 25 | 39 | 47 | 75 | 142 | 147 | 126 | 96 | 52 | 112 | 112 | 87 | 70 | 112 |
| | 28% | 31% | 24% | 23% | 28% | 28% | 21% | 25% | 33%GH | 23% | 37%J | 36% | 41% | 28% | 28% | 30% | 25% | 28% |
| Oppose (Net) | 349 | 124 | 38 | 42 | 34 | 54 | 84 | 104 | 149 | 230 | 112 | 92 | 38 | 147 | 147 | 81 | 114 | 147 |
| | 35% | 35% | 35% | 29% | 39% | 38% | 38% | 34% | 34% | 36% | 33% | 35% | 30% | 36% | 36% | 28% | 40%O | 36% |
| Somewhat oppose | 177 | 61 | 21 | 22 | 21 | 26 | 41 | 50 | 81 | 116 | 60 | 50 | 19 | 78 | 78 | 46 | 51 | 78 |
| | 18% | 17% | 19% | 15% | 24% | 19% | 18% | 16% | 19% | 18% | 18% | 19% | 15% | 19% | 19% | 16% | 18% | 19% |
| Strongly oppose | 172 | 64 | 17 | 20 | 13 | 28 | 43 | 54 | 67 | 114 | 51 | 42 | 20 | 69 | 69 | 35 | 62 | 69 |
| | 17% | 18% | 16% | 13% | 15% | 20% | 19% | 18% | 16% | 18% | 15% | 16% | 16% | 17% | 17% | 12% | 22%O | 17% |
| Undecided | 79 | 23 | 6 | 12 | 11 | 11 | 10 | 32 | 32 | 53 | 24 | 17 | 5 | 30 | 30 | 23 | 22 | 30 |
| | 8% | 6% | 6% | 9% | 13% | 8% | 4% | 10%G | 7% | 8% | 7% | 7% | 4% | 8% | 8% | 8% | 8% | 8% |
| Don't know | 19 | 5 | 2 | 2 | 2 | 1 | 5 | 6 | 6 | 12 | 6 | 5 | 3 | 4 | 4 | 10 | 5 | 4 |
| | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 4%N | 2% | 1% |
| Refused | 11 | 2 | * | 0 | 0 | 1 | * | 2 | 2 | 4 | 1 | 1 | 0 | 0 | 0 | 1 | 4 | 0 |
| | 1% | * | * | 0 | 0 | 1% | * | 1% | 1% | 1% | * | 1% | 0 | 0 | 0 | * | 1%N | 0 |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P
 Overlap formulae used. * small base

Question 3

Some people are saying that due to the sexually explicit nature of the content in Cosmopolitan Magazine it should be sold as an adult-only magazine where its purchase would require proof of age. Do you (agree) or (disagree) that Cosmopolitan Magazine should be an adult-only magazine?

And do you STRONGLY (agree/disagree) that Cosmopolitan Magazine should be an adult-only magazine, or just SOMEWHAT?

| | Sex | | Age | | | | | | Region | | | | Race | | | Interview Method | | | | | | | | | |
|-------------------|-----------|----------|------------|-------|-------|------|-------|-------|--------|-------|---------|-------|----------------|-------|--------------|------------------|-----------|-----|----------|--|---------------------------|-----------|--------------|--|--|
| | Total (A) | Male (B) | 18-34 | | 35-44 | | 45-54 | | 55-64 | | 65+ (H) | | North-east (I) | | Mid-west (J) | | South (K) | | West (L) | | White Only (Non-Hisp) (M) | Black (N) | Hispanic (O) | | |
| | | | Female (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | | (P) | (Q) | | | | | | | |
| Unweighted Total | 1007 | 504 | 503 | 223 | 119 | 163 | 220 | 278 | 181 | 216 | 381 | 229 | 729 | 78 | 77 | 506 | 501 | | | | | | | | |
| Weighted Total | 1007 | 486 | 521 | 301 | 167* | 179 | 167 | 188 | 183 | 215 | 373 | 235 | 641 | 107* | 143* | 371 | 636 | | | | | | | | |
| Agree (Net) | 474 | 195 | 279 | 131 | 71 | 82 | 86 | 102 | 98 | 110 | 176 | 90 | 285 | 69 | 66 | 176 | 298 | | | | | | | | |
| | 47% | 40% | 54%B | 43% | 43% | 46% | 51% | 54%D | 53%L | 51%L | 47% | 38% | 44% | 64%MO | 46% | 47% | 47% | | | | | | | | |
| Strongly agree | 299 | 115 | 184 | 62 | 42 | 53 | 66 | 74 | 66 | 57 | 117 | 59 | 178 | 40 | 45 | 128 | 171 | | | | | | | | |
| | 30% | 24% | 35%B | 20% | 25% | 30% | 40%DE | 40%DE | 36%L | 26% | 31% | 25% | 28% | 37% | 31% | 34%Q | 27% | | | | | | | | |
| Somewhat agree | 175 | 80 | 95 | 69 | 29 | 29 | 19 | 28 | 31 | 54 | 59 | 31 | 106 | 28 | 22 | 48 | 127 | | | | | | | | |
| | 17% | 16% | 18% | 23%GH | 17% | 16% | 12% | 15% | 17% | 25%KL | 16% | 13% | 17% | 26%M | 15% | 13% | 20%P | | | | | | | | |
| Disagree (Net) | 439 | 232 | 207 | 155 | 75 | 80 | 66 | 61 | 76 | 84 | 156 | 123 | 295 | 34 | 65 | 157 | 282 | | | | | | | | |
| | 44% | 48%C | 40% | 51%GH | 45%H | 45%H | 39% | 32% | 42% | 39% | 42% | 52%JK | 46%N | 32% | 45% | 42% | 44% | | | | | | | | |
| Somewhat disagree | 227 | 110 | 117 | 77 | 51 | 40 | 31 | 27 | 44 | 44 | 84 | 54 | 145 | 15 | 36 | 82 | 145 | | | | | | | | |
| | 23% | 23% | 22% | 25%H | 31%GH | 22% | 19% | 14% | 24% | 21% | 23% | 23% | 23% | 14% | 25% | 22% | 23% | | | | | | | | |
| Strongly disagree | 213 | 122 | 90 | 78 | 24 | 41 | 35 | 34 | 32 | 40 | 71 | 70 | 151 | 19 | 29 | 75 | 137 | | | | | | | | |
| | 21% | 25%C | 17% | 26%E | 15% | 23% | 21% | 18% | 17% | 18% | 19% | 30%IJ | 23% | 18% | 21% | 20% | 22% | | | | | | | | |
| Undecided | 46 | 26 | 20 | 4 | 10 | 10 | 7 | 15 | 3 | 11 | 23 | 10 | 32 | 2 | 8 | 23 | 23 | | | | | | | | |
| | 5% | 5% | 4% | 1% | 6%D | 6%D | 4% | 8%D | 2% | 5% | 6%I | 4% | 5% | 2% | 6% | 6% | 4% | | | | | | | | |
| Don't know | 37 | 27 | 10 | 9 | 9 | 4 | 8 | 7 | 5 | 7 | 13 | 12 | 26 | 3 | 4 | 12 | 24 | | | | | | | | |
| | 4% | 5%C | 2% | 3% | 5% | 2% | 5% | 4% | 3% | 3% | 4% | 5% | 4% | 2% | 3% | 3% | 4% | | | | | | | | |
| Refused | 11 | 6 | 5 | 3 | 1 | 2 | 1 | 4 | 1 | 3 | 6 | 1 | 3 | 0 | 0 | 3 | 8 | | | | | | | | |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | * | 1% | 0 | 0 | 1% | 1% | | | | | | | | |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N/O - P/Q
 Overlap formulae used. * small base

Question 3

Some people are saying that due to the sexually explicit nature of the content in Cosmopolitan Magazine it should be sold as an adult-only magazine where its purchase would require proof of age. Do you (agree) or (disagree) that Cosmopolitan Magazine should be an adult-only magazine?

And do you STRONGLY (agree/disagree) that Cosmopolitan Magazine should be an adult-only magazine, or just SOMEWHAT?

| | Household Income | | | | H.H. Size | | | | Children In H.H. | | | | Education | | | | | |
|-------------------|------------------|-------|--------------|-------|---------------|-------|---------|-----|------------------|-----|-----------|-----|-----------|-------|---------|-------|------------------|------|
| | \$35K- \$50K | | \$50K- \$75K | | \$75K- \$100K | | Or More | | 1-2 | | 3 Or More | | Under 13 | | HS Grad | | Coll Incom-plete | |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) |
| Unweighted Total | 1007 | 318 | 104 | 148 | 100 | 162 | 251 | 337 | 376 | 717 | 266 | 199 | 109 | 329 | 283 | 367 | 286 | 284 |
| Weighted Total | 1007 | 357 | 107* | 146 | 89* | 142 | 222 | 306 | 433 | 643 | 338 | 263 | 127* | 405 | 286 | 284 | | |
| Agree (Net) | 474 | 198 | 61 | 71 | 28 | 40 | 118 | 135 | 205 | 304 | 160 | 127 | 58 | 226 | 128 | 111 | 128 | 111 |
| | 47% | 55%EF | 57%EF | 49%EF | 31% | 28% | 53% | 44% | 47% | 47% | 47% | 48% | 46% | 56%OP | 45% | 39% | | |
| Strongly agree | 299 | 126 | 34 | 54 | 15 | 20 | 89 | 89 | 115 | 207 | 89 | 68 | 34 | 153 | 75 | 67 | 75 | 67 |
| | 30% | 35%EF | 32%EF | 37%EF | 17% | 14% | 40%HI | 29% | 27% | 32% | 26% | 26% | 27% | 38%OP | 26% | 24% | | |
| Somewhat agree | 175 | 72 | 27 | 17 | 12 | 20 | 29 | 46 | 90 | 97 | 71 | 59 | 25 | 73 | 53 | 44 | 53 | 44 |
| | 17% | 20% | 25%DF | 12% | 14% | 14% | 13% | 15% | 21%G | 15% | 21%J | 22% | 19% | 18% | 19% | 15% | 19% | 15% |
| Disagree (Net) | 439 | 139 | 35 | 64 | 54 | 82 | 93 | 140 | 192 | 281 | 154 | 120 | 59 | 151 | 130 | 147 | 151 | 147 |
| | 44% | 39% | 32% | 44% | 61%BC | 58%BC | 42% | 46% | 44% | 44% | 45% | 46% | 47% | 37% | 46% | 52%N | 46% | 52%N |
| Somewhat disagree | 227 | 76 | 16 | 29 | 36 | 34 | 45 | 68 | 102 | 135 | 89 | 67 | 35 | 84 | 70 | 63 | 84 | 63 |
| | 23% | 21% | 14% | 20% | 40%BC | 24% | 20% | 22% | 24% | 21% | 26% | 25% | 28% | 21% | 25% | 22% | 21% | 25% |
| Strongly disagree | 213 | 63 | 19 | 34 | 18 | 47 | 48 | 71 | 90 | 146 | 65 | 53 | 24 | 67 | 60 | 84 | 67 | 84 |
| | 21% | 18% | 18% | 24% | 20% | 33%BC | 22% | 23% | 21% | 23% | 19% | 20% | 19% | 17% | 21% | 30%NO | 17% | 21% |
| Undecided | 46 | 11 | 6 | 4 | 4 | 13 | 6 | 18 | 20 | 28 | 16 | 11 | 5 | 17 | 11 | 16 | 17 | 16 |
| | 5% | 3% | 6% | 3% | 4% | 9%ED | 3% | 6% | 5% | 4% | 5% | 4% | 4% | 4% | 4% | 6% | 4% | 6% |
| Don't know | 37 | 8 | 5 | 7 | 4 | 7 | 4 | 11 | 16 | 27 | 9 | 5 | 4 | 11 | 16 | 7 | 11 | 16 |
| | 4% | 2% | 4% | 5% | 4% | 5% | 2% | 4% | 4% | 4% | 3% | 2% | 3% | 3% | 6% | 2% | 3% | 6% |
| Refused | 11 | 1 | * | 0 | 0 | * | 1 | 2 | * | 3 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 3 |
| | 1% | * | * | 0 | 0 | * | * | 1% | * | 1% | 0 | 0 | 0 | 0 | 0 | 1% | 0 | 1% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K - N/O/P
 Overlap formulae used. * small base