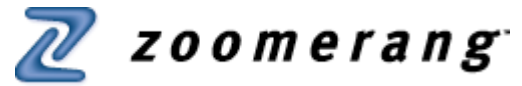


nostankyou.com

Results Overview



Date: 10/22/2008 1:20 PM PST

Responses: Completes

Filter: No filter applied

1. Are you...

Male		108	26%
Female		300	74%
Total		408	100%

2. How old are you?

Under 13		7	2%
13		48	12%
14		52	13%
15		58	14%
16		76	19%
17		73	18%
18		34	8%
19		13	3%
20		17	4%
Over 20		30	7%
Total		408	100%

3. Have you ordered a NO STANK YOU shirt through our website?



Yes		400	98%
No		8	2%
Total		408	100%

4. Have you tried to order a shirt but not been able to get 3 points?



Yes		59	14%
No		349	86%

Total	408	100%
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5. Have you uploaded a picture of you wearing a shirt?

Yes		171	42%
No		237	58%
Total		408	100%







6. Do kids at school ask you where you got your NO STANK YOU shirt?

Yes		296	73%
No		112	27%
Total		408	100%




7. Did you know your NO STANK YOU shirt has an anti-tobacco fact printed on the inside?



Yes		389	95%
No		19	5%
Total		408	100%

8. How many friends would you say you've told about NO STANK YOU?






1		12	3%
2		16	4%
3		47	12%
4		54	13%
5-10		167	41%
More than 10		112	27%
Total		408	100%

9. How many of your friends already knew about NO STANK YOU?


1		59	14%
2		60	15%
3		60	15%

4		60	15%
5-10		85	21%
More than 10		84	21%
Total		408	100%










10. How many of your friends have NO STANK YOU shirts?

1		99	24%
2		73	18%
3		75	18%
4		56	14%
5-10		79	19%
More than 10		26	6%
Total		408	100%


11. Have you seen NO STANK YOU commercials on TV?

Yes		351	86%
No		57	14%
Total		408	100%




12. Do you remember what they were about? Select all that apply.

Bad breath caused by smoking		233	66%
Premature Aging		193	55%
Yellow Teeth		232	66%
Black dirty lungs		199	57%
Decreased lung capacity		149	42%
Gross smell		210	60%
Chewing tobacco		195	56%
Phelgmy lungs		120	34%
I don't remember		53	15%













13. Have you heard NO STANK YOU ads on the radio?

Yes		94	23%
No		314	77%
Total		408	100%

14. Do you remember what they were about? Select all that apply.



Smoking screws up your body		70	74%
Smoking isn't that bad for you		4	4%
Smoking is nasty		68	72%

15. What is your favorite NO STANK YOU ad?



Chest Sitter		27	7%
Old man cheerleaders		113	28%
Chewing Tobacco		10	2%
Date on a bench		34	8%
Lung Balloons		42	10%
Yellow Toothfairy		42	10%
Sniff-a-Date Game Show		44	11%
Karate Cigarette Chop		20	5%
Smoke Buddies		13	3%
STANK Parfum		24	6%
Running Mouth		6	1%
Other, please specify		33	8%
Total		408	100%

16. What do you think the message behind NO STANK YOU is? Select all that apply.












Smoking is gross		338	83%
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Smoking is bad for my health		381	93%
Smoking is bad for my social life		295	72%

17. Does trying just one cigarette hurt your body?

Yes		398	98%
No		10	2%
Total		408	100%

19. From this list, what is the biggest reason you would not try cigarette?

Coughing		8	2%
Makes you smell bad		25	6%
Yellow teeth		14	3%
Black lung		12	3%
Lung Disease		53	13%
Not Healthy/Dangerous to Health		200	49%
Wrinkles/Premature Aging		10	2%
Gross hooking up with guys/girls		14	3%
Scared of getting addicted		44	11%
Hard to breathe & get winded		23	6%
Bad breath		5	1%
Total		408	100%

Click Submit and you're done. Thanks!

